

La Mesa Springs

San Diego's Pasadena



Aspires to be the resident suburb of San Diego. Is accessible by steam, gasoline motor car and prospective trolley lines with a commutation fare of 11 cents each way. Altitude, highest station on the Cuyamaca Railway System.

You can't say a word against La Mesa Springs—truthfully.

Park-Grable Investment Co.

1529 D Street

San Diego, California

Home Phone 3353

Sunset 1975

—or—

Corner Lookout and Spring Avenues

La Mesa, Cal.

Home Phone 47—for Central and Call for No. 123
Pacific 2366



DATE AVENUE, SHOWING EXCAVATION FOR WATER MAIN

La Mesa Springs

THE most picturesque suburb of San Diego, is located at the crossing of the Cuyamaca railroad and the Cajon avenue, 8 miles east of the Normal School and 11 miles from the San Diego station. At an altitude of 539 feet lies the business section. Above it, on the hillside nestles the residence portion, making as fair a scene as can be found in Switzerland.

Climate

THE climatic conditions of this charming suburb are among the most favored in the country. It is sheltered completely from the desert winds by means of La Mesa range, and Mt. Nebo tempers the raw ocean breezes, so that they are mild and balmy when they reach La Mesa Springs. It is the IDEAL climate for winter and summer, for children or aged persons it is the Mecca of health resorts.



A HOME IN A GARDEN, DATE AVENUE

Society

THE social life of La Mesa Springs is superior to the usual suburban community; its people are cultured and aim to assist each other in an endeavor to reach a higher plane; right thinking, right living, and the golden rule are guiding principles. La Mesa Woman's Club is famed beyond the immediate surroundings, and is a tower of strength to the community.

La Mesa Improvement Club brings all the people of the vicinity into close touch. Its good work is apparent in the well-kept grounds, clean streets and alleys, well painted dwellings, whitened fences, making the pleasing "tout ensemble" that attracts desirable homeseekers and charms the visitor and stranger.

Religion

THE Methodist Episcopalans are holding regular services and own a site on which a church is being built. The Rev. Bernard Gibbs, pastor, is an able speaker, and gives very general satisfaction.

About a miles and a half from here is a neat and prosperous Congregational church, well attended.

Other denominations will provide places of worship as their numbers increase, and their needs appear.

The weekly morning Sunday School has a large attendance, and is governed by an efficient corps of devoted teachers.



OUR OFFICE AT LA MESA SPRINGS

Education

LA MESA is well provided. She furnishes the best of public school facilities, preparing her youth for the high school, which they may enter at any time in the city. First class musical instruction may be obtained. A good Cornet Band is organized.

Students attending educational institutions in San Diego, are given special railway rates of 10c, children under twelve 5c each way.

Springs

THE springs at La Mesa are noted for their medicinal properties, but not until quite lately has capital been interested in developing them. A large concrete reservoir has been built in place of the wood curbing, a spring-house and bottling works are constructed. The owner, D. C. Collier, will build a fine residence here, and beautify the ground around it. A miniature lake and swimming pool is excavated below the springs, and a water-cress garden is being planted.



BIRDSEYE VIEW OF LA MESA SPRINGS, OCTOBER, 1907, ELEVEN MILES FROM SAN DIEGO, HIGHEST STATION ON CUYAMACA RAILWAY SYSTEM; TERMINUS BARTLETT WEBSTER FRANCHISE

Panorama

OUR cut shows a wide expanse of the La Mesa tract and townsite. To the right is Lookout Park on Mount Nebo. Near the center are the stores, fruit packing establishments and station. To the left is the Cajon avenue, passing many fine homes. Nature has done much to make this an ideal site for home builders.

We have pictures and maps on exhibition at our office which give you a very intelligent idea of this ideal suburb and its surroundings.

Mountain View Point

MOUNT NEBO, 11 miles east of San Diego, on whose sunny slopes lies Lookout Park, overlooks as fair a scene as ever did Mount Nebo of old. From its base flow the famous Indian Springs, now called La Mesa Springs, and the countryside and railway station there also bear that name. The townsite has been enlarged, new streets graded, sidewalks and planted to shade and ornamental trees. No town in the West can boast a larger percentage of growth since the commencement of the year, and progress has only begun.

San Diego Mesa Land

OUR Mesas are noted for their excellent fruits. While citrus fruits are more generally grown, all semi-tropical fruits will thrive here. Olives are very successfully grown. The Bancroft olive ranch, one of the largest in the county, is situated near here. An industry that is reaching quite large proportions is the raising of eucalyptus trees. After a year or two of cultivation no further attention need be given beyond guarding against fire. In about ten years the trees are of merchantable size, and when cut grow again from the stump, making a permanent stand.

Gardening

FRUIT, flowers and vegetables thrive far better than those grown near the bay. In fact they grow none better in any section of California. The soil is a dark colored granitic and clayey loam. A visit to one of the many gardens or orchards near will be a revelation to many. Everything grown in temperate and semi-tropical regions flourish here. Hay is raised during winter months without irrigation, native grasses and wild oats make good pasturage for dairy stock during most of the year.

Lookout Park

FROM Observation Point, 850 feet above the sea, a beautiful panorama is spread. To enumerate all points within the line of vision would be to catalogue most of the points of interest in Western San Diego County.

The distant view oceanward embraces the Santa Catalina and Coronado islands. Within a score of miles we clearly see Mount Soledad, behind whose base nestles La Jolla; Point Loma with lighthouse and Theosophical Homestead standing out prominently; the Normal School at University Heights; Coronado peninsula with its famous monster Hotel and Tent City. National City is seen in part, also a long stretch of the Bay, with its wharves and shipping, and beyond a wide expanse of ocean.

Eastward the view is not less grand and inspiring. Peak rises above and beyond peak until the Cuyamacas at the desert edge serrate the horizon, a mile and a quarter above sea-level and about 60 miles away.

Every prominent peak in Southern California and northern Mexico, except a few hidden by the near-by La Mesa Range, is readily noted and named.

This exquisite panorama, viewed through the glorious balmy sunshine, rightly termed "the most equable on earth," will bear comparison with the most famous scenery of the world.

Water Supply

AN excellent water system supplied from the San Diego Flume Company's service has been installed. As San Diego city is now receiving its water from another source, an abundant supply is assured for developing farms and orchards

about La Mesa Springs. This water is brought from the mountains, it is soft and pure, none better can be had for house or garden use. Some 2 miles of pipe main has been laid along the streets for house use, under good pressure. Residences on Lookout Park are supplied by a mutual water company. A fine pumping plant has been installed, with tank near the summit.

Fruit

FROM the summit of Lookout Park the visitor looks down upon the mesa, rich in the coloring of its horticultural development. Orchards in shades of varying green make this one of the natural beauty spots of Southern California. Here are grown the finest of citrus and deciduous fruits, such as orange, lemon, tangerine, grape-fruit, fig, prune, peach, apricot, nectarine, apple, pear, loquat, quince, olives and grapes of many varieties. Small fruits, blackberries, Logan berries and especially strawberries, are wonderfully productive.

George M. Hawley's famous strawberry ranch is here. Berries raised in January measured $6\frac{1}{4}$ inches in circumference, as shown by exhibits at the San Diego Chamber of Commerce and at our offices.

Soils vary from a deep clayey loam that retains moisture excellently, to the more porous decomposed granite loam, thus furnishing ground for growing a large variety of products of farm and garden, under conditions best suited to each.

Poultry

FOR chicken ranches La Mesa takes the lead. With California prices of eggs and chickens and the fact that almost anyone can manage it, the chicken ranch is one of the **SUCCESSSES**. For this purpose La Mesa conditions are simply **IDEAL**.

Transportation

IN addition to steam railway and motor car passing through the town, and excellent driveways toward the city by the way of Cajon avenue to University Heights, Chollas Valley and Spring Valley, an electric car line has received a franchise from City Heights to La Mesa Springs. This is an extension of the South Park Railway from Fourth and C streets. Bartlett Webster states it will be completed within one year. The San Diego Electric lines on Adams street and on University avenue, are within five miles of La Mesa Springs, and will doubtless be extended soon.

The steam service gives three trains each way between San Diego and Foster, the eastern terminus of the line. The gasoline motor car also makes three trips each way between San Diego and La Mesa Springs, making six trains each way by passenger in addition to a daily accommodation or freight train. For the accommodation of the residents who must get to the city at an early hour we have provided an automobile service between La Mesa Springs and the electric car line near the Normal School. This auto service will also be used for a later evening service, or for carrying our visitors to and fro when the train service is not convenient.

Other Advantages

THE quiet charm of the country, added to its accessibility, makes this spot an ideal homeland, and a desirable place to raise a family. Its drier atmosphere, higher altitude, and tempered sea-breezes

are especially beneficial in cases of asthmatic, rheumatic and La Grippe troubles.

La Mesa Springs has two mails each way every day. There is now established two hotels, two grocery stores, a hardware store, barber shop, two carpenter shops, paint shop, plumbing shop, two fruit packing houses, meat market, blacksmith shop, newspaper office, laundry, telephone exchange, lumber yard, doctor's office, and our own office, which is a model of its kind. A bakery, restaurant and dairy are in prospect.

Half a mile of cement curbing and sidewalk has been laid. Several acetylene gas plants are in operation, demonstrating that gas for light, heat and cooking may be had at nominal cost. A sewerage system, to connect with septic tank, has been built through the business and resident districts, and all sewerage disposed of in as sanitary a manner as in a large city. A home here can be made modern and convenient, and shopping done as handy as from the center of San Diego.

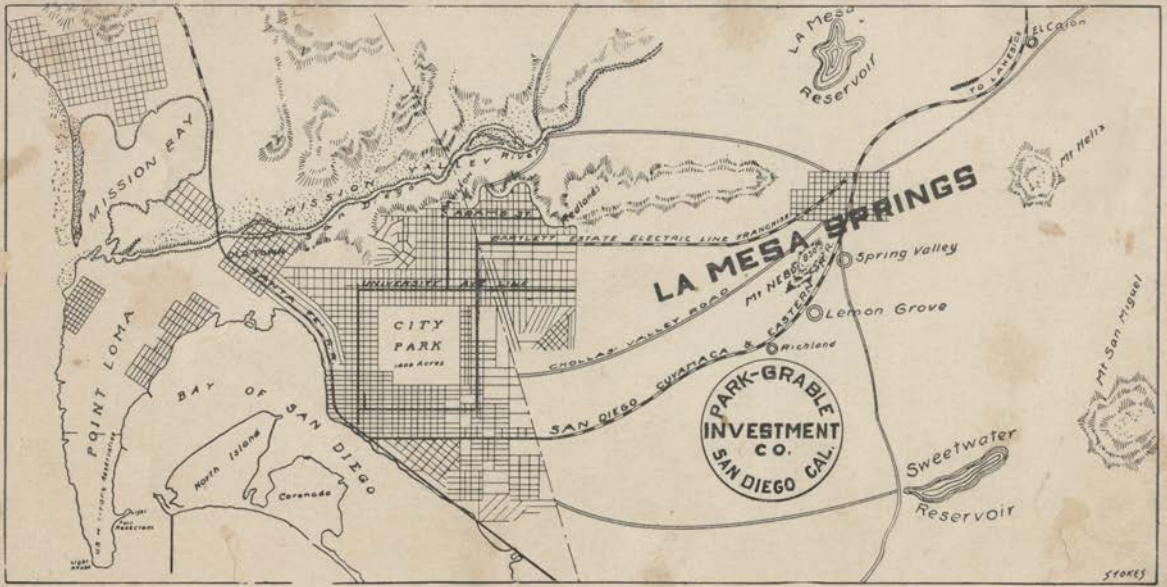
Terms and Prices

PROPERTY sold on easy terms if desired; \$150 to \$250 will buy a lot 50x140 on improved street, close to business center. Orchard lots a specialty.

\$200 to \$300 will buy a large lot in Lookout Park Addition, with excellent view of ocean, city and mountains.

Homeseekers are in the majority, a goodly number of houses are under construction, and many new homes are planned.

Orchard lots planted with bearing Citrus and other fruits our specialty; also acreage and aereage water rights.



LA MESA SPRINGS

**PARK-GRABLE
INVESTMENT
CO.
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