

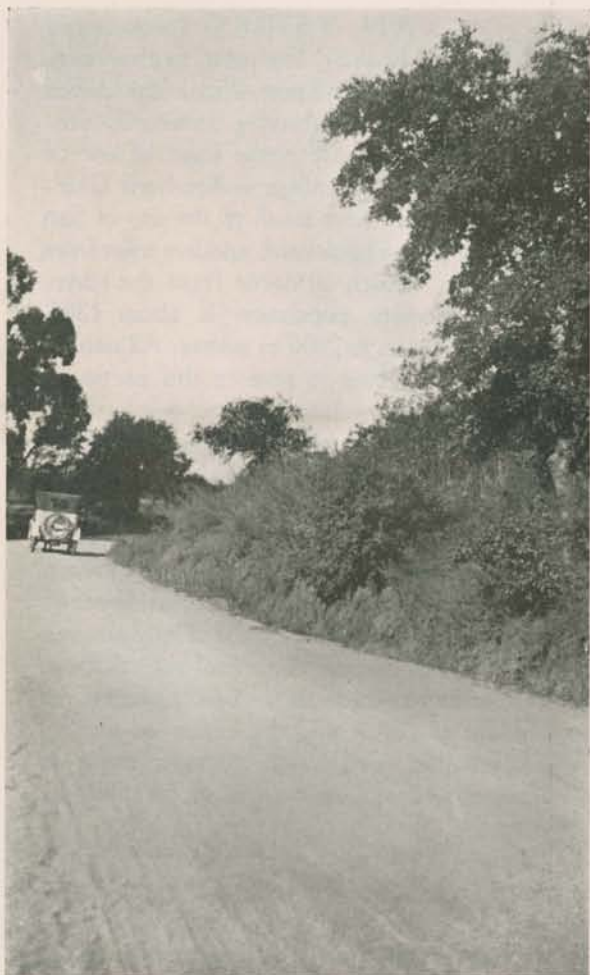


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CALIFORNIA



ISSUED BY THE
CHAMBER OF COMMERCE
SAN YSIDRO, CALIFORNIA



San Ysidro Public Library

SAN YSIDRO (pronounced E-see-dro), the most southwesterly town and post office in the United States, is a thriving community situated on the gentle slope of one of the most beautiful valleys in Southern California, fourteen miles south of the city of San Diego by paved boulevard, and five miles from the ocean, which is visible from the town. The permanent population is about 1200, which increases to 2000 in winter. All natural conditions combine to give to this particular locality what is perhaps the most delightful all-year climate in the world, the records of the United States Weather Bureau showing the mean annual temperature at noon to be about 70 degrees in summer and 60 degrees in winter. The outdoor life which the climate invites, amid sunshine, flowers and ocean breezes, combined with entire absence of any adverse natural conditions, insure general healthfulness. The school records show few absences on account of illness, and the continued activity and youthful spirit noticeable in residents of advanced years, are matters of comment by visitors.

San Ysidro has a plentiful water supply. Being an irrigation district of 500 acres organized fifteen years ago under State law, there is vested in the district valuable rights to the waters of the Tia Juana river, a never-failing source of pure mountain water flowing through gravel on its underground course to the ocean. The town owns its water system, and water for both irrigation and domestic use is furnished at cost.

San Ysidro is directly connected with the



San Ysidro Church

State system of paved highways, and is on the main line of the San Diego and Arizona Railway. Transcontinental freight and passenger service is available at a station near the town. Transportation to and from San Diego is furnished by a well-managed stage line operating large, modern motor coaches. Splendid bathing beaches are reached by short drives over paved roads, and all the points of interest for which San Diego city and county are noted are within easy reach.

Within the last few years San Diego County has become one of the leading egg producing centers of the country, it having been found that hens lay on more days in the year in this locality than elsewhere, while losses from all causes are at a minimum. Most of the poultrymen are members of the San Diego County Poultry Association, a co-operative organization which buys feed and supplies in quantities, delivers them at the poultry ranches as needed, and takes the eggs to a central plant in San Diego where they are graded, packed and marketed for the members. There are a number of successful poultrymen in San Ysidro now, and this industry is attracting persons who find in it economic freedom combined with fair and sure profits.

In this locality, where gardening is carried on the year around, many vegetables and field crops may be planted on any day in the year, with assurance of a good crop. The winter crops are even more profitable than those raised in the summer season.

The fast-growing Mexican city of Tijuana, distant less than two miles from San Ysidro, is the Pacific coast gateway to the peninsula



San Ysidro Public School

of Lower California, a region rich in natural resources the development of which is just beginning. Tijuana is widely known as a pleasure resort and is visited by thousands of tourists weekly. The city has been developed by American capital and its business activities are carried on mainly by Americans whose local trade adds to the business prosperity of San Ysidro.

San Ysidro is well provided with centers of community life which maintain the democratic spirit characteristic of the town from its beginning.

The San Ysidro Public Library, a gift to the town by Mr. and Mrs. Frank B. Beyer, is a beautiful modern building completely equipped to afford the greatest convenience to users. In addition to the works of reference and other books included in the gift, the library is kept supplied with current literature by the San Diego County Library, of which it is a branch.

A community Club House, with a stage, kitchen and good dancing floor is owned in common by all. It is used for public gatherings and is available for entertainments, dances and other social affairs.

The San Ysidro Church is a modern structure to the building of which resident members of many religious denominations contributed.

The San Ysidro school holds high rank in the splendid school system of which the State of California is justly proud. In the local school the pupils are carried through the eighth grade and graduate into a Union High School, to and from which they are transported free by special motor coach.



One of San Ysidro's Business Sections

The town has electric light and power, including street lights, a newspaper, modern stores, markets, garages, etc., as well as daily service by San Diego laundries, bakeries and ice company.

Real estate values in San Ysidro have not yet been affected by "boom" conditions, and land suitable for any purpose may still be obtained at reasonable prices.

As the territory about San Ysidro is not a manufacturing district, the supply of labor usually exceeds the demand. Consequently no one is advised to come to this locality who must obtain employment in order to maintain himself. Neither is there any more opportunity in San Ysidro than elsewhere for those who have been unfortunate in business and might come here expecting to make a living without the cash or credit necessary in order to become established anywhere. But to the man with some working capital, who is able to see and ready to take advantage of business opportunities, San Ysidro presents a varied field for profitable investment and development work.

San Ysidro also invites investigation by those who have retired from business and desire to make a home in a growing community where all conditions are conducive to good health and long life, and where investment in a home promises ever-increasing financial profit.

The Information Bureau of the San Ysidro Chamber of Commerce is at the service of any reader of this folder who desires special information in regard to any particular local condition. If such inquiries are made by mail, please enclose a stamp for reply.

