# SAN DIEGO

## SOUTHERN CALIFORNIA.

ITS ADVANTAGES:

Climatic, Agricultural and Commercial.—Orange and Lemon Growing: Their Profit and Prospects.—The Commercial Future of San Diego.

The Italy of America.

COMPLIMENTS OF

San Diego Land and Town Company.

THE SWEETWATER DAM BUILT AND OWNED BY THE SAN DIEGO LAND & TOWN CO.

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COMPLIMENTS OF

San Diego Land & Town Company.

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# SAN DIEGO:

## SOUTHERN CALIFORNIA.

### THE GENERAL SITUATION AND FEATURES.

SAN DIEGO is situated in Southern California, the land of perpetual sunshine and flowers, having a climate the most even of any known place in the world, not even excepting Nice, Cannes or Mentone in the south of France. The days are cool in summer and mild and delightful in winter, with a soft breeze from off the sea. The scenery is most beautiful, the city being situated on the bay of San Diego, which is twenty-two miles long and a mile in width, capable of floating the entire navies of Europe, easily entered by ships of the largest size, and considered by many the finest harbor in the world.

From the sea, the country gradually rises, until forty or fifty miles from the Pacific it breaks into a mountain chain of an average height of from three to five thousand feet. The rise is about one hundred feet to the mile, and the long undulations and succession of hill, valley, slope and table-land, gives the most singular variety of climates, soils and conditions to be found on earth in so small a compass.

This is the largest area of frostless plow-land in the United States. Not only are all vegetables readily grown, but oranges, lemons, pineapples, bananas, figs, olives, etc., live in the open air through the coldest winter weather known upon the coast since 1849.

Beginning at the Mexican line we find this table-land dropping suddenly off into the valley of the Tia Juana river, which contains some three thousand acres of fine alluvium or wash from the

high mountains of the interior. Then the table-land rises suddenly into a long, high slope running several miles away from the coast and containing some eight thousand acres of excellent land known as the Otay Mesa. The Otay Mesa on the north dips abruptly down into the Otay valley, containing some two thousand acres lying from fifty to two hundred feet above the sea. North of the Otay Mesa, and occupying the southwestern portion of National Ranch, is Chula Vista, a tract of some five thousand acres, mostly the property of the San Diego Land & Town Company. It is situated upon a long, broad slope, two miles below National City, with water piped to every five-acre tract, with a railroad running through the whole, and is dotted with fine houses, all built within the last four or five years. As is the case with all the land of the San Diego Land & Town Company, the water is sold with the land and becomes perpetually attached to it. Across the Otay valley at its upper end lies the Otay Rancho, mostly mesa, containing some four thousand acres of fine land, lying from eight to ten miles from the sea and from two hundred to eight hundred feet above it. Northwest of this lies the National Rancho, running from sea level on San Diego bay over six miles back, gradually rising to an elevation of five hundred feet, with some twenty thousand acres of table-land and three thousand acres of valley and slope included in the valley of the Sweetwater river, which runs through it.

The greater part of this table-land also commands a view of the sea and enjoys its cool summer breezes without the freshness of the immediate coast.

The San Diego Land & Town Company owns forty thousand acres of these selected lands and has built a dam on the Sweetwater river to supply the country with water for domestic use and irrigation. Time has proved that one acre properly handled, with water, will produce more than several acres without it, especially under a sun where crops may grow all the year. This Sweetwater Dam was built at a cost of a million of dollars and is the largest completed masonry dam in the United States. It is six miles back of National City, holding in check the water of the Sweetwater river, making a lake three miles long and containing over six billion gallons, which, besides supplying National City, will irrigate ten thousand acres of the rich slopes around the town. This land properly handled, with irrigation will support one person to the acre, not including the population of the towns with income from other sources; and this is more than ten times the number that can be supported on one acre in any other part of the United States.



## IRRIGATION.

AS it is irrigation that alone makes Southern California what it is and gives capital such an abiding confidence in its future, a pretty full understanding of it is necessary to appreciate the great value of the lands of any section.

Take the best and most productive orchard in any Eastern state. It bears heavily and well, its owner thinks. But one-third the crop is too small for anything but the cider-press. Another third is but second- or third-class fruit. Not over one-third brings the full market price and seldom over one-fourth. Most of it is too small either for sale fresh or for canning or drying.

Suppose now the orchard were placed upon a slope or upon ground with subsoil so porous that the roots of the trees could never stand in subterranean water. Suppose it were watered fully just at the proper time, the whole ground being put in the condition it would be in after a soft and steady rain of three or four days, and the whole so constantly cultivated that not a weed or spear of grass could be seen in it, the moisture thus retained in the ground, and the roots thus trained out into the rich, warm top soil instead of being sent down below into the colder and more barren soil.

If you cannot readily imagine the difference, a well-treated orchard in Southern California will quickly show you. Full two-thirds of the fruit will be first-class, and scarce any of the rest will be below second grade, often the difference between large profits and no profits. If the orchard is worth having at all, is not this difference well worth working for? And this is in the East, where the tree is dormant seven months of the year and often longer.

Here the tree is rarely dormant over four months, and in places less than three months. This difference it makes the most of, and reaches full bearing in less than two-thirds of the time it does in the East. A singular feature is that this does not shorten its life at all, but some trees, such as the peach, actually live and bear longer than in the East.

Here fruit cannot, as it can in the East, be injured by too much rain during the growing season, and especially during the maturing period, but the owner has perfect control of the water, and practically controls it the year round. This control of the water under such a climate increases production to a point almost inconceivable by Eastern people.

But this is by no means all of it. You may put in a crop of grain in December, cut it in May, wet the ground, plow, and put in corn; cut the corn in September, and put in potatoes, which you may take out in November and then put in grain again. This can be varied almost indefinitely, and is done in hundreds of places. Above frost line new potatoes may be had the whole year, planting two or three rows every two or three weeks, and many other things in the same way.

With water you may also fertilize as you please, for the control of the water insures you against burning or too rank growth.

Irrigation, however, is one of those peculiar things that one, if left to himself, is very apt to do the wrong way. He will make a soft paste two or three inches deep, wash it up against the trunk of the tree or the stalks of corn or potatoes, and let it bake, will cut and gully the soil to pieces and play all sorts of tricks. Give him the richest soil, the best water supply and softest skies, and he will often make the sorriest mess imaginable and get far worse results than if he depended on the winter rain-fall and good cultivation.

The art of irrigation, and especially the proper stages of different fruits to apply the water, can be learned best at the places of those who thoroughly understand it. But there are several fundamental principals which must be followed, except for small patches of garden truck, or a failure or only partial success will follow.

First. The ground must *never* be *flooded*—unless for alfalfa.

Second. The water must not touch the plant or tree, or come near enough to make the soil bake around it.



Third. The water should be run in small streams for two or three days, and not in large streams for a few hours.

Fourth. The ground should be cultivated as soon as dry enough, and be constantly stirred until the roots have sapped out most of the moisture. Cultivation is almost as important as irrigation, and the water should be used no oftener than is necessary, and never used again as a substitute for the plow or cultivator to prevent baking.

If properly done, five times a year is the utmost required for oranges and lemons, and about three times for all deciduous fruits, corn, potatoes, etc. And on all sections not extremely dry, once less will generally do. Such shallow-rooted and thirsty plants as strawberries must have more, but for all trees and vines the above will do.

The modes of irrigation are various, but all of any value may be reduced to three.

First. Running a small ditch from tree to tree without any basins around the tree. This is about the only survivor of the old Mexican times. Considering the fact that it wets little of the ground and only gives the tree drink, its results are wonderful. Even the olive and the native live oaks and cactus that seem to need no water will double their growth and yield under it. But it should never be used where the

Second, or basin system, can be used. Here a large basin is made around the tree and filled several times. Where the basin is large enough and is refilled often enough and the ground well mulched, this does fairly well, but should only be used where water is scarce. It trains the tree to roots like a brush instead of sending them out laterally into the rich, warm top soil. With heavy fertilization, especially with artificial fertilizers, this will do very well, but it is far behind the

Third, or flume method. This, as used at Chula Vista, and other places, excels everything in the world. No other system produces such heavy results with so little water and so little work. A small flume eight or ten inches square, of common redwood, is laid along the upper side of a ten-acre tract. At intervals of one to three feet, according to the nature of the ground and the stuff to be irrigated, are bored one-inch holes, with a small wooden

button over them to regulate the flow. This flume costs a trifle, is left in position, lasts for years and is always ready. Into this flume is turned from the ditch an "irrigating head" of 20, 25 or 30 inches of water, generally about 20 inches. This is divided by the holes and the buttons into streams of from one-sixth to one-tenth of an inch each; making from 120 to 200 streams. These are run across the tract in small furrows leading from each hole. From five to seven furrows are made between two rows of trees, two between rows of grapes, one furrow between rows of corn, potatoes, etc. It may take from fifteen to twenty hours for one of the streams to get across the tract. They are allowed to run from forty-eight to seventy-two hours. The ground is then thoroughly wet in all directions and three or four feet deep. As soon as the ground is dry enough, cultivation is begun and kept up from six to eight weeks before water is used again. For trees a year old one furrow on each side the row will do; for two years old, two furrows, and so on. On very sandy or thirst soil this method will not do, and basins, or irrigation by seepage from larger ditches, must be used. But nearly all the soils in this county are either red granite land or adobe and of the same nature as the Riverside soil. Under these systems no leveling of the ground is necessary, but rolling country like Redlands may be irrigated as well as a level plain.

Sub-irrigation and all other systems, ancient and modern, European, Asiatic or American, are far behind this flume method. They have all been thoroughly tested in Southern California for many years by people of unlimited means and most inquiring minds. It is quite useless now for anyone to experiment or try to work out any system for himself. This is in effect exactly like natural rainfall, ordered to suit yourself, and the full power of the soil can be shown in no other way.

Under these systems the duty of water—the amount of work it will perform—is far greater than would be at first supposed. Those whose ideas are taken from the wasteful systems of flooding or soaking from big ditches have something to learn in Southern California.

The standard of measurement is here the miner's inch under four-inch pressure. It is the equivalent of a constant flow through



a hole one-inch square under a head of four inches. This equals 1728 cubic feet or 12,960 gallons in twenty-four hours, and is 1-50 of a cubic foot a second. It will cover ten acres about eighteen inches deep in a year, which being equal to eighteen inches of rain used just when and where you want it, of which nearly every drop is utilized, it equals about fifty inches of rainfall as it generally comes. This amount in addition to the regular winter and spring rainfall is enough for orange and lemon trees in full bearing, and for corn and even alfalfa on the uplands and soils not too sandy, and is too much for grapes and all the deciduous fruits. On clay or other subsoils very retentive of moisture this amount will often keep the ground too wet.

They will tell you at Riverside that they use an inch of water to five acres and some say an inch to three acres. But this is because they charge to the land all the waste on the main ditch and because they use thirty per cent. of the water in July and August when it is the lowest. But this is no test of the duty of water; the amount actually delivered on the land should be taken. What they actually use for ten acres at Riverside, Redlands, etc., is a twenty-inch stream for three days run five times a year, equal to 300 inches for one day, or one inch steady run for 300 days. As an inch is the equivalent of 365 inches for one day, or one inch for 365 days, 300 inches for one day equals an inch to twelve acres. Many use even less than this, running the water only two or two and one-half days at a time. Others use more head, but it rarely exceeds twenty-four inches for three days and five times a year, which which be seventy-two multiplied by five, or 360 inches, a little less than a full inch for a year for ten acres.

On the greater part of San Diego county's western slope the rainfall is so much greater than at Riverside, the summer so much cooler, and the subsoil so retentive of moisture that twenty inches, three days, three times a year, will be ample for anything but the oldest orange and lemon trees and alfalfa, and it will make a very heavy yield even of these. This would be $20 \times 3 \times 3 = 180$, or less than half of 365, which would be an inch to about 20 acres. For grapes, apricots and all early fruits twenty inches for two days, two times a year, will generally suffice. This equals one inch for eighty days, or less than an inch to forty acres.

Such a head as twenty inches can be had only from a ditch, stream or large reservoir. As a three days' run would need a tank fifty feet wide, one hundred feet long and about twenty feet deep, to supply, such irrigation is often out of the question with a windmill or small stream. Here the basin system must often be used.

Though far inferior to the flume system, the basin system is so far ahead of no irrigation that it would be immense if there were nothing better. If the stream is small, a small tank should be used so that too much time be not lost in waiting for the basins to fill. All the intermediate ground should be well cultivated. At the rate of one inch to ten acres, with eighty trees to an acre, this would give 187 barrels of thirty gallons each to each tree. With good intermediate cultivation, good mulching and fertilizing, one-fourth of this, or eleven and one-half barrels at a time, applied four times a year, will give results so far ahead of any Eastern cultivation that we may quite overlook the fact that it is not equal to the flume method. And yet this is only one inch to forty acres.

The first method, a small stream running from tree to tree, should be used only where a tank or small reservoir cannot be had, and time cannot be spared to watch the basins while filling.

Without a reasonably full understanding of what water will do, no one can judge of the possibilities of Southern California, and has no business even to have an opinion about it. With such knowledge he can quickly see that San Diego county is the peer of any county on this coast or any other.

The peculiar formation which separates each tract of a few thousand or even a few hundred acres from the next one by a high ridge, makes hundreds of springs, where there would be none if it were a great plain, and makes thousands of acres with water so near the surface that it may be easily pumped with windmills. Hundreds of springs, furnishing from one-fourth to one inch or more of water, are thus piped at small expense to the house near by. Hundreds of windmills equaling from one-sixth to one-fourth of an inch are running in all directions. And hundreds of small streams running from one-inch to ten or twenty inches of water are led out in little home-made ditches or flumes. Increasing the supply by tunnels and small dams is very easy.



## AGRICULTURAL PRODUCTS.

SAN DIEGO COUNTY, having all the soils of California and all the varieties of climate, caused by change of elevation and distance from the coast, has the productive powers of the whole of California, which means the whole of the United States, with the additional advantage of farthest southern situation for fruit that, like the guava, apricot, lemon and orange, do best on the coast the farther south they grow.

No one interested in this question need now take any one's word for it. It is now easy to travel about and visit orchards, vineyards and farms. The county is of course new, and production has in its early stages been much hampered for want of transportation, and especially by lack of water development and ignorance of its use.

All the fruits, grains, vegetables and grasses grown in any part of California, have been tested in places with results fully equal to those of any other section. Upon the high mountain belt the apples, pears, plums, quinces, cherries and almonds are superior to those of the low lands in any part of California, while the apples are equal to the best of New England, New York or Michigan. The orange and the lemon and other tender trees and plants cannot stand the winter on this high belt, but anything else may be grown that will stand a possible temperature of fifteen or twenty degrees above zero for an hour or two at daylight once in a few years.

The raisins of this county bring the highest price in the world's market. Its lemons are conceded even at Riverside to be superior to theirs, while its best oranges are admitted to be equal. Its apricots are the best in the state, while its prunes, English walnuts and olives are the equal of any. All varieties of berries and small fruits reach their fullest perfection here, though some, such as gooseberries and currants require, like the cherry, considerable elevation above the sea. All sorts of fancy fruits, such as the guava, Japanese persimmon, Japanese plum, and a long line of ornamental trees and shrubbery, such as the camphor tree, rubber tree and a thousand other things grown only in green-houses in the East, thrive here in the open air with little or no care.

Vegetables of all kinds, with a few exceptions, reach full perfection, though some require special care. The parsnip is a failure,

because it cannot lie all winter in frozen ground, which it must do to be good anywhere. The sweet potato needs a thin, sandy soil the world over, or it will be waxy, stringy, or watery, and often all three. Common potatoes may be grown here the year round above frost, but those of the low lands will not keep well unless planted in August or early September. Some vegetables grow best in winter, such as cabbage, cauliflower, peas, turnips and carrots. Above the frost line of the deep valleys the tomato becomes a perennial and bears the year 'round, growing year after year.

Melons, lemons, corn, egg-plant and similar tender things, need summer weather, for though they will live in winter on the high lands along the coast, they will not grow fast enough. Some things here bear longer than in the East, such as the strawberry, which bears well about six months and bears some the year 'round; and grapes, of which every known variety flourishes here in the open air, may be had in perfection from the vine for about five months. Melons, corn, beans, etc., may be had for twice the period they can in the East by planting new rows every two or three weeks.

In short, whatever can be done anywhere in California can be done at some elevation in San Diego county.

Upon the various river and creek bottoms are fully 40,000 acres of land with water always so near the surface that they can always be relied upon to produce heavy crops of corn or alfalfa without irrigation. Hundreds of farms outside of these have a few acres of this kind of land. With a little water alfalfa and other green feed can be raised everywhere.

As all California farming was at first done to make money, instead of to make a living with a little surplus to sell, it was all of the "bonanza" style. The farmer could not bother with such trifles as butter, milk, eggs, vegetables, etc., and found it more convenient to buy them or go without. Abundant traces of this vicious system yet remain, and from them many persons hastily conclude that this is not a good place to make butter, pork, corned beef, or to raise chickens and other small things. But this is a great mistake.

Given green feed, milk and cream follow, of course. The only thing necessary for butter is the temperature. On the two mountain belts a cellar or a good shaded milk house with walls of any considerable thickness, insures this at all times, where springs, which



are here generally cold enough, are not convenient. The nights are so cool that if left open all night there will be no trouble about keeping it cool. The same principles apply on the lower belts, only it may cost a trifle more. Advantage must in all cases be taken of the cool nights which will keep down the temperature of any thick walled building to the right point, provided it be protected from the sun during the day. A house made of adobe or large sun-dried brick, with a double roof, the lower roof projecting so as to shade the sides, is the best. A plain wooden building with two or three thicknesses of old sacks or carpets tacked over it and kept wet by a perforated pipe around the top will do very well. Anything may be kept cool in the hottest weather by wrapping with wet cloth and exposing to the dry breeze. The rapid evaporation thus produced will keep drinking water cool and butter hard in the hottest weather. A more perfect refrigerator may be made by running an air compressor with a windmill, closing the building tight and releasing inside a jet of air thus compressed. The expansion lowers the temperature and at the same time keeps the air fresh. Meat hung in the shade and in the daily breeze will keep longer than it will anywhere in the East without ice, and may be dried in large strips that keep for years, by hanging in the wind either in sun or shade. All sorts of meat may be corned, smoked or preserved just as in the East, but care must be used about the salt, the barrels and the water. Hogs are easily and cheaply raised, and if fed on ground, steamed or boiled corn for two or three weeks before killing, make the best of ham or bacon, both of which keep as well as anywhere. The nights in the fall are cold enough to chill the largest carcass through and through. A small shaded smoke-house of adobe, if ventilated, will keep smoked meat and sausages, etc., the year 'round.

There are but a few points about successful chicken raising, and they must be attended to the world over for full success.

Too many fowls must not be kept in one coop or on one range. They must have green feed. They must have fresh water, frequently changed and also some shade to lie in. They must have lime in some form, such as cracked shells, bones, etc., where there is little or no lime in the soil; and even where there is they had better have it. The very best results can be seen everywhere where these things are attended to.

The farmer from the East generally forgets when he comes to California what he ought to remember, and remembers what he ought to forget. He forgets his thorough cultivation, deep plowing, careful planting, his care of his chickens, pigs, etc., and the labor and care required to have everything good and in abundance, the necessity of saving every cent and scrap of feed or material. He comes to California more to play and leaves thrift and "gumption" behind. But he remembers just enough to make him too conceited to learn from his neighbors many of the points wherein he ought to know California differs from the East. For instance he will start in to work out the problem of irrigation anew for himself at an infinite loss in money, time, work and vexation rather than invest a few dollars in a trip to Chula Vista, and will sell pork on foot for three cents and buy Kansas City bacon to haul back home rather than take the trouble to build a smoke-house which will cost no more than a decent smoke house will back East, and which he can build best with material found in his own yard, put up by his own hands.

Sheep in small bunches can be raised here as well as in the extreme East and need far less care. Goats can be raised upon a thousand hillsides, and a cross between the Angora and common goat is as good as the best venison.

Over most of the western slope of the county firewood from natural trees is abundant, and if trees are not cut too close to the ground they will grow out again and supply fuel as fast as needed. Cottonwood, willow, sycamore, and others, grow fast enough on moist ground to make quickly good fences from mere cuttings. Walnut, chestnut, beech, both kinds of maple, elm, ash and all Eastern trees grow with the greatest luxuriance, but require some attention, while catalpa, one of the best of timber trees for posts, railroad ties, etc., eucalyptus, pepper, and mesquite grow under almost complete neglect and on the driest hills.

## THE CLIMATE; ITS CASH VALUE.

THE climate of Southern California is now so well understood that little need be said about it except as a factor in estimating values of land. Californians have long been accused of selling climate and throwing in the land. In the case of twenty-five foot lots this has been too often true. But rarely has any one paid too much for a good tract of land to cultivate and live upon and not to speculate with.



Suppose that you have a hundred acre farm somewhere east of the Rocky Mountains, which you value at $75 an acre, one-half of this being in the improvements.

Suppose the climate of your particular township should suddenly change, the winter becoming, not like the mild winter of 1888-89, when you stayed at home instead of coming to California as you had intended, but as much better than that as that was better than the worst you ever saw. There are twice as many fair days, no frost on the uplands, only a little hoar frost for a few nights on the low lands; possibly a thin skim of ice on the lowest land for a few minutes, gone before nine o'clock under the clear bright sun, which here always follows a cold night, because a cold night here can come only in clear weather. The lowest midday temperature is 55°, and this for only a few days in the winter. The lowest point for the whole winter is 32°, or once in three or four years 30°, or even 28°; but this lasts but a few minutes and is only at daylight on the low ground. Nine-tenths of the winter the lowest would be about 45° at daylight, running to 65° or 70° at noon, and often to 75°.

Wheat, barley, etc., are growing around you, your cattle and horses are pasturing on the green native grass while your neighbor in the next township is spending three hours a day feeding his with a pitchfork. Your hens are cackling over newly laid eggs while your neighbor's chickens are frozen up for months, and your children are rolling on the green sward while your neighbor's are wrestling with a blizzard. Instead of spending the day cleaning off snow, chopping wood, tending fire, and thawing out your toes, you are plowing and putting in more and more grain, which you can sow for four months; planting more potatoes and other garden vegetables, pruning your trees and vines, and planting new ones, working as you please and sitting down in the sun when you please; for there is so much fair weather that the season never pushes you. Your kitchen stove furnishes all the heat your house requires on cool mornings or rainy days; neither you nor your family wear any different clothes than in summer, and use but a

little more bedding. Your children may even run barefoot if you wish, though this is not advisable. Turn around now and look all about you and you cannot figure up on the whole place, for all purposes, $20.co additional expense for the winter over the summer, and probably not not over $10.00.

The Spring of the almanac comes so gently and softly that you don't know where it begins. The nights grow gradually warmer with but little difference in the days. By the first of May your early grain is in the milk and will give you about two tons to the acre of hay that is worth five tons of the best timothy. A conceited tenderfoot would laugh at it as "straw," but your horses will do all ordinary plowing, farm working and road traveling upon it without any grain whatever and keep fat all the time. If your neighbors had the dry air and the bright sun necessary to cure this there would be little bothering with other hay after they had once tried this kind of "straw."

By the time your hay is out of the way your early grain will perhaps do to cut. But you need not be in the slightest haste about it. It will stand there for months without falling, sprouting or shelling; no hail storm or thunder shower will hurt it; no cyclone will reach it; no bugs or worms of any kind can now damage it.

If you have not already put in your corn you can put it in now; early or late makes little difference if you have the ground well plowed and cultivated after the last rain. And although the rains are over, you can, on well cultivated ground, still raise potatoes, beans, peas, and all sorts of stuff. Peas and beans, even Lima beans, may now be grown by the acre without sticks or supports of any kind, for the rains being over they cannot suffer by lying on the ground; but like your grape vines, which also need no trellises or supports of any kind, they will stand up stiff enough themselves. Melons of all kinds, squashes, pumpkins, etc., will now make good yields if planted on well cultivated ground, and a long list of things you may raise quite as well as your neighbor, who is just getting limbered up for sixteen-hours-a-day's work to raise stuff enough to carry him through the next winter.

His pasture is now greening while yours is getting brown. But do n't be scared. Acre for acre of mere pasture land yours will equal his, but you can utilize your stubble, while his is quickly ru-



ined by rain. Upon the unplowed land you will have a crop of sun-dried hay which, if it were California alfileria and burr clover, would be better than anything your neighbor's farm can produce. The stubble that you have cut for grain your horses, cattle, and even hogs can live upon for months, gleaning the last spear of fallen grain and nibbling the stubble nearly to the roots. Upon the piece you cut for hay a new growth has come up from the roots, thin of course, but adding much to your stock of feed.

While your neighbor has to hire men at the highest prices to hurry in his crops, you can do it with your own work, or if you hire you can get men at common prices because there is no hurry anywhere, and men are not worked to death from sunrise till dark. You do n't have to bind or stack your grain, and what barley you want to feed to hogs, etc., you can feed in the straw, or even in the field without cutting, and after your grain is threshed you leave it in the field until ready to haul it to the market. When threshed, your neighbor's straw is about worthless, but yours, being ripened in dry air without rain, makes good enough hay for all stock not working, especially if a little short, in which case they eat it greedily and keep fat upon it.

And so you go on until fall with no anxiety about the frost catching your corn or fall rains moulding it in the shock, and while your neighbor is worrying and fussing with his "fall work" you have nothing to do.

Your house is just as big and as comfortable as his and cost $1,000 to $1,500 less, because it does not have to be built frost-proof or wind-proof. Your stock needs no protection whatever except a light shed to keep the winter rains from horses that you are working or driving hard.

Your crops of all kinds for ten years are quite as heavy as your neighbor's and average a better price, while all your grain, if planted early, has, on account of the excessive "stooling" or "suckering out," taken only half the seed to the acre that his has. This difference will also balance the difference in price of freight on all your agricultural machinery.

During the summer you have no hot nights to swelter through, but have always a sound sleep; your children have little or no summer sickness, and the baby's "second summer" is not differ-

ent from his third. You can all sleep out doors if you want to and your hired man will certainly prefer to, so that you need no extra room for him.

Throw aside now all questions of comfort, sentiment and increase in value of land caused by the steady inflow of settlers seeking a change of climate; laying aside the fact that you are in a growing country where subdivision and small holdings instead of big ones are the rule, instead of in a finished country where absorption of small tracts into large ones is the rule; looking at it as a naked business proposition for saving money, how would you trade with your neighbor? If his land is worth $30.00 an acre unimproved, can you not figure out that yours is worth $60.00?

Thus far we have supposed you to be a mere farmer, farming as three-fourths of the successful farmers do the world over, not on the "bonanza" plan, playing a hazardous game for large stakes, but following the safe line of farming first for a living, raising all you eat and eating nothing but what you raise, and having a little surplus of this, that and the other to sell. To do this in any eastern state requires about 100 acres of land, if you have an average family. The best you can expect from this is a good living, with about $100 a year over all expenses and taxes. If you exceed this it is because you have exceptional advantages in the way of a market or some special product, or probably both.

Suppose now, you can do this just as well on forty acres, which you can do where you can irrigate five acres of it with a windmill. How would you exchange?

Suppose you can do just as well on ten acres, and have $500 to $2,000 over in cash at the end of the year, which you can do on high land irrigated on the flume plan. What would that be worth unimproved?

This is the basis upon which all values should be estimated in Southern California. Most land buyers in California have a convenient habit of forgetting that land is worth something for the mere support of a family, and begin to figure on the net cash profits for the year as a basis for finding the value of the principal. Three-fourths of the merchants, livery-stable keepers and artisans owning shops the world over make nothing but a living and keep up the stock. The stock of goods, horses and wagons, or whatever the plant may be, is the capital, on the interest of which, hammered out by his own labor, the owner supports his family. Unless unfortunate he does this for years, having perhaps $100 to $200 a year over to play with, and when he gets old all he has to retire on is the money from the sale of his stock or plant as kept up. Five-sixths of all the farming the world over is like this. The moment one attempts to reach out for "big money" in any direction danger is ahead.



What then is a capital worth to support an average family with good work and reasonable economy? The average is about $6,000 throughout the United States.

Allowing one-half of this for improvements the piece of land that will do this is worth in its raw state, independent of climatic comfort, prospective values, etc., $3,000, no matter what its size.

Throughout San Diego county you may find hundreds of places of all sizes where the capabilities of the land in this respect have been most thoroughly tested. But in making such examination you must remember that like the rest of Southern California it contains thousands of people who came here only to play. Many of them can afford to play, but whether they can or not that is what they came for and what they will continue doing. You must go to those that work for a living as the primary object.

It is quite easy to make people understand that the winters in Southern California are warm. But from this they conclude that the summers must be proportionally hot. Some parts are as hot as any part of the United States while others are as cool in summer as any part of the East and much cooler than most of New England. The stubborness with which people refuse to believe even the records of the United States Signal Service for the last eighteen years upon this point is amazing. But there is one thing that should make it plain to everyone who has ever read the newspapers for the last forty years. Every such person has read over and over again that the climate of San Francisco is uncomfortably cold in summer, colder and more disagreeable than in winter; that ladies wear their furs and men their overcoats, etc. This has been told in song and story and joked about until you are ashamed to admit that you do n't believe it.

Now can you imagine how the same cause—the polar current

from Behrings Straits—can make a point 500 miles south just about right? Such is the case. This current passes San Diego county just far enough out at sea to keep the whole coast line for ten or twelve miles back comfortable all summer. It swings in close to shore again 150 miles south, lining the coast with strange driftwood and making San Quentin cooler than San Diego.

This current with the daily breeze that comes from it modifies the climate of the whole of the western slope of this county. This breeze is remarkably dry because it is mingled with the over-current from the great Colorado basin which passes overhead at about 7,000 feet above sea-level, cools off, descends and returns with the ocean breeze. This and the cool nights, which the dryness of the air causes by allowing rapid radiation of heat from the earth, make the summers so comfortable that a larger percentage of the residents of Southern California have been captured by the charms of summer than by those of winter, and its coast line is fast becoming the most popular of summer resorts.

The U. S. Records which have now been kept at San Diego for eighteen years, show that in that time the mercury has passed 100° but once, running then only to 101°; that it has passed 95° but three times, has passed 90° only fifteen times all told, has not reached 86° more than twice a year on an average, and some years does not reach it at all.

This coolness of the summer makes a great difference in the amount of work one may accomplish, especially when invariably accompanied with cool nights. In the keeping of provisions and various other respects it also makes considerable difference in the course of several years.

## THE PROFITS FROM AGRICULTURE.

IN the last chapter we have supposed the reader to have a farm of the ordinary Eastern size and doing ordinary farming on the natural rainfall alone.

We will now suppose that you have one of the modern farms which make Southern California what it is, instead of a dull farming community. You have a ten-acre tract upon high land where there is either no frost at all in winter or it is so light that it does little injury. The nearer you reach this ideal the more valuable your land, for in a few years it makes considerable pecuniary difference whether your trees lie dormant two months or four; whether your alfalfa patch goes to sleep for four months or whether it grows right along; whether your peas, etc., hang back, or blossom and bear; whether your potatoes are fit to dig in February or whether you have to wait until March to plant them; whether you can put strawberries on the market in January or February or must wait until April or May.



You will now see more strongly than ever the difference between a climate where the growing season is all the year and where it is only about five months; between a land where you can raise only a few things, and one where you can raise almost anything; between one where everything must be planted in its regular season and one where a few weeks either way is of no consequence; between one where harvest comes upon you all at once or one where things may be so distributed throughout the year that you can do all your own work without being hurried—a land, too, whose products are becoming so valuable that men will now buy your crop upon the trees or vines and harvest it themselves.

Scarcely anything in the history of progress has been as rapid as the improvement in growing, picking, packing and shipping fruit has been in the last five years in Southern California. Five years ago, almost unknown and always unprofitable to the grower, the fruits, especially oranges and lemons, have improved so much that they have conquered the market wherever they have penetrated. The wine interest is still held back by the stupidity of snobs who pay twice as much for California liquors under a French label and thus give to the swindling bottler the profit the grower should have; but all else now brings under its own name the highest price on the Eastern market.

Ten-acre farming of course means water for irrigation and the expression, "land with water," in this country means always water inseparably attached to the land by deed or by the law. Where water is thus supplied, ten acres will not only support a family in

comfort, but if well managed will leave a larger surplus than the ordinary Eastern farmer on 100 acres ever dreams of.

A fair living and even some money are made in hundreds of places on five acres, but this is getting rather small for a family of any size.

The most of the land thus settled and improved was at first settled by people of means, many of them very wealthy. These settled in colonies like Riverside and Pasadena, and as most of them came to play and did not care whether anything paid or not, they hired everything done while they looked on. These people generally put the whole tract in some one thing, such as oranges, grapes, etc., and sat calmly down and waited for them to bear. From this arose the idea that none but a man of means could afford to improve a ten-acre tract, because he must wait so long for things to bear. This is about the way the great American newspaper correspondent judges of a country—by the first thing he sees, or don't see at the first place he lands. Outside of the centers of these colonies, in hundreds of little canyons and on hundreds of slopes, a very different kind of work has long been going on. From these wealthy people's tracts have been taken all the tables of figures about the cost of production from which the great aforesaid correspondent will read to you perhaps that your orange trees will cost you $100 an acre with the planting, etc.

But what business has a poor man to hire his work done anywhere or to buy trees that he can himself grow and bud as well as any one? How can a man of small means make money better than by waiting a while, raising his own nursery stock and in the meantime grow a living from the ground? Even after the trees are in, why should the intermediate ground lie idle? When there is plenty of water to put on it, it can be cultivated for several years without any injury to the growing trees, and why not use it?

So reasoned hundreds; but, being a little beyond the reach of the car window and the hotel veranda, the world has heard little of them. But here a man with only a windmill or two, there a man in a little canyon with a natural stream, here another on a hillside with a pipe from the spring above him, and there a man beside a large ditch or with an artesian well, went to work. Their work now shows in hundreds of directions and should be studied by every one who wants to know what a California home is worth. It is quite as important to understand as the immense profits made by those with means enough to start in a different way and await results.



Having water they had first the advantage of starting at any time of the year instead of waiting several months upon the season.

A few rows of potatoes, peas, cabbage, cauliflower, onions, carrots, beets, etc., were put in at once and, if in summer, corn, beans, melons, etc., could be added. Two or three acres were quickly planted in alfalfa, a perennial clover, that under good care will yield ten tons of hay a year to the acre. This with the vegetables quickly gave all the green feed necessary to keep a cow giving a full supply of good milk, and enough more for thirty or forty hens. The rest of the ground was planted with grain to cut for hay. As fast as one thing was taken out another was planted and a few new rows of this, that and the other were added every two or three weeks to what was already growing.

All this was done with a man's own work, but he still had plenty of time to spare. So he got grape and olive cuttings from his neighbors for nothing and rooted them himself, planted orange and lemon and other seeds so as to have stock ready to bud. He learned with a few minutes' practice for a few days how to bud and graft, etc., and spent some of his spare time in watching his experienced neighbors plant and cultivate and irrigate. He found it of no importance to have all his trees or vines of the same age, but set them out as he was able. He found the labor of digging holes, planting, etc., even easier than at the East, because he could have the ground as wet or as dry as he wanted it, and had so much more time in which to do it that he could dig much larger and deeper holes and plant with more care. Between his trees he at once planted corn, potatoes, berries of different kinds, and everything that is generally grown in rows, though he could also plant grain there if he chose. His trees and vines were so selected that the crop would be ripe at different times, and not be so heavy at any time as to compel him to hire help. An acre of apricots, another of prunes, another of raisin grapes, two of olives and two of oranges or lemons distributed the crop over eight months of time.

In two months from the first planting he had vegetables enough

to eat, and in six months had two-thirds of his entire living from the place, with a little surplus of vegetables and eggs beginning to accumulate to sell.

The second year his alfalfa was fully rooted, and in addition to the entire support of another cow and calf and most of the living of the chickens, now kept four pigs and furnished more than half the living of one horse, which could do all the work of the place after the first plowing was done.

The second year his raisin grapes furnished all the family could eat and enough to dry to last all the winter. When ripe they are about as strong a food as potatoes, and the children eat little else during the long grape season.

The third year his apricots and prunes are bearing more than he can eat at home and he has some to dry and to sell.

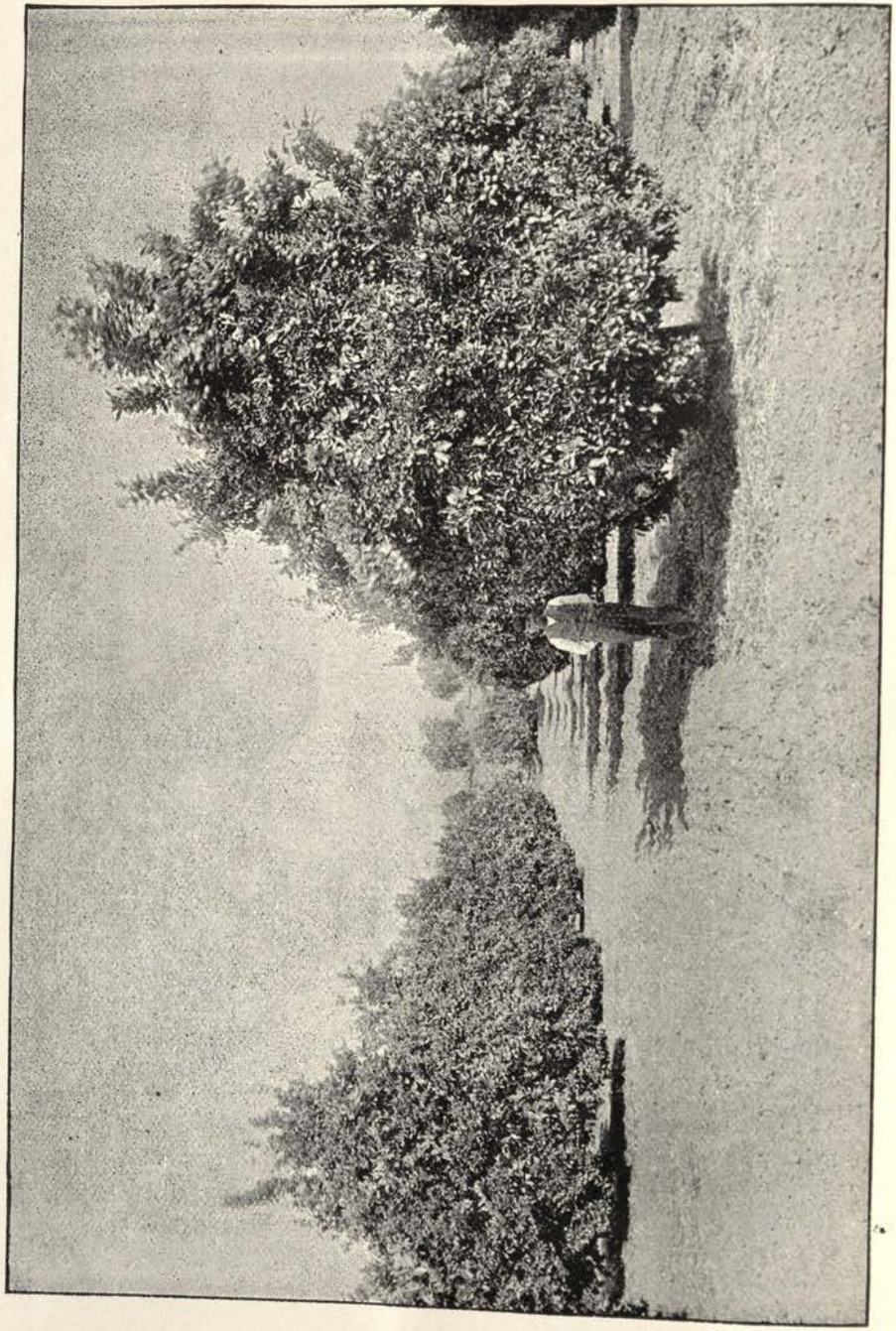
The fourth year oranges and lemons are beginning to bear, and his olives yield enough for his own use. To his surprise he finds olives a strong, nourishing food that his children will eat as readily as nuts and he himself can hardly keep his fingers out of the barrel. This is the *oil* olive. The common olive—olive of commerce—is a big, coarse, insipid thing, eaten only for style by those who know no better and by a few as a pickle only.

Thus far he has made all his living out of the place since the first year. After the second year he has had a little money over and his place is now in condition to pay an annual profit above the living, varying, after the three years, from $500 to $2,000, according to his skill, good judgment, energy and economy.

He is doing far better than most eastern farmers do on 100 acres, and his house, fences, improvements and implements have cost him less than half as much, and his hired help costs next to nothing.

But he has still another advantage. The farm of the eastern farmer is limited to a few things. To change an orchard, if a mistake is made, is the work of years, and you cannot there have a very good orchard and plant the intermediate ground at the same time. Here you can change and shift about at will, pull out this and put in more of that, and gradually change the whole without losing much.

Having perfect control of the water and everything concentrated



AN ORANGE GROVE IN THE SWEETWATER VALLEY.



on a small place, you can fertilize without limit and force tremendous crops that in the East would be quickly burnt out by such treatment.

You may build first a thin one-roomed house and turn it afterwards into an out-house, or even live in a tent with a wooden floor until you get enough to build better. But these have been done on hundreds of places where you now see a handsome house embowered in roses, geraniums and jasmines, the whole almost hidden by great orange trees that the owner raised and budded and planted himself and that now look as large and fruitful as those of the next place, whose owner paid $1.00 a piece for his trees in the nursery and hired them planted.

A place of this sort, when eight or ten years old, begins to pay profits so enormous that they are scarcely credible. Yet any one can ascertain very closely how near such accounts are true. Scarcely any of them are now overrated, though of course they represent a high order of intelligent work and business methods.

And now, without any extra profits, but merely as a capital upon which, with steady work and fair economy to support a family, what is such a place worth unimproved? If your eastern farm, that would do no more but cost you much more labor, was worth $3,000 unimproved, is not this small piece of land with its attendant stream of water worth the same?

## ORANGE AND LEMON GROWING.

THE introduction of the orange into Southern California was due to those early pioneers, the Mission Fathers. Father Bot of the San Gabriel Mission fixes the planting of the first orange tree in or about 1804, and in spite of the lapse of nearly a century some of these trees still live, an evidence at once of the wisdom of the Fathers and the longevity of the tree.

William Wolfskill of Los Angeles appears to have been one of the first to plant an orange orchard for profit, and his years of waiting were well repaid, his trees yielding him some years one thousand dollars an acre. Though his orchard was planted about

1841, in 1862 there were only about 25,000 orange trees in the State, and of these nearly two-thirds were in this same orchard.

From this time on planting increased with marvelous rapidity, till in 1891 the number of bearing trees in the six southern counties was estimated at 998,701 ; nearly one million, or considerably over ten thousand acres. To the orange groves and to the perfect climate that renders them possible, Southern California owes chiefly her wide-spread fame. To those who have never seen one, an orange grove is a dream of beauty and poetry—and of profit. Yet who that has seen a grove of fine trees in fruit or bloom but would say that the reality surpassed the imagination ?

In 1890, the San Bernardino Horticultural Society sent out circulars to various orange growers asking for information. The average of seventeen reports gave a profit of $455.77 per acre over and above expenses, which were $41.37 per acre. The expense of cultivation, irrigation and pruning is usually estimated at $25.00 per acre per annum, and the above includes cost of water and fertilization. But we do not need to go out of our county of San Diego, nor even away from the favored region immediately surrounding the Bay of San Diego, to find instances of highly productive and remunerative orchards. In Paradise Valley, in National City, and in the valley of the Sweetwater, we can find groves that have borne fruit for years ; and in Chula Vista we see nearly two thousand acres of thrifty young groves, some in bearing, others just beginning to bear. Many of these belong to the San Diego Land & Town Company who have already planted about 900 acres of their lands to oranges and lemons. In the valley of the Sweetwater River a fruit company composed of shrewd business men of Boston have planted 150 acres to lemons and oranges, not for sale of the land, but for profit of the fruit.

## LEMON CULTURE IN THE BAY REGION.

THE coast climate of this limited section, free alike from the intense summer heat and sharp winter frosts of the interior valleys, seems particularly adapted to the lemon; and on our mesas or elevated table-lands, it attains its most perfect development.



This is a point of no small importance to the Bay Region and the lands of the San Diego Land & Town Company—for the amount of land suitable for the production of lemons is very limited compared with that adapted to the growth of the orange. It follows, therefore, that lemon land will be worth more than orange land ; not merely because there is less of it, but because the lemon comes into bearing earlier and yields more fruit to the tree. If properly cured and marketed at the right reason, it will also bring more than the orange.

This earlier bearing of the lemon is of much importance. The third year from setting out, lemon trees should bear enough to pay for the cost of care and cultivation, and for the fifth year a very low estimate is three boxes to the tree, and they should bring $2.50 or $3.00 per box ; and some of the finest, for the culture of which San Diego is peculiarly well adapted, have sold for $6.00 per box. At even $3.00 per box, with eighty trees to the acre, this means a net income of $720 per acre. Where can there be a better investment for the time and money of any man than here, where such marvelous results are produced ?

The number of men, too, who can make a success of curing and marketing the lemon will always be limited, for if it takes brains to make a successful orange grower, it takes a brainer man to make a success of lemons.

## PROFITS IN THE BAY REGION.

IN the orchard of Mr. Ralph Granger, formerly the Fowler orchard, in Paradise Valley, we find an instance of the grand results of intelligent care. He has 20 acres in all, eight acres of which were planted about 1880 with navel oranges, 600 trees in all or 76 per acre. In 1891-92, these trees bore an average of six boxes to the tree, or about 3,600 boxes. From two acres of the best trees he took 1,200 boxes.

He has also some Malta blood oranges of the same age which bore 11 boxes to the tree, selling for from $2.50 to $4.00 per box.

This property was purchased in the spring of 1892 for $35,-

000, and even at that figure will yield enormous interest on the investment.

In an adjoining orchard, also belonging to Mr. Granger, we see a good instance of a younger grove. The planting of this was begun in 1888, when 185 lemon trees and 500 orange trees were set out, covering about nine acres. From these was gathered in 1891–92, 425 boxes of oranges and about 250 boxes of lemons. In May, 1892, the owner was still picking lemons and had sold none, curing them for the summer market, when prices rule highest; but even at the low estimate of $2.50 per box for cured fruit, this is $187 per acre from four-year-old trees.

## CHULA VISTA.

THIS place, whose name signifies "the most enchanting view," may be said to date from 1888, and the completion of the Sweetwater pipe lines, and so while we find a large acreage of young orange and lemon orchards just coming into bearing, there are none in full bearing.

Approaching from the north, one of the first orchards we reach is that of Mr. Thomas Williams. Here may be seen lemon trees, planted in 1888, which in May, 1892, were by actual measurement 13 feet in height and 15 feet in spread of limb, with trunks sixteen inches in circumference. Some of these trees, less than four years from planting, yielded a box and a half to the tree. In the same orchard are navel orange trees planted at the same time, nine feet in height and eight feet in spread of limb, which bore a third of a box to the tree.

His lemons brought from $4.00 to $4.50 per box in San Francisco in July, and some sold in March, when the demand was light, brought $2.50. His navels sold for $3.25 per box in the same market in April, 1892.

In the next block, in Mr. Peter Morse's orchard, we see navel orange trees of the same age and about the same size, from one acre of which he gathered 50 boxes of fruit, which sold at $2.50 per box, or at the rate of $125 per acre from trees not yet four years planted. These trees are set quite close, about 134 to the



acre, and are fairly covered with just formed fruit promising an enormous yield the coming season.

Further south, in the orchard of Mr. Payne Brown, stands a lemon tree planted in May, 1887. From actual measurements made by the writer in May, 1892, the height of this tree was 18 feet and its spread of limb the same. In November and December, 1891, Mr. Brown picked from his tree five boxes of lemons, which in May, 1892, were apparently perfectly cured and in fine order. At the low price of $2.00 per box this would make a yield of $10 per tree, or at the rate of $760 per acre, with trees 24 feet apart.

In the same orchard may be seen a navel orange tree planted at the same time. This tree, in January, 1892, bore four boxes of fruit which were sold at $3.00 per box, a larger return even than from the lemon tree. Another orange tree budded in August, 1889, bore one box of fruit in January, 1892.

In Mr. Fisher's orchard adjoining is a lemon tree eleven and a half feet in height and ten and a half feet in spread of limb, not yet three years old from the bud.

## THE LANDS OF THE SAN DIEGO LAND & TOWN CO.

THE San Diego Land & Town Company owns, as has been previously said, some 40,000 acres of land situated in and around San Diego and National City. This property consists of both city and town lots for business purposes, and of agricultural acre property. In the town lots the Company offers some of the best situated and desirable in both San Diego and National City, which, though separate corporations, are contiguous and form practically but one municipality. These lots are offered at prices rendering them attractive for investment.

The acre property may be divided into irrigated and unirrigated—and from what has been said in the former pages of this pamphlet it will be understood that the irrigated lands are at once the most valuable and most remunerative to the purchaser. The irrigated lands of the Company may be divided into two sections, first, the lands of the Sweetwater River Valley and adjacent lands;

and second, the charming suburb of Chula Vista. All this land is of the same peculiar character, consisting largely of disintegrated rock washed down from the mountains above, and becomes wondrously fertile and productive under the proper use of water.

The Sweetwater Valley lands, extending from the dam down to National City and including a large body of land back of National City, are various in character, some being level table-land and other parts more rolling. The greater part of this land is suitable for orange and lemon orchards, and the lower lands are suitable for the culture of walnuts, olives, prunes, figs, etc., which are no less profitable than the citrus fruits.

Chula Vista, lying between National City on the north and the Otay Mesa on the south, is by all odds the most attractive and desirable residental section in Southern California. The land here rises gently and easily from the bay shore until at a distance of some two miles from the sea it reaches an elevation of two hundred and odd feet. This table-land, which six or seven years ago was mostly a dreary and forbidding waste, has, under the auspices of the San Diego Land & Town Company and by reason largely of the introduction of water under pressure by the Sweetwater System, been marvelously changed, until to-day it is one of the most charming districts in Southern California, and for its age quite unequalled. It is divided into five-acre home tracts; is designed as a place for the residences of business men, and already has upon it a cultivated and prosperous community. Surely nowhere can conditions more nearly approaching perfection be found than here, combining everything that tends to make life a pleasure; a soil wonderfully fertile, producing in abundance everything that grows; a climate mild, soft and even, with no seasons of storm and discomfort; a view on the one hand overlooking the Bay of San Diego and stretching out over the calm Pacific to the gray Coronado Islands in the distance, and towards the east looking up the river valley until in the far distance are seen lofty San Miguel and its brother giants towering above the clouds;—and this with all the conveniences of modern life and surrounded by an intelligent and prosperous community. All these lands have the facilities of local railway service and water



under pressure. There are in San Diego and National City and the different communities good schools and churches; and San Diego has all the conveniences and accessories of a thrifty, growing, modern city,

The unirrigated lands of the Company consist of large bodies lying above the limit of irrigation from the present system; but they are of the same character and simply need that water should be placed upon them (as can easily be done by an extension of the system) to give them all the advantages and value of the present irrigated lands.

Apart from all these advantages and in addition to them, is the commercial future of the section. A study of the map and the course of national growth and commerce, must convince any one the absolute certainty of San Diego's future prosperity. Situated at the extreme southwestern corner of the United States, there is no sea-port worthy of the name between San Diego and San Francisco, a distance of some six hundred miles. Behind, to the north and east are great and growing sections of Southern California, Arizona and New Mexico, with all the intervening country, soon under the introduction of irrigation, to blossom as a garden. Upon the completion of the Nicaragua Canal, San Diego will be the nearest sea-port to the Western Entrance; and this capacious harbor, the finest, least tempestuous and most easy of access in the world, is already receiving part of that great commerce which must inevitably come to it in the future. By all the laws of trade and commerce San Diego is and must be the great entrepot and distributing centre for the entire Southwest. With all these elements, a perfect climate, a productive soil, a fine and ample harbor and a peculiarly fortunate geographical situation, what other place can equal it in its attractions for both the home-seeker and the investor?

The San Diego Land & Town Company offers also improved property, consisting of orange and lemon orchards, situated both at Chula Vista and in the Sweetwater Valley, one, two, three and four years old from the setting out. The unimproved lands are offered at prices ranging from $75.00 to $350 per acre; and the prices on all the property, improved and unimproved, are such that, when developed, the land will show a net annual return of

over twenty per cent. The Company also offers a rebate equal to the cost of passage from Chicago to San Diego, to each purchaser of five acres of irrigated land or property of equal value.

All inquiries addressed to the Company's offices at Boston, Mass., New York, or San Diego and National City, California, will receive prompt attention; and all inquiries addressed to the San Diego or National City offices regarding business opportunities and the special needs and demands of each particular case shall have careful and courteous attention.

OFFICES:

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NATIONAL CITY, CAL.
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7 Nassau Street, NEW YORK CITY, N. Y.

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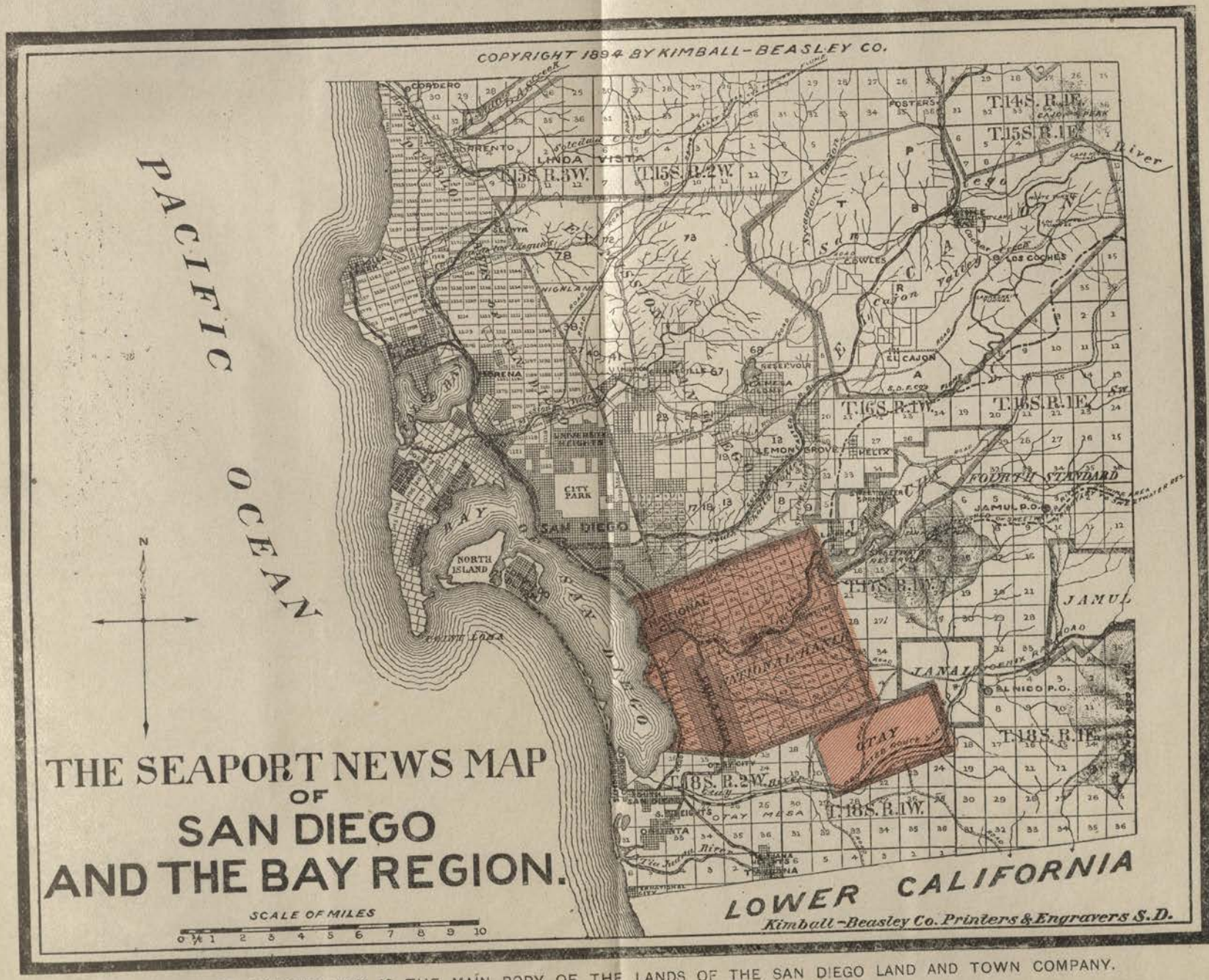


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