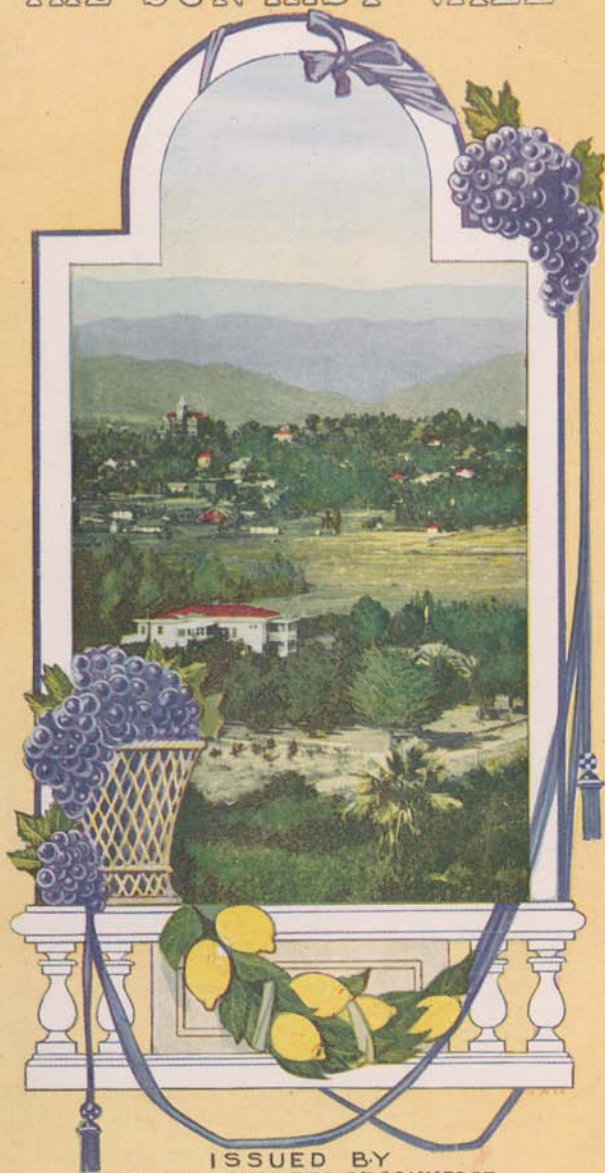


# ESCONDIDO

THE SUN KIST VALE



ISSUED BY  
ESCONDIDO CHAMBER OF COMMERCE  
ESCONDIDO, CAL.

# ESCONDIDO

A N D

## Northern San Diego County

"Escondido with its surrounding territory offers the best opportunity for citrus development of any locality in California." This is the statement of a high official in the State Engineering Department and his opinion has been seconded too often to chronicle by men whose knowledge of and success in the citrus industry gives weight to their conclusions. We want to tell you of this country of unusual promise and opportunity.

Escondido is located seven hundred feet above sea level in the center of northern San Diego County. It is 14 miles inland and 34 distant from San Diego and 110 miles from Los Angeles by paved boulevard. Its climate is ideal. Summers, though warm, are seldom oppressively hot while the nights are always pleasant and the winters mild and dry.

The population of the town itself is 2,000 and of the valley 5,000 but this does not tell the whole

story, as Escondido is the center of a very wide tributary country which extends from the Pacific Ocean on the west to the Palomar Mountains on the east and includes thousands of acres of fine, productive land. These lands are largely used for grain farming but with the application of water they will produce bounteously almost any of the fruits and vegetables which have made other sections of Southern California famous.

The City of Escondido is clean, attractive and more than usually modern. It is provided with fine, soft water, electric current for light and heating, gas, a splendid sewer system, some three miles of paved streets and many miles of cement sidewalks. Its institutions include an active Chamber of commerce which owns its own building, a grammar school and union high school employing together 26 teachers, a daily and weekly paper, an auto park completely equipped



A YOUNG VALENCIA ORCHARD PLANTED FOUR YEARS AGO





A TYPICAL ESCONDIDO LEMON GROVE.

HAVEN PHOTO

for tourists, several good commercial and two fine resort hotels, three banks, churches of many creeds, continuous local and long distance telephone service, modern stores of every description, three citrus packing houses, a rolling mill, electric hatcheries, a creamery, cement pipe factory and other industries together with many attractive residences.

### AGRICULTURE

Every town must have some reason for being. Escondido has grown up as the distributing center for a rich agricultural area which includes by far the best lands in San Diego County. The products of this territory are many but none have earned wider fame than have the oranges and lemons grown here. Escondido is admirably adapted to citriculture as valencias, navels and lemons all do so well that it is difficult to recommend the country as being particularly suited for the production of any one of these varieties. Many factors are responsible for the quantity and quality of the fruit. The soil is not only rich but is fairly loose in composition with a decomposed granite base which allows for good drainage and prevents the misfortunes which happen when water stands too close to the surface. Escondido is more than usually free from scale, fungi and

citrus pests of all types. Common black scale is practically the only thing against which measures must be taken. The climate also is ideal for citriculture as the valley is far enough from the ocean to be free from fogs and dampness yet near enough to enjoy the benefit of cooling sea breezes and escape excessive heat. And most important, Escondido with its surrounding country possesses some of the most frostless land in all California. This is of course to be expected as the district is materially further south than the majority of localities devoted to citrus fruits. Its comparative frostlessness has been demonstrated many times. The last heavy freeze which occurred in 1922 was especially instructive for with losses of from 50% to the entire crop and damage to trees which will take years to efface in many famous citrus districts, Escondido weathered the severe weather with practically no permanent tree injury and only a 10% fruit loss.

However, the locality does not depend on one product for its livelihood. It is a fine grape district, producing as fine muscat grapes both for size, tonnage and flavor as any section in California. Thompson seedless, Black Emperor and wine grape varieties do almost equally as well. Almost every variety of deciduous fruit can be produced with success, the frostlessness of the

lands make possible a profitable winter vegetable industry, poultry producing is a easy road to independence while alfalfa grows in abundance in the lower, fairly damp lands.

## W A T E R

The reason why Escondido and its surrounding country has not developed as rapidly and as extensively in the past as might have been wished and also why it expects such wonderful growth in the future is found in the one magic word "Water." In 1922 this community had a gravity water supply sufficient to irrigate some 2,000 acres of citrus groves. And in 1922 Escondido had about 2,000 acres of the finest valencia, navel and lemon orchards which could be found in the State of California. But there planting had stopped, checked absolutely by the limited amount of water which had been developed. Not that there is any scarcity in the supply. For upon the northeastern part of the county the San Luis Rey river, with its watershed extending over an area of some 250 square miles carries down many hundred thousands of inches of water during the rainy winter months. So the only question has been how to store this water through the winter months and so render it available for release through the long, dry summers—a question partly of engineering, but primarily of financing. During the summer and fall of 1922 this question was solved and the feat accomplished. Working at top speed with scores of teams and hundreds of men the San Diego Water Company, a corporation largely directed and financed by Mr. Wm. Henshaw, blocked the whole flow of the San Luis Rey river with a huge dam which they reared to a height of 110 feet above the bed of the stream. This dam, now complete, will store enough water to cover 164,000 acres to the depth of one foot and is the largest dam in all Southern California.

Working in harmony with this great undertaking the Mutual Water Company, present distributors of water to users in the Escondido Valley has commenced to raise its reservoir to store twice the present capacity and to enlarge and improve its system of conduits and canals. The Mutual Water Company has also agreed to purchase from the owners of the Henshaw dam 2500 acre feet of water annually and has an option, exercisable within three years, to buy an additional 2500 acre feet.

The result is that today, with the completion of this development, Escondido Valley proper is guaranteed a supply of water sufficient to irrigate four times her present irrigated area, with enough water to irrigate 25,000 acres left over to be applied to her surrounding territory. In other words, in the future this section of the country will have at its disposal from ten to fifteen times

the water supply that it has been able to command in the past.

And this is not the whole story. For water, impounded high in the mountains and dropped through giant generators to lower levels generates a large amount of electric energy so that Escondido in the future can offer an almost unlimited supply of power for lighting, pumping and industry at as attractive rates as could be desired.

This recent acquisition of water carries a romance which stirs the imagination and leads men to dream and plan. It is the reason for the statement quoted at the beginning of this story. And it explains why, already this year, syndicates headed by realtors and citrus men have purchased over four thousand acres of land with the intention of planting it to valencias and other citrus fruits as fast as the work can be carried on. For now that water is obtainable nowhere in California is there so large a body of as admirably adapted to the planting of citrus orchards as exists in and around Escondido. And most important, nowhere can citrus land be purchased at anywhere near as reasonable a price as is asked for the finest citrus land in this region. Forstless land together with water stock entitling the purchaser to ample water for irrigating fully developed groves can be purchased at a price ranging from 250 to \$400 per acre. In fact, land and water can be secured, trees purchased and planted, an irrigation system installed and the orchard cared for until production starts for a less sum than is asked for bare land in more fully developed sections where water has been available for many years. And the opportunity for additional vinyards, deciduous orchards, vegetable gardens and dairies are equally present.

### IN CONCLUSION

Escondido is not a finished product. It has not the country clubs, the uniformly fine roads, the thickly settled suburbs which are found further north. These things will come in a few short years. But when the product is finished opportunity ends. It is for that reason that we are glad that development here is only fairly starting.

We hope you will investigate more fully that you may become satisfied that what we represent is true. We are sure there is a place here for you. And when you come you will find a most hearty welcome.

---

If you are interested, a card addressed to the Chamber of Commerce, Escondido, Calif., or to the Los Angeles Chamber of Commerce will bring you a comprehensive, illustrated booklet or any other information which you may desire.