

1888

# GUIDE

TO

# SAN DIEGO BAY REGION CALIFORNIA.

CONTAINING  
Reliable and Valuable Information  
CONCERNING THE PRODUCTS  
AND PROSPECTS OF THE COUNTRY.



# SAN DIEGO LAND & TOWN CO.

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**WM. G. DICKINSON** GENERAL MANAGER.

GENERAL OFFICE: NATIONAL CITY, CALIFORNIA.

Special Office: F Street, corner 7th Street, San Diego.

## THE HARBOR OF SAN DIEGO.

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Length of San Diego Bay..	13 miles.
Available anchorage .....	6 square miles.
Average width of channel.	800 yards.
Total area of bay .....	22 square miles.
Area at depth of 18 feet...	3 75 square miles.
Area at depth of 24 feet...	2.83 square miles.
Area at depth of 30 feet...	1.97 square miles.
Area at depth of 36 feet...	1.36 square miles.
Rise and fall of tide.....	5 feet.

These figures apply to lowest low tide.

Depth of water over bar.. 23 feet.

The following figures are quoted from a report by Professor George Davidson, Superintendent of the United States Coast Survey, made in 1871:

Depth of water at entrance of Bos-	
ton Harbor .....	18 feet.
Charleston, Mobile and New Orleans,	
each less than .....	18 feet.
Philadelphia.....	18 5 feet.
New York .....	23.5 feet.
San Diego.....	23 feet.

(1888)

GUIDE  
TO  
San Diego Bay Region,  
CALIFORNIA.

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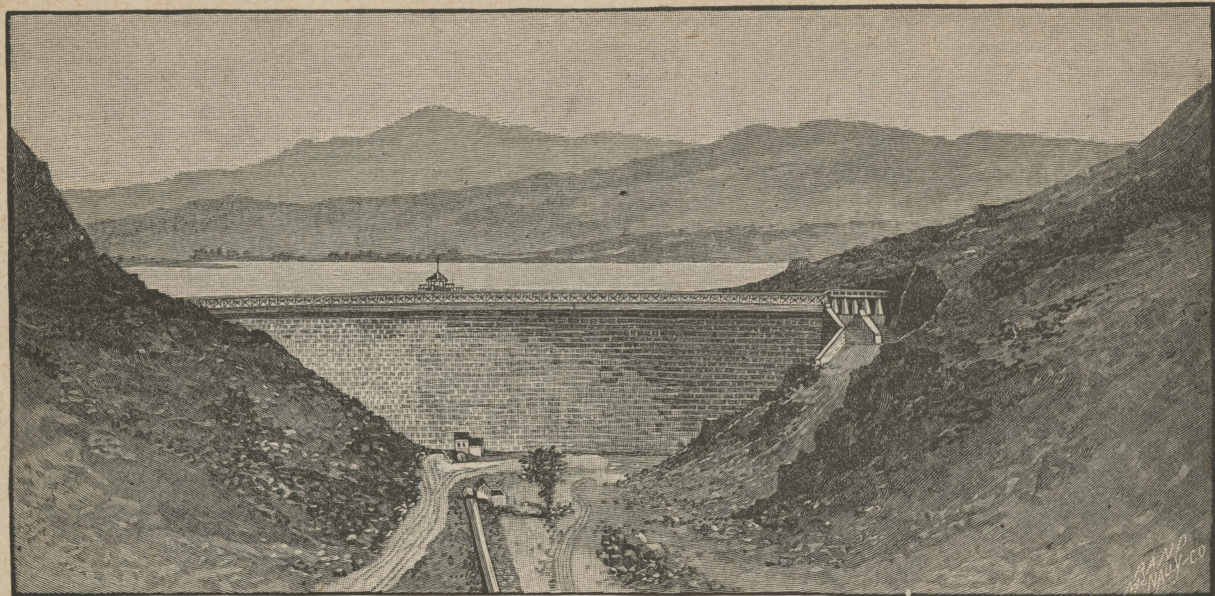
The numerous letters daily received asking for information about our lands and the country in general, we find it impossible to answer except by printed circular. In this we shall answer plainly and frankly the greater number of the questions daily asked us.

First, then, we have no *cheap* lands, as *cheap* is understood east of the Mississippi. There are no longer any such lands in Southern California. Southern California has within the last few years become the permanent home of so many thousands of people who are tired of eastern climates, nearly all of them people of means who desire beautiful gardens and orchards around them, its fruits are commanding such a rising price and increasing so in reputation abroad, that its lands now command higher prices than grain lands. We have lands far cheaper than you can get the same quality elsewhere with the same advantages of situation, climate, and water, and can give you, at prices from \$100 to \$250 an acre, a better piece of land for a luxurious and profitable home than you can find for double the price in Los Angeles or San Bernardino Counties. We have lands that we can sell you in tracts of almost any size, valley land or table land, land with water and land without, land in town or in the country. This is the best we can do, and when you have compared our lands and their advantages with those of other popular sections, you will say they are indeed cheap—cheap for Southern California.

*And what can I do with them after I get them?*

First, you may make yourself a home such as can be seen nowhere else in the United States—a home surrounded by vegetation that is lovely and rare; a home without malaria, lightning rods, cyclone caves, or mosquito nets; where the breeze is never at rest except at night, yet is never too strong for comfort; where the noonday temperature of winter is never below  $50^{\circ}$ , very rarely below  $60^{\circ}$ , and is generally at  $70^{\circ}$ , yet where the temperature in summer rarely passes  $80^{\circ}$ .

You may make a home in which you will always sleep beneath blankets in summer, yet may never make a fire the whole winter long—a home upon which the sun will shine over 300 days in the year, where you will rarely see mud, where, even in the “rainy season,” there is less rain with more clear days than in summer in any Eastern State, yet where you will never be troubled with dust except upon well-traveled roads, and will be less troubled with insect pests than in any other State; a home, too, from which you can always look out upon hundreds of square miles of great mountains and probably as many more of the great peaceful ocean. These things may seem hard to believe, yet they have made Southern California what it is, and have within the last year brought here a tidal wave of wealthy settlers such as its most hopeful admirers had not expected to see in ten years. They stay and send for their friends because they find it a place to live in the year round instead of running away on the first day of spring; a place where summer is even more pleasant than the winter; a place in which to make a home for life, instead of one in which to spend a few weeks of midwinter at a hotel; a place for Eastern people to come to rid themselves of the heated term of summer as well as the cold of winter. A few days’ visit here would satisfy anyone that this is what is covering the land with fine houses, terracing hillsides but lately deemed worthless, and robing the late sheep pastures in a wealth of green.



VIEW OF SWEETWATER DAM. (See Page 16.)

JAS. D. SCHUYLER, Engineer.

## A CLIMATE FOUND NOWHERE ELSE.

The United States records at San Diego Signal Station show that in ten years there were but 120 days on which the mercury passed  $80^{\circ}$ . Of these 120 there were but 41 on which it passed  $85^{\circ}$ , but 22 when it passed  $90^{\circ}$ , but 4 over  $95^{\circ}$ , and only one over  $100^{\circ}$ , to wit,  $101^{\circ}$ , the highest ever recorded here. During all this time there was not a day on which the mercury did not fall to at least  $70^{\circ}$  during the night, and there were but five days on which it did not fall even lower. During the same ten years there were but six days on which the mercury fell below  $35^{\circ}$ . This low temperature comes only in extremely dry weather in winter and lasts but a few minutes, happening just before sunrise. On two of these six days it fell to  $32^{\circ}$  at daylight, the lowest point ever registered here. The lowest midday temperature is  $52^{\circ}$ , occurring only four times in these ten years. From  $65^{\circ}$  to  $70^{\circ}$  is the average temperature of noonday throughout the greater part of the year.

OBSERVATIONS MADE AT SAN DIEGO CITY, COMPILED FROM REPORT OF THE CHIEF SIGNAL OFFICER OF THE U. S. ARMY.

	OBSERVATIONS EXTENDING OVER A PERIOD OF TWELVE YEARS.										Mean normal barometer of San Diego for each month and year for four years.
	Average number of cloudy days for each month and year.	Average number of fair days for each month and year.	Average number of clear days for each month and year.	Average cloudiness, scale 0 to 10, for each month and year.	Average hourly velocity of wind for each month and year.	Average precipitation for each month and year.	Minimum temperature for each month and year.	Maximum temperature for each month and year.	Mean temperature for each month and year.		
January . . .	8.5	11.2	11.3	4.1	5.1	1.85	32	78	53.6	30.027	
February . . .	7.9	11.3	9.0	4.4	6.0	2.07	35	82.6	54.3	30.058	
March . . . . .	9.6	12.7	8.7	4.8	6.4	0.97	38	99	55.7	30.004	
April . . . . .	7.9	11.9	10.2	4.4	6.6	0.68	39	87	57.7	29.965	
May . . . . .	10.9	12.1	8.0	5.2	6.7	0.26	45.4	94	61.0	29.893	
June . . . . .	8.1	15.2	6.7	5.0	6.3	0.05	51	94	64.4	29.864	
July . . . . .	6.7	16.1	8.2	4.7	6.3	0.02	54	86	67.1	29.849	
August . . . . .	4.7	16.9	9.4	4.1	6.0	0.23	54	86	68.7	29.894	
September . . .	4.4	13.9	11.7	3.7	5.9	0.05	49.5	101	66.8	29.840	
October . . . . .	5.6	12.6	12.8	3.9	5.4	0.49	44	92	62.9	29.905	
November . . .	6.5	10.0	13.5	3.6	5.1	0.70	38	85	58.3	29.991	
December . . .	6.6	11.2	13.2	3.7	5.1	2.12	32	82	55.6	30.009	
Mean Annual.	87.4	155.1	122.7	4.3	5.9	9.49	42.6	88.8	60.5	29.942	

\* THE FOLLOWING TABLE, TAKEN FROM THE LAST REPORT OF THE CHIEF SIGNAL OFFICER, SHOWS THE HIGHEST AND LOWEST TEMPERATURES RECORDED SINCE THE OPENING OF STATIONS OF THE SIGNAL SERVICE AT THE POINTS NAMED, UP TO AND INCLUDING THE YEAR 1883. AN ASTERISK (\*)

DENOTES BELOW ZERO:

LOCALITY OF STATION.	No. of Years of Observation.	JAN.		FEB.		MARCH.		APRIL.		MAY.		JUNE.		JULY.		AUG.		SEPT.		OCT.		NOV.		DEC.	
		Maximum.	Minimum.	Maximum.	Minimum.	Maximum.	Minimum.	Maximum.	Minimum.	Maximum.	Minimum.	Maximum.	Minimum.	Maximum.	Minimum.	Maximum.	Minimum.	Maximum.	Minimum.	Maximum.	Minimum.	Maximum.	Minimum.	Maximum.	Minimum.
New York.....	13	64	*6	69	*4	72	*3	81	20	94	34	95	47	99	57	96	53	100	36	83	31	74	7	66	*6
Charleston, S. C....	12	80	23	78	26	85	28	87	32	94	47	94	65	94	69	96	69	94	64	89	49	81	33	78	22
New Orleans, La....	13	78	20	80	33	84	37	86	38	92	56	97	65	96	70	97	69	92	58	89	40	82	32	78	20
Pensacola, Fla.....	4	74	29	78	31	79	36	87	34	93	47	97	64	97	64	93	69	93	57	89	45	81	28	76	17
Jacksonville, Fla....	12	80	24	83	32	88	31	91	37	99	48	101	62	104	68	100	66	98	56	92	40	84	30	81	19
Newport, R. I.....	2	48	2	50	4	60	4	62	26	75	33	91	41	87	56	85	45	77	39	75	29	62	17	56	*9
Denver, Colo.....	12	67	*29	72	*22	81	*10	83	4	92	27	89	50	91	59	93	60	93	51	84	38	73	23	69	1
San Francisco, Cal..	12	69	36	71	35	77	39	81	40	86	45	95	48	83	49	89	50	92	50	84	45	78	41	68	34
Los Angeles, Cal....	6	82	30	86	28	99	34	94	39	100	40	104	47	98	51	100	50	104	44	97	43	86	34	88	30
SAN DIEGO, CAL.	12	78	32	83	35	99	38	87	39	94	45	94	51	86	54	86	54	101	50	92	44	85	38	82	32

THE FOLLOWING TABLE SHOWS THE MEAN MORNING, NOON AND MIDNIGHT TEMPERATURES AT THE STATIONS NAMED, FROM THE YEAR OF THEIR OPENING TO 1883, INCLUSIVE:

LOCALITY OF STATIONS.	No. Yrs.	JANUARY.			FEBRUARY.			MARCH.			APRIL.			MAY.			JUNE.		
		7	3	11	7	3	11	7	3	11	7	3	11	7	3	11	7	3	11
		A.M.	P.M.	P.M.	A.M.	P.M.	P.M.	A.M.	P.M.	P.M.	A.M.	P.M.	P.M.	A.M.	P.M.	P.M.	A.M.	P.M.	P.M.
New York City	13	27.4	33.4	29.5	28.2	35.2	30.7	33.7	41.1	35.7	43.8	51.9	45.2	56.0	64.3	56.9	65.8	73.9	66.3
Boston, Mass.	13	23.4	30.4	25.4	24.6	32.8	26.9	31.7	38.4	32.7	41.8	48.7	41.4	55.5	61.2	52.9	65.0	71.6	62.0
New Orleans, La.	13	50.7	59.5	54.0	54.0	63.8	57.3	58.6	68.7	62.1	65.7	74.8	68.2	72.6	80.1	73.2	78.9	85.0	79.3
Charleston, S. C.	12	45.7	53.7	49.2	48.5	57.5	51.9	53.4	63.2	56.8	61.0	69.4	63.0	69.8	76.8	70.9	77.5	84.4	77.5
Jacksonville, Fla.	12	50.7	62.7	54.1	52.8	65.1	56.5	57.5	70.0	60.6	65.6	75.8	65.7	73.7	80.6	71.7	79.8	85.2	77.3
Chicago, Ill.	13	22.0	28.7	24.8	25.2	32.7	29.0	31.4	38.0	34.8	42.3	48.9	45.1	54.6	60.4	55.6	63.3	69.2	64.0
St. Louis, Mo.	12	27.8	36.2	31.1	31.1	41.3	36.0	37.2	49.2	42.9	48.9	62.2	54.4	60.6	73.0	64.8	69.6	81.1	73.4
San Francisco, Cal.	12	47.8	53.1	50.1	48.6	55.1	51.9	49.8	57.4	52.9	50.5	59.0	53.4	52.1	61.4	55.2	54.3	64.0	57.3
Los Angeles, Cal.	6	45.4	60.2	51.0	46.5	61.8	52.3	48.5	64.0	54.3	50.9	66.8	56.1	53.5	71.9	59.9	58.1	76.0	62.4
SAN DIEGO, CAL.	12	48.0	60.4	52.6	49.1	60.3	53.5	50.8	61.3	54.9	52.5	63.6	57.0	56.6	66.2	60.0	60.5	69.6	63.2

LOCALITY OF STATIONS.	No. Yrs.	JULY.			AUGUST.			SEPTEMBER.			OCTOBER.			NOVEMBER.			DECEMBER.		
		7	3	11	7	3	11	7	3	11	7	3	11	7	3	11	7	3	11
		A.M.	P.M.	P.M.	A.M.	P.M.	P.M.	A.M.	P.M.	P.M.	A.M.	P.M.	P.M.	A.M.	P.M.	P.M.	A.M.	P.M.	P.M.
New York City	13	71.2	78.6	71.3	69.4	77.2	70.2	62.4	70.2	63.4	52.3	60.3	54.1	39.7	45.9	40.9	30.7	35.9	32.3
Boston, Mass.	13	70.3	76.6	67.9	67.6	74.8	66.2	59.9	67.3	59.2	49.3	57.0	49.7	36.5	42.9	37.4	26.9	33.1	28.7
New Orleans, La.	13	80.5	86.4	81.0	78.9	85.9	80.5	75.2	82.4	76.9	66.8	75.4	69.2	57.3	65.7	60.1	51.9	60.2	54.8
Charleston, S. C.	12	80.7	87.2	80.6	78.2	84.9	79.4	72.7	80.4	74.9	63.2	71.6	65.8	53.4	62.0	56.2	46.9	55.7	50.2
Jacksonville, Fla.	12	81.3	87.2	79.1	79.6	85.8	77.7	75.0	82.6	75.8	66.3	75.7	68.1	57.2	67.9	60.0	50.4	62.7	54.3
Chicago, Ill.	13	69.8	76.2	71.1	68.5	76.0	71.0	59.5	68.8	63.2	48.5	57.2	51.9	35.2	42.0	38.3	26.8	32.5	29.3
St. Louis, Mo.	12	73.7	85.3	77.4	71.0	84.0	75.7	61.5	75.7	67.0	51.2	65.0	54.4	37.7	47.7	42.0	30.3	38.4	34.1
San Francisco, Cal.	12	54.6	63.1	56.8	55.0	63.5	57.2	55.7	65.4	58.4	55.2	64.2	58.5	52.2	59.0	55.7	48.8	53.9	52.1
Los Angeles, Cal.	6	60.3	79.4	64.5	60.8	80.9	66.1	58.7	79.6	65.1	49.3	73.2	60.3	49.3	68.7	55.7	48.0	63.9	53.2
SAN DIEGO, CAL.	12	63.5	72.2	65.6	65.0	73.7	67.4	62.7	72.2	65.6	58.1	69.1	61.4	52.5	65.7	56.6	50.0	62.7	54.1

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Next to the absence of malaria, hydrophobia, and sunstroke, the most remarkable feature of the climate is the absence of all dangerous winds, and the almost entire absence even of unpleasant winds. The U. S. Signal Service records at San Diego show that in nine years the highest wind was forty miles an hour and that but once. In that time it exceeded twenty miles an hour only 150 times. Of these 150 times there were but forty-seven when the wind was over twenty-five miles an hour, but thirteen over thirty, only five above thirty-one, and but one over thirty-six. And yet there is never a day without a breeze, in winter generally from two to four miles an hour, in summer from five to eight or ten.

*And what can I raise that will pay?*

Not one in fifty of those who have wrought such a wondrous change in a land but a few years ago deemed fit only for a stock-range cares anything about profits. Few ever inquire about them before buying. Yet there are none so wealthy as not to feel both pride and pleasure in seeing a fine place yield an income. Production has now been brought to such perfection, and such a vast market for products has of late been opened in the East by the liberal policy of the railroads, that it is now quite profitable in general, and in cases of some special products extremely so. This assumes of course that it is conducted with the same economy, industry, and attention necessary to success everywhere—matters to which many wealthy settlers are indifferent.

It is the peculiarity of California that it raises all the products of the Northern States to perfection almost side by side with those of the Southern States; something which no Southern State can do. San Diego County even to its southern line possesses to the full this peculiarity. But special sections are best adapted to certain fruits, especially the semi-tropic fruits. These are much the best in Southern California, and the farther south they are the better. The inward sweep of the coast, which brings San Diego some sixty miles east of Los Angeles and

over 300 east of San Francisco, has a great effect upon this climate by leaving far out at sea the cold ocean current from the north that makes San Francisco so cold and foggy in summer. Then, only sixty miles east of San Diego, separated by 5,000 feet of mountain height, lies the great basin of the Colorado desert; an immense reservoir of dry, pure air, which, sent aloft by the rising sun, flows in an upper current westward, then, cooling and descending, mingles with the incoming sea-breeze and makes the air even on the coast much drier than it is only 100 miles north. The effect of this difference upon oranges, lemons, olives, raisin grapes, and other fruits is very great. Within fifteen miles of the Los Angeles County coast, a good orange can scarcely be grown, and they do not pretend to raise a good lemon. Yet most of the oranges and lemons that took the premiums *over the whole world* at the New Orleans Exposition were raised within *two miles, and many at National City, within half a mile of San Diego Bay*. The orange, lemon, apricot, olive, and raisin grape are now very profitable; but for profit, in comparison with expense and care, the olive probably excels all other products in America. The world's demand for pure olive oil alone will always be as much as this section, the natural home of the olive, can ever supply. A large oil mill has just been built at National City, which will take the product of thousands of acres.

All sorts of deciduous fruits, berries, vegetables, grains, grasses, etc., can be grown here quickly, though some of course require special care or special soils or elevations. Garden stuff in abundance may be had all winter; though, if the winter be a cold one, it should be planted on the slopes and tablelands, and not in deep valleys, where the nights may be frosty. Tomatoes on the highlands become perennial, growing for years and bearing in midwinter. Strawberries, new potatoes, green pease, and a dozen other vegetables, may in this way be had in midwinter of any year.

In general, it may be said that nowhere will the four essentials of successful farming the world over, diversification of products, industry, close economy, and good business sense, bring better results than here. It may be added that nowhere will their absence bring worse results.

In New York, Ohio, Illinois, or Kansas, the profits of farming have a very low limit, which they never pass and often fail to reach. So much grain, hay, or live stock to the acre and bringing about such a price is all one can ever look forward to, except in cases of superior location for vegetables, near large cities. Ten dollars a year to the acre is now the outside average figure for successful farming anywhere east of the Rocky Mountains, and this merely feeds and clothes the farmer's family and leaves him a few dollars above taxes, etc. In Southern California, on places that are properly worked for profit, the average is fully \$150 an acre. Many things can be relied on to exceed this. The olive at ten years of age is as sure to yield every year an average of three gallons of oil to the tree as a hill of corn in Kansas is to yield three ears in a good season. At \$8 a gallon this would be \$24 to a tree. Allow the least number of trees to the acre, and the greatest discount for expenses and middlemen, and the percentage of profit still makes ten acres of such trees worth more than the best 160-acre farm in the Western States, to say nothing of the work and worry. Oranges, lemons, raisin grapes, wine grapes, and English walnuts all pay in the same manner. So do apricots, pears, etc., when there are good facilities for canning or drying. In general, ten acres here, properly worked, will equal 160 in the East. To bring it to the paying point, however, takes from three to six or seven years. Grapes will pay more than all expenses the third year; apricots, etc., the fourth year; oranges, lemons, and olives from the fifth to the seventh year. After that the increase of profit is constant for several years, when it becomes about stationary.

## PROFITS OF CROPS.

Of all the crops of the American semi-tropics the olive is undoubtedly the most profitable, when the steady and sure market for the fruit and the long life of the tree are considered. The tree is grown from cuttings, and will bear in three years after being permanently planted, and continues bearing for a full century, as has been actually demonstrated in the Old Mission orchards here. The tree reaches its vigor at about eight years of age, and will steadily produce a net income of from \$600 to \$1,000 per acre. Next in profit are the citrus fruits—the orange and the lemon. Each pay from \$300 to \$1,200 per acre after the fourth year, according to age and cultivation. Grapes at four years will pay \$200 per acre. Figs at five years, \$250 to \$350. Apricots at five years, \$200 to \$400; peaches and nectarines about the same. Strawberries pay from \$400 to \$900 an acre the second year from planting, and other berries range within the same limits.

*If you have so much fine weather, where do you get your water?*

In seven years out of ten there is rain enough in winter to raise good crops of grain and winter and spring produce on all properly cultivated land. In two more out of the ten there will be enough to make moderate crops on all land carefully plowed, cross-plowed, and harrowed in the old New England style. In the other year the rain may be insufficient for more than one-third of a crop, no matter how cultivated. But the losses of ten years never exceed, if, indeed, they equal, the losses of any ten years in any of the Eastern States. Take the sum of the losses from summer droughts and excessive summer rains, spring droughts and spring deluges of the East, and you will find they amount to at least two years in ten of total failure.

Trees and vines of all sorts live and bear the whole summer through, even on the highest

lands, with no water except the winter rains, provided the top soil is kept loose by cultivation. Irrigation three or four times in the season is, however, necessary on almost all such land for a *profitable* crop, as also for most kinds of garden stuff, berries, etc., on high land. The way in which the tomato, melon, pumpkin, squash, and many other shallow-rooted things live and bear during the long, dry summer without any irrigation surprises every new comer. But many other things must be watered, and the yield of everything, even of apricots, figs, olives, and grapes, all of which will live and bear on the natural rainfall, is so greatly improved by irrigation that everyone should buy land that can in some way be irrigated.

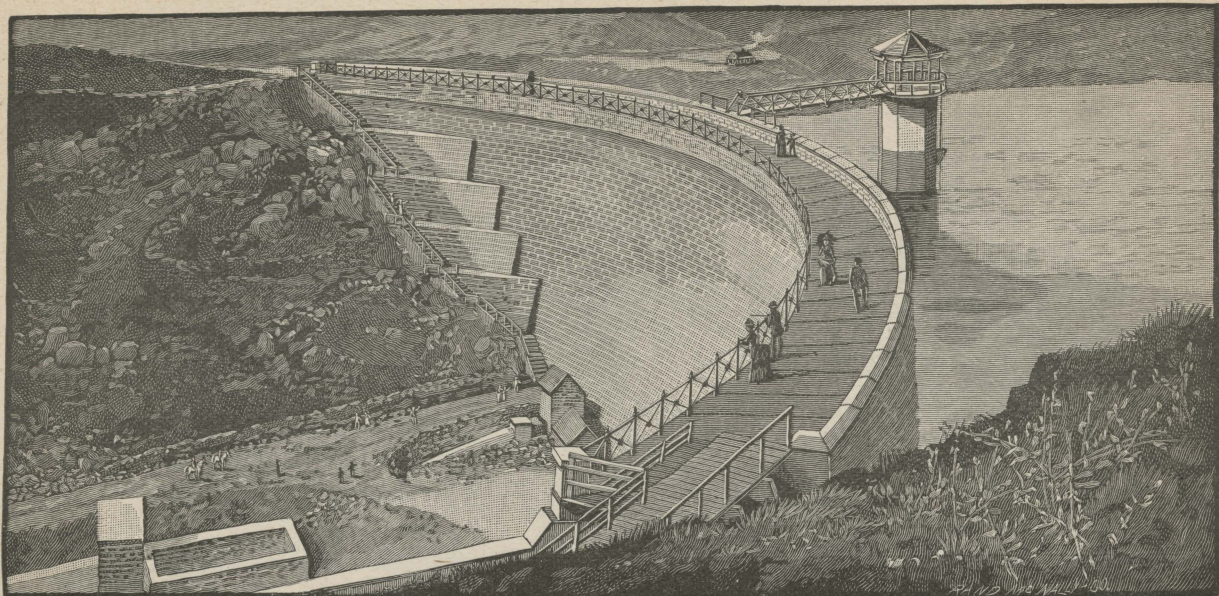
For irrigation we have abundant facilities. When we speak of our warm, dry climate, we mean only that of the lowlands, generally within twenty miles of the coast. It is upon those that nearly all the people live and the fine homes are made. All of the country farther back is lifted thousands of feet high, and though having a fine climate in summer, is as cold, rainy, and snowy in winter as the wettest mountains in the Southern States. Hundreds of square miles of this land are soaked every winter with water which in summer finds its way to the sea underground. Hence in every valley leading toward the coast, water may be found in abundance from five to twenty feet below the surface, and over the greater part of the tablelands from forty to one hundred feet, although there are tracts upon the highest lands where the water is still deeper. The unfailing sea breezes of summer make the lifting of this water with windmills a certainty. Much of California is watered in this way, and a good windmill suffices for several years. The great demand for land in Southern California, caused by the enormous inflow of climate-seekers in the last two years, has increased values, and now made profitable what hitherto could not be profitably done—the storing, by immense reservoirs or dams, of some

of the waters that run to waste in winter. This gives cheap water in great quantities, and makes possible irrigation on a scale heretofore unthought of; and in time still other dams will be put in higher up the river, until we have the best irrigation system in Southern California. The constantly rising value of our lands will justify works in this line which have never before been attempted. That you may not deem this idle boasting, it may be well to state

*Who compose the San Diego Land & Town Co.*

It is a corporation composed almost entirely of stockholders and directors of the Atchison, Topeka & Santa Fé Railroad. Years ago they saw the coming importance of San Diego Bay and the rich and beautiful tablelands around it. All was then quietly sleeping around San Diego Bay. Over one hundred miles from any market, the great resources of its interior were known only to a few. It was evident that sometime every foot of land around this bay would be very valuable. But when? A railroad into it would cost fully three millions of dollars, and the traffic could not then pay one-third of the operating expenses. Lands far inferior in quality, situation, and general advantages, were selling one hundred miles north of it at \$100 to \$250 an acre, the stream of climate-seekers was steadily increasing; they saw that to secure the land, it would pay to build a road and await results. Partly by purchase, but largely by donation, they secured forty thousand acres of the very best fruit and residence lands sloping toward San Diego Bay, organized the present land company and built the railroad. No proof other than these facts can be needed of its great value. Its owners fully realized its worth, and were determined to furnish it with water, roads, railroads, and all that was necessary or convenient. All this it has done in the present Californian style—in *advance* of settlement.

The National City & Otay Railroad, a steam-motor road (standard gauge) from San Diego through the heart of this tract to the Otay



SWEETWATER DAM. (See Page 16.)

JAS. D. SCHUYLER, Engineer.

PACIFIC OCEAN

**BAY OF SAN DIEGO,**  
SHOWING  
**NATIONAL CITY**  
AND ITS SURROUNDINGS.  
MADE FOR THE

4 Miles to 1 Inch.  
**SAN DIEGO LAND & TOWN CO.**  
OWNERS OF

**NATIONAL RANCHO,**  
**NATIONAL CITY,** **OTAY RANCHO,**  
**CHULA VISTA**

-) AND (-

**Other Desirable Property.**

W. G. DICKINSON,  
General Manager,  
National City.

C. E. HEATH & CO.,  
General Agents,  
San Diego.



**LOWER CALIFORNIA**

Rand, McNally & Co. Engravers, Chicago.



Valley, on its southern border, is now running from San Diego through National City, thence eastwardly to the Sweetwater Dam and the town of La Presa. Another branch runs from Sweetwater River through the beautiful tract of Chula Vista, Otay City, Oneonta, and Tia Juana, to the Mexican border—making a standard-gauge railroad of thirty miles in length running hourly well-equipped passenger trains, with frequent stops for the accommodation of its patrons. Another line has been constructed up the Sweetwater River Valley to the dam.

### SWEETWATER DAM,

built by San Diego Land & Town Co., near National City, Cal. (JAS. D. SCHUYLER, Eng.)

Length at base.....	76 feet.
"    " top.....	396 "
Thickness at base.....	46 "
"    " top.....	12 "
Height of dam from bed rock.....	90 "
Reservoir covers.....	700 acres.
Capacity.....	6,000,000,000 gallons.

Solid granite and Portland cement. Commenced November 17th, 1886; completed April 7th, 1888. Cost, \$200,000.

Water has been piped to every tract which can be reached by the elevation of the dam, and as it all comes from the high mountains its quality will be beyond criticism. In nearly all cases it will be under sufficient pressure to reach the top of the highest house.

Upon the best part of this tract 5,000 acres has been subdivided into five-acre lots, with avenues and streets 80 feet in width running each way, the steam-motor road passing through the centre. This tract, known as Chula Vista, lies but a mile from the thriving place known as National City.

National City, four miles up the bay from San Diego, was once its rival, but is so no more, for the two are fast growing into one city. A long line of houses is reaching out each way from city to city, and the steam-motor road and horse-car line now running will speedily finish the connection.

## NATIONAL CITY HAS ADVANTAGES OVER SAN DIEGO

which will yet offset the start that San Diego has always had in population. It has tributary to it the rich valleys of the Sweetwater, Otay, Tia Juana, Paradise, and Chollas, which are fast settling, and now under irrigation along with the adjacent tablelands. It has as good a water front, with plenty of room for wharves and vessels. Locations on this for factories and shops may be had for one-sixth of the price of San Diego City fronts, nearly all of which are now occupied; while water, coal, and freight of all kinds by either sea or land are as cheap as at San Diego. San Diego City has much good land some distance back of it, but National City has thousands of acres of the best fruit land and farming land, just rolling enough for the finest villas, at its very doors. The town site of National City has the same fine slope for drainage, the same broad view of the bay, that San Diego has, with a much better ocean and mountain view. It is the terminus of the railroad and has the railroad shops and material yards. The big reservoir is done, and water, under pressure, piped through it. The last fetter upon its prosperity has been removed, and its growth will be as rapid as the marvelous growth of San Diego.

No one of intelligence need be told that schools, churches, societies, and all social advantages of the best kinds, as well as all kinds of stores, hotels, and other conveniences of life, abound in all the small towns of California, as well as the large cities. California is in such respects the most progressive of all the States, and no one need fear leaving the world in coming here.

The great Atchison, Topeka & Santa Fé system now owns the California Southern and several other roads in Southern California. It has entered California to stay. It has chosen San Diego Bay as its Pacific terminus, and has determined

## TO MAKE A CITY THERE.

No one who knows its resources or its policy doubts its ability to succeed in that line, and so great has been its success already, that the Southern Pacific finds it necessary to move in the same direction and is fast entering the same field of operations. This done, it will abandon its unsafe roadstead near Los Angeles, and San Diego Bay will be the only harbor south of San Francisco where much business of importance will be done.

Not only are the valleys of the interior settling so fast that they will make a large trade necessary, but all freight, even lumber and coal, brought to Southern California by sea can be landed on wharves in San Diego Bay and shipped to destination by rail cheaper than it can be unloaded by lighters in a roadstead, as at San Pedro (the harbor of Los Angeles), and then transferred to cars to be hauled a distance of eighteen miles to Los Angeles City. The present movements of the Southern Pacific Railroad are a recognition of these facts. It has long been a joke that Los Angeles and San Bernardino Counties are part of the "back country" of San Diego Bay, but it is being fast recognized as a stern reality, and the railroads are among the first to see it. Its extraordinary harbor, so deep, so safe, so smooth, so capacious, so easily entered without a pilot, even in the heaviest storms, when vessels have to wait outside the bar of San Francisco after passing every point between here and there, the only harbor for all Southern California, could not fail to build upon its shores a city well worthy the name of city. But when, in addition to this, it is surrounded by tens of thousands of acres of that red granite soil that is in such demand for the raising of the best oranges, lemons, olives, grapes, and deciduous fruits; land elevated above the frost belt of the low valleys and readily reached by aqueducts from the flowing streams of the interior; land bathed forever in what all rivals concede to be the best part of

the best climate in America, its future is certain. This is why a city is already spreading out along its shores, growing faster than any other city in California; far outstripping, in rate of increase, even the wonderful growth of Los Angeles; a city where thirty thousand people now live, where but twenty-five hundred lived not three years ago; where electric lights and street railroads are already in operation, and steam-motor roads and electric roads are built; where huge business blocks are covering the lately vacant lots, and fine houses dotting the slopes where but a short time ago the rabbit and the quail played at will beyond the haunts of men. This city will soon be five miles long, and though National City may preserve a separate individuality, the whole will, nevertheless, be one city—the city of San Diego Bay.

All general improvements in the way of motor-roads, water-works, etc., we shall make ourselves without waiting for settlement to force them. Our policy is to sell the first half of our lands at low profits and look to the last half for the heavy results. Indirectly we have paid well for the property and intend to realize on it with all speed, let the marketing cost what it may at first. We can afford to

### KEEP ALL OUR PROMISES

and can not afford to do otherwise. They are not mere empty inducements to catch a few customers at the start, but mere outlines of a policy which time has proved to be the best way of speedily developing this class of lands in Southern California.

### AND HOW ARE PRICES OF LIVING, ETC.?

This common question it is difficult to answer, except generally. As in all the West, some things are a little higher and others a little lower than on the Atlantic coast. On the whole there is but little difference in sum-

mer, with a decided difference in favor of this section in the cost of getting through the winter. In general, one who is content to live economically can do better here, while one who wishes to live in very fine style may have to pay a little more than on the Atlantic coast.

Wages of nearly all kinds are a little higher than at the East. Board and lodging generally are about the same, with rather better fare for the same price. Good mechanics, laborers, and especially farm hands, who will make their employers' interests their own, and not try to do the least possible work for the most money, can always find employment in Southern California.

Many may tell you there is yet

#### PLENTY OF GOVERNMENT LAND

for you. This is literally true, but false in spirit. There is, indeed, plenty of Government land, and to the end of time the Government will be the largest landowner in Southern California. But such land as you would want and naturally expect to see has all been taken up. There are a few places where you might get a dozen acres by buying eighty, but even these are nearly all gone. It is far better for you to come here with a full knowledge of what you are to find. In the mountains there are still some cheap lands, but in the lowlands you must expect to find land higher than the same land back East; but it is higher because it is worth more. Farming lands East stand stationary for years, often fall in value, and seldom rise to any alarming figure. But land in Southern California never falls in value, because the demand for it increases day by day. It will continue so to increase, for the supply has a fixed limit now well ascertained. If you must make a change on account of health you need not fear the consequences, but we can not advise anyone of small means to come

here simply to better his financial condition by cultivation of the soil, because his outlay must be considerable and results can not be hastened. One should be prepared to wait from two to four years for any results beyond a mere living.

The resources of Southern California are of a varied character, and there seems to be no limit to the range of our products. Vegetables in variety such as are found in all portions of the country, grains, fruits, and products of the garden, grow and flourish in this fertile soil to an extent nowhere excelled in this State or country. All this has been amply attested by the many annual agricultural and citrus fairs that have been held in the southern counties of the State, and especially at National City and San Diego, for several years past. Prominent among the exhibits at these several fairs—where fruits of all kinds, the products of our vineyards and orchards, were furnished and premiums awarded for superiority of quality—oranges, lemons, limes, olives, figs, canned fruits, apples, pears, persimmons, locusts, grapes, and raisins, have held a conspicuous rank, and have attracted the attention and the admiration of all visitors. The apricot, peach, pear, apple, plum, and nectarine, all do well in their season under the stimulus of careful culture, and all the fruits of the Northern and Middle States can here be most successfully grown. While grapes in general, including the raisin, wine, and table varieties, bear well, the Muscat variety are generally used for raisins, and the raisin product of San Diego County deservedly ranks among the best brands of the country, either from those raised here or imported, and no portion of the United States offers superior advantages for successful raisin culture.

### OLIVES.

Olive culture in Southern California is attracting increased attention, and fast becoming an interest of practical importance. Many olive

orchards are now in successful bearing condition, and after a few years' growth the product will also be found quite remunerative, whether used for pickling purposes or to be crushed for oil. The olive is an ornamental as well as useful tree, and in many places they already line the roadsides, and render both shade and fruit in return for the labor and care bestowed. The orchards of F. A. and W. C. Kimball are the largest in the vicinity of National City, and the oil-mill recently erected by F. A. Kimball gives prominence to an important manufacturing enterprise which will give a ready market for the fruit and add stimulus to the increased culture of this useful fruit. History records the fact that trees are now living and producing fruit every year which are more than a thousand years old. "He who plants an olive orchard leaves an inheritance for future generations," has passed into a proverb. In writing of olive-producing countries, Hon. M. P. Wilder, Commissioner to the Paris Exposition, says in his report to the Senate of the United States, "Were the olive crop of Southern Europe to fail, a large proportion of the population must perish." The olive has become an article of universal consumption. Its oil is indispensable in medicine and surgery, and is largely used in the manufacture of fine woolen goods. There is no limit to the demand for it. Olive culture offers conditions peculiarly adapted to Southern California. This tree does not require irrigation. It requires a warm, dry land, and will not flourish in most soils. Trees are now growing in Southern California that at eight years old produced two thousand gallons of olives to the acre. The European standard is eight gallons of olives for one gallon of oil, which gives a product of 250 gallons of oil per acre. The oil sells readily at \$5 per gallon, which gives an income of \$1,250 an acre for the best eight-year old trees. The net income from such a crop would be not less than \$1,000 per acre, and with good care the crop is large and sure from year to year for a century.

FRUITS RAISED ON NATIONAL RANCH, SAN DIEGO COUNTY, CALIFORNIA, TAKE THE PREMIUM AT THE WORLD'S EXPOSITION, HELD AT NEW ORLEANS, LA., 1884-1885.

All caviling is set at rest in regard to what country and what section of country carried off the premium for THE BEST PLATE OF ORANGES FROM ANY STATE OR FOREIGN COUNTRY in the world. The certificate says the first degree of merit (silver medal and \$10) was awarded to Kimball Brothers, of National City, San Diego County, California.

To show that this award did not come by "chance," the above-named gentlemen have placed in our hands EIGHTEEN CERTIFICATES OF AWARD, of which the following is a detailed statement :

No. 2.—Best collection, 10 varieties, oranges from ANY STATE OR FOREIGN COUNTRY IN THE WORLD—first degree of merit (silver medal and \$50).

No. 3.—Best collection, 15 varieties, grown in THE STATE OF CALIFORNIA—first degree of merit (silver medal and \$75).

No. 4.—Best collection, 10 varieties, oranges grown in THE STATE OF CALIFORNIA—first degree of merit (silver medal and \$50).

No. 5.—Best collection, 5 varieties, oranges grown in THE STATE OF CALIFORNIA—first degree of merit (silver medal and \$25).

No. 6.—Best general exhibit of citrus fruits, other than oranges, from the STATE OF CALIFORNIA—first degree of merit (silver medal and \$50).

No. 7.—Best orange, "Acapulco"—first degree of merit and \$5.

No. 8.—Best orange, "Creole"—first degree of merit and \$5.

No. 9.—Best orange, "Malise Oval"—\$5.

No. 10.—Best orange, "Osceola"—first degree of merit and \$5.

No. 11.—Best orange, "St. Michael's"—first degree of merit and \$5.



No. 12.—Best orange, "St. Michael's Egg"—first degree of merit and \$5.

No. 13.—Best lemon, "Eureka"—first degree of merit and \$5.

No. 14.—Best lime, "Giant Seedling"—first degree of merit and \$5.

No. 15.—Best collection, 5 varieties, pears grown within the limits of Pacific district—first degree of merit and \$15.

No. 16.—Best plate of any variety pears grown in Pacific district—first degree of merit and \$10.

No. 17.—Handsomest plate, 12 specimens, pears grown in Pacific district—first degree of merit and \$10.

No. 18.—Best plate "Hacheya" Japan persimmons grown in the United States—first degree of merit and \$10.

#### CHULA VISTA.

Thousands of people in the East, becoming dissatisfied with cold winters and hot summers, have resolved to spend their remaining days in the equable climate of Southern California, where they may escape both extremes of temperature and live in comfort. Most of these desire a HOME; not a town lot in the heart of town or city, but an area sufficient for beautiful grounds, where fruits, flowers, and vegetables may surround them in abundance.

The San Diego Land and Town Company own 5,000 acres of beautiful mesa land adjoining the thriving town of National City, and named it Chula Vista (most exquisitely beautiful view), with a gentle rising slope from the Bay of San Diego to the east. This is said to be the *most beautiful* spot for homes in California. It has an altitude sufficient to give all parts of it a commanding view of the bay and ocean on the west, the Otay Valley and Mexican Mountains on the south, the beautiful range of mountains east, San Diego City, Point Loma, Coronado Beach, and the Bay north—all in fine view.

This large tract has been subdivided into lots



RESIDENCE, NATIONAL CITY, "THE TERRACE."

of five acres, each lot fronting on an eighty-foot street. Seven streets averaging each four and one-half miles in length, and fifteen miles of cross-streets, have been graded and rolled, making fine drives, and 10,000 of California's finest evergreen trees adorn the sides of each street.

The National City & Otay Railroad runs directly through the centre of this beautiful tract, running frequent trains, bringing its centre within fifteen minutes of National City and forty-five minutes from San Diego.

Electric lights will soon follow the march of improvements, and streets (nearly level), houses and grounds, will enjoy all the conveniences of a city home.

These five-acre lots are sold ONLY to those who will build thereon a modern style of house, costing not less than two thousand dollars, within six months from date of purchase, placing the same 125 feet from the street line.

The soil is the celebrated red mesa, very rich and productive, raising all kinds of citrus and semi-tropical fruits and flowers. Oranges grow in perfection; flowers flourish out doors the whole year—no frost to wither or disturb their bloom the entire winter.

The water having been introduced, and the cars in successful operation, these five-acre lots are now first offered to those who desire a home with modern conveniences. For a short time we offer them at five hundred dollars per acre (from May 1, 1888), terms one-third cash, one-third in one year, one-third in two years, interest at ten per cent. One hundred houses are now in course of construction, and the inquiring has commenced in good earnest, with a prospect for a stampede further on at an early date. (The Company reserve the right to advance the price.)

The centre of the tract is about six miles from San Diego in a direct line, and the reader will readily see the relative location of Chula Vista, National City, and San Diego by consulting the map herewith.

The San Diego Land and Town Company have completed a dam across the Sweetwater River which is the greatest structure of the kind in the United States. There are but four or five of greater height in the world.

It is built in a rocky cañon at the outlet of a fine natural reservoir of heavy granite rock (containing some mineral which makes its weight about 20 per cent. greater than New Hampshire granite) laid with Portland cement. Its dimensions are: Length at base, 76 feet; length at top, 396 feet; thickness at base, 46 feet; thickness at top, 12 feet; height from bedrock, 90 feet; height from bed of river, 80 feet. The reservoir contains 700 acres, and will hold 6,000,000,000 gallons of water. Work commenced November 17, 1886, and the structure completed April 7, 1888.

The water is conveyed in wrought-iron pipes from the dam to the lands of the company and surrounding lands, and supplies National City for irrigation and household purposes at low rates. Sixty-five miles of wrought-iron pipe has been already laid.

#### TO MANUFACTURERS.

Very liberal inducements are offered to manufacturers who will locate here, greater railroad and wharf advantages can be given, with sites at less price, and a better supply of water than can be found anywhere on the Pacific.

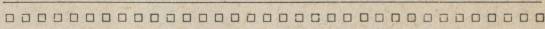
For further information, address

- BENJ. KIMBALL, *President*,  
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70 Kilby Street, Boston, Mass.
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# Eating Houses.

The Eating Houses of the Atchison, Topeka & Santa Fe Railroad have earned the reputation with the traveling public of being the best in the country, and travelers who have yet to make their first trip over the Santa Fe are guaranteed satisfaction in this important item. Those who have traveled on this line need no such assurances. These Eating Houses are located at the proper intervals for the best accommodation of travelers.



## THIS LINE

Enables the Tourist to visit en route

# Las Vegas Hot Springs.

## EXCURSION TICKETS

AT GREATLY REDUCED RATES

ON SALE AT ABOVE OFFICES

**EVERY DAY IN THE YEAR.**

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**National City & Otay Railway.**

The Property of

**SAN DIEGO LAND & TOWN CO.**

Dividing the Rancho de la Nacion both  
north and south and east and west.

TO SWEET WATER DAM.

MEXICAN MONUMENT, AND  
MEXICAN CUSTOM HOUSE.

**VIEW ON NATIONAL CITY & OTAY RAILWAY,**  
At Spring Valley Cañon, near Sweet Water Dam.