

La Mesa

"The Jewel of the Hills"

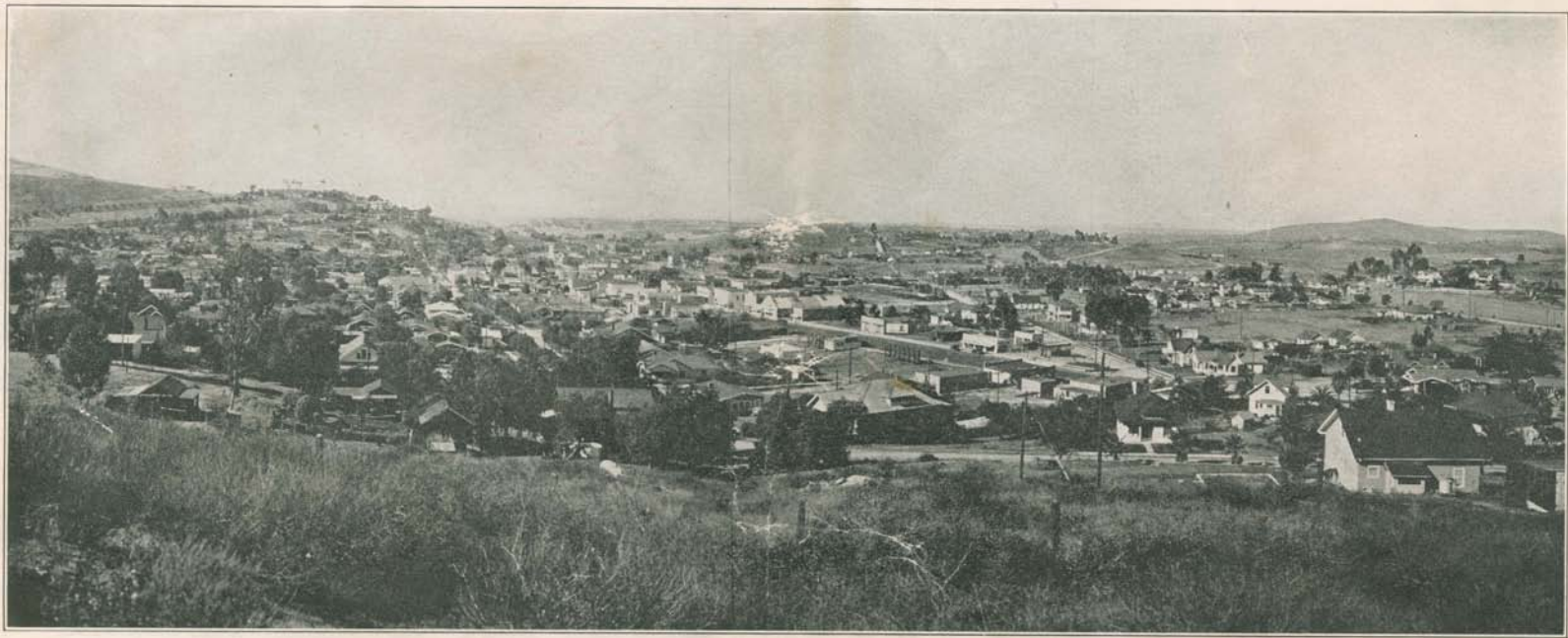


*"Twenty Minutes from the
Mountains"*

*"Twenty Minutes from the
Sea"*

In the Zone of Perfect Climate

SAN DIEGO COUNTY
CALIFORNIA



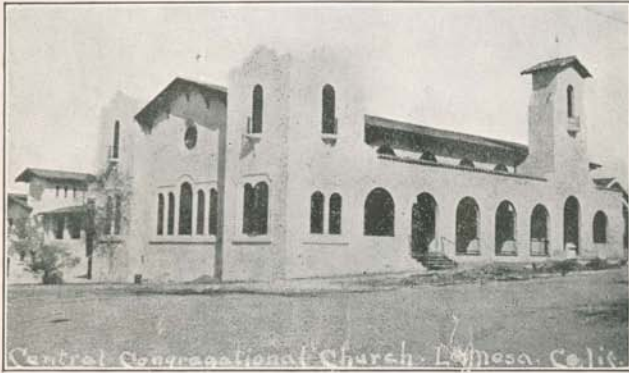
PHOTOGRAPHY BY BODDY, LA MESA

"The Jewel of the Hills"



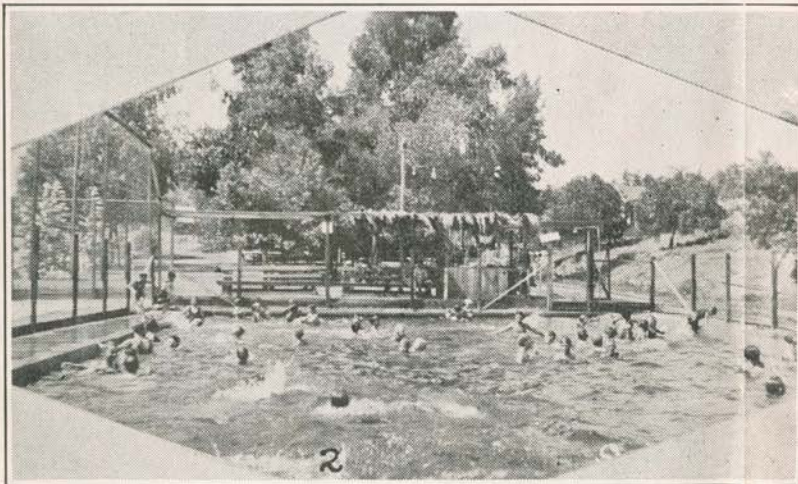
LA MESA—"The Jewel of the Hills," "Twenty Minutes from the Mountains, Twenty Minutes from the Sea," is an incorporated city of 3,000, located 10 miles northeast of San Diego on the Lincoln, Bankhead and Imperial Valley highways. Four main paved arteries leading out of San Diego to the east, and a fifth shortly to be constructed, converging at La Mesa, make of this fast growing community the hub or key city of San Diego's east suburban section.

Climate La Mesa's foremost asset is climate. The townsite nestles enticingly among a cluster of beautiful rolling foothills which lie at the base of the Cuyamaca range, at an elevation of from 500 to 600 feet. Thus the city derives full benefit from both mountain and sea breezes, as well as affords its residents scenic advantages unexcelled in Southern California.

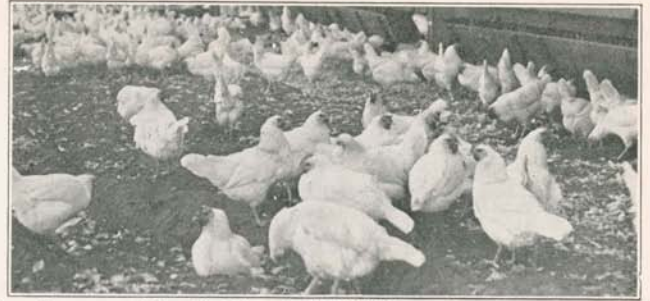


Excellent Churches

Far enough inland to be practically free from frost or fog, yet in close proximity to the tempering effects of the ocean, the year 'round mildness of La Mesa's climate is world famous. Sunshine is synonymous with La Mesa. The mean temperature in summer is approximately 70 degrees and in winter about 54. The average annual rainfall is 13 inches.



Municipal Swimming Pool



One Source of Profit Worth \$730,000 to La Mesa Last Year

Growth La Mesa is one of San Diego county's most rapidly growing cities. Building permits last year totalled \$225,-761.30, an increase of nearly 60% in five years. Permits for the first six months of 1927 totalled \$174,777.25, showing excellent prospects for a healthy increase over last year. Bank deposits have increased from \$426,262.81 to \$748,772.00 in the past five years; postoffice receipts from \$5,970.01 to \$10,750.05 in three years, the office advancing from third to second class last year, and showing a 32% increase in receipts for the second quarter of 1927 over the corresponding period for 1926.

Improvements Over \$150,000 have been invested in paving improvements in La Mesa during the past five years. Eight miles of new street paving have been laid, making a total to date within the city limits of 12 miles of paved roads; \$103,806 have been spent for new sewer and water mains, street lights, curbs, sidewalks and other improvements. Additional paving and improvement projects totalling \$505,000.00 are now under way in the city.

Low Tax Rate The 1927-28 tax rate is \$1.15, the lowest of any city in San Diego county. The present total assessed valuation is \$2,182,115.00 divided as follows: real estate, \$1,317,120.00; improvements, \$778,285.00; personal, \$86,710.00. The present bonding capacity is \$327,317.25. The outstanding bonded indebtedness is only \$26,240.00.

Accessibility With its network of highways leading into San Diego, La Mesa is rendered most accessible to the larger city, but twenty minutes' run by automobile. In addition adequate transportation is furnished by both stage and motor train, operating on daily schedule.

Ample Water Supply La Mesa owns its own water supply, the city's area being included in the 18,000-acre La Mesa, Lemon Grove & Spring Valley Irrigation District. The sources of supply are the Cuyamaca Lake, a 4,000,000,000-gallon capacity impounding and storage reservoir, located in the heart of the Cuyamaca mountains 50 miles to the northeast; a 6,000,000-gallon daily capacity pumping plant in the El Monte basin on the San Diego river; and four distributing reservoirs with a total capacity of 2,500,000,000 gallons, located within a short distance of the city limits. The net safe yield of the irrigation district system is 6.8 million gallons daily; its average total consumption over the past five-year period about 4 million gallons daily



Grossmont Union High School

showing an abundant, safe and assured supply of the purest mountain water for all future needs.

Monthly Meter Rates

0 to 1,000 cu. ft.	15c per 100 cu. ft.
1,000 to 3,000 cu. ft.	10c per 100 cu. ft.
All over 3,000 cu. ft.	6c per 100 cu. ft.

(750 gallons to the 100 cu. ft.). A surcharge to cover the cost of pumping amounting to 30% of the total monthly bill is added to all bills for water where such water is supplied by pumping plants operated at the expense of the District.

The following monthly minimum charges apply:

5/8 x 3/4 inch meter	\$1.00	2 inch meter	\$4.00
3/4 inch meter	1.50	3 inch meter	7.00
1 inch meter	2.00	4 inch and larger	12.00
1 1/2 inch meter	3.00	Measuring boxes on flume	4.00

Mineral Springs In addition to domestic and irrigation supply, La Mesa is favored with mineral springs, the medicinal and health-giving waters of which are piped to fountains conveniently located in different parts of the city.

Poultry Center Because of its eternal sunshine and temperate climate, La Mesa has proved an ideal spot for the raising of poultry. Last year in the La Mesa section were produced 22,500,000 eggs from approximately 150,000 laying hens. The La Mesa



New Bank and Business Structures

territory produces annually \$600,000 in eggs, \$100,000 in poultry meat and by-products, and \$30,000 in fertilizer, or a total of new wealth created each year by the poultry industry of \$730,000. Baby chicks hatched last year in the La Mesa section numbered 508,000, with one hatchery alone turning out 358,000 of this total.

Winter Vegetables Being in the frostless belt, and possessing an abundance of cheap irrigation water for its lands, the territory immediately surrounding La Mesa has become famous for the growing of winter or off-season vegetables. Chief among these crops are tomatoes, peas, beans, peppers, egg plant, potatoes, cauliflower and celery. The winter tomato crop last year totalled 125 carloads, amounting in value to \$145,000. Each year sees an increase in these carload shipments, as additional acreage is brought under cultivation and devoted to this profitable industry. Fourteen carloads of celery were shipped last year, and 20 carloads of cauliflower.

An unique advantage is possessed by the La Mesa frostless section in that its crop can be marketed much later in the year, around Christmas time, when most of the other sections of the state devoted to this industry are forced by cold weather to discontinue operations, thus in nearly every instance insuring to La Mesa growers fancier prices.

La Mesa is now the heaviest shipping center in the county for these winter vegetables, and the La Mesa label brings from 25c to \$1 per lug more on the eastern markets by reason of the high quality it bespeaks.

Citrus The growing of citrus is also one of the La Mesa section's chief agricultural industries. The Lemon Grove Fruit Growers Association, comprising the territories of La Mesa, Spring Valley, Lemon Grove and Maryland Heights, from a total acreage of 700, shipped last year 225 carloads of lemons and oranges, amounting in value to \$250,000. The association has a membership of 105; an investment of \$90,000 in a packing house and equipment, and employs at the height of the season about 150 people.

Rabbits The raising of rabbits for both meat and fur is an industry rapidly coming to the front in the La Mesa section, many ranchers of the locality specializing profitably in this business. Fruits and berries do exceptionally well in this section, due to the ideal soil, climatic and water conditions.

A City of Homes Despite the many golden opportunities which La Mesa offers the investor who would engage in diversified agricultural pursuits, the city's chief appeal is to the home-seeker. La Mesa is truly a city of beautiful homes and an ideal place to live.

For sports and recreations it offers every inducement to those who would truly enjoy life in Southern California. Chief among these is the La Mesa Country Club, with one of the sportiest golf courses in the south, and all the social diversions and advantages complementary to a magnificent club house and grounds, which represent an investment of some \$125,000.

Sports and Recreations The ocean, but a few miles distant, with its inducements to the angler, and the fresh water lakes and mountain streams abounding with bass and trout,

Avocados The growing of avocados is another industry for which La Mesa is rapidly becoming noted. While the industry is young here, yet this section provides every climatic and soil advantage conducive to the profitable growing of the fruit, and each year sees an increase in the acreage planted to these trees. One grower in the La Mesa section last year produced \$22 worth of fruit from a single three-year-old tree of the Fuerte variety, growing in rock-infested soil, which shows what can be done here with this industry.

1926 Building Permits Quarter Million

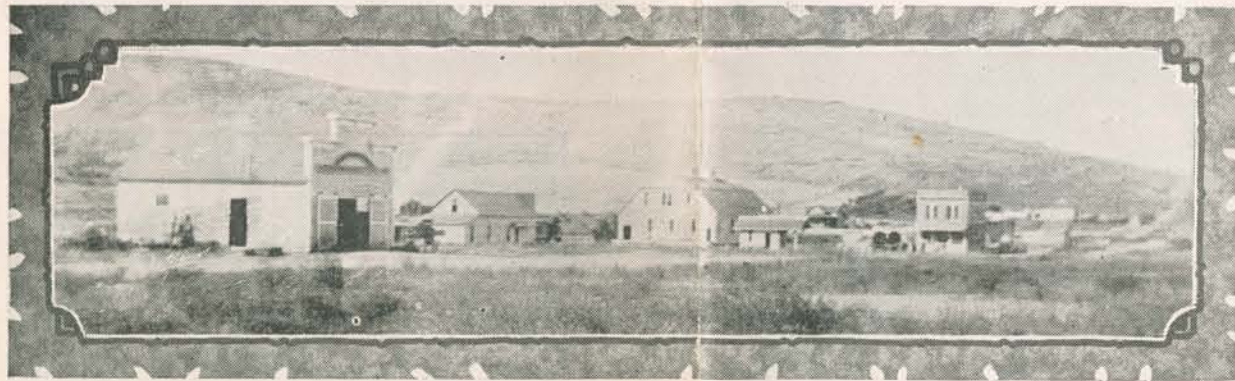


La Mesa Grammar School

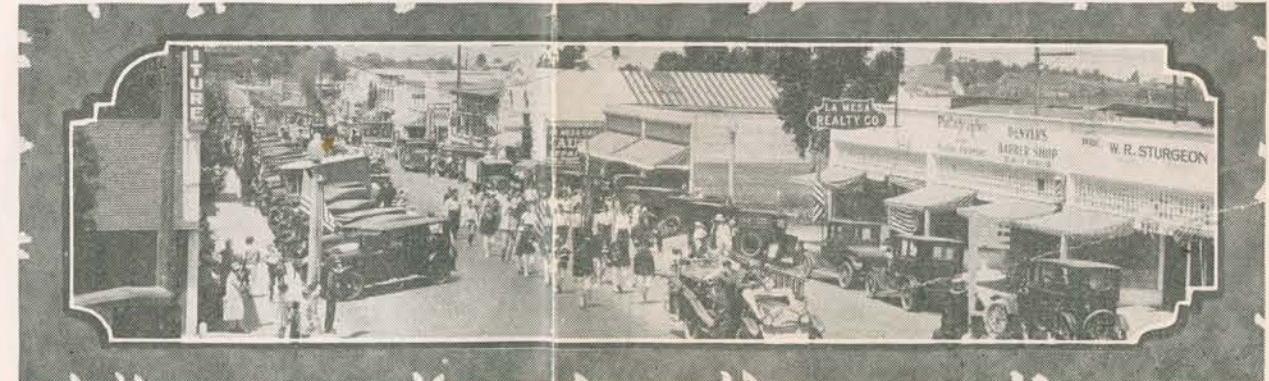
offer a wide variety of fishing. Wild fowl are alike plentiful during the hunting season. Deer abound in the neighboring mountains, but a few minutes' ride on paved roads, and quail, dove and rabbits are in abundance. Miles of beautiful beaches, with every water sport known to the southland, are within easy access, or one may avail himself of La Mesa's municipal swimming pool and playground. Mountain scenery, fresh water lakes, summer resorts, camp life as you like it, all are close to La Mesa, over the finest paved roads in the state of California. Not infrequently in early summer one may journey 50 miles into the Cuyamacas to the east and be among snow-capped peaks and frozen lakes.

Schools and Churches La Mesa offers every educational advantage to its young people. A \$120,000 high school building, a product of the union high school system of the state, a fully accredited institution with an enrollment of over 500 last year, and offering a curriculum as wide in scope as the largest schools in the state, is provided, as well as a union grammar school, with an enrollment last year of 400, and representing an investment of over \$100,000. Every church, lodge or club connection to be found in the larger cities is available in La Mesa.

Investment Opportunities La Mesa presents golden opportunities to the investor or prospective business and professional man. A growing, thriving community, its real estate valuations have trebled in the past five years. Business properties that sold for \$500 and \$600 nine years ago, recently brought \$3,000 and \$4,000. Prevailing prices on business frontage now range from \$160 up per front foot. Good residence lots with all improvements may be had from \$500 up.

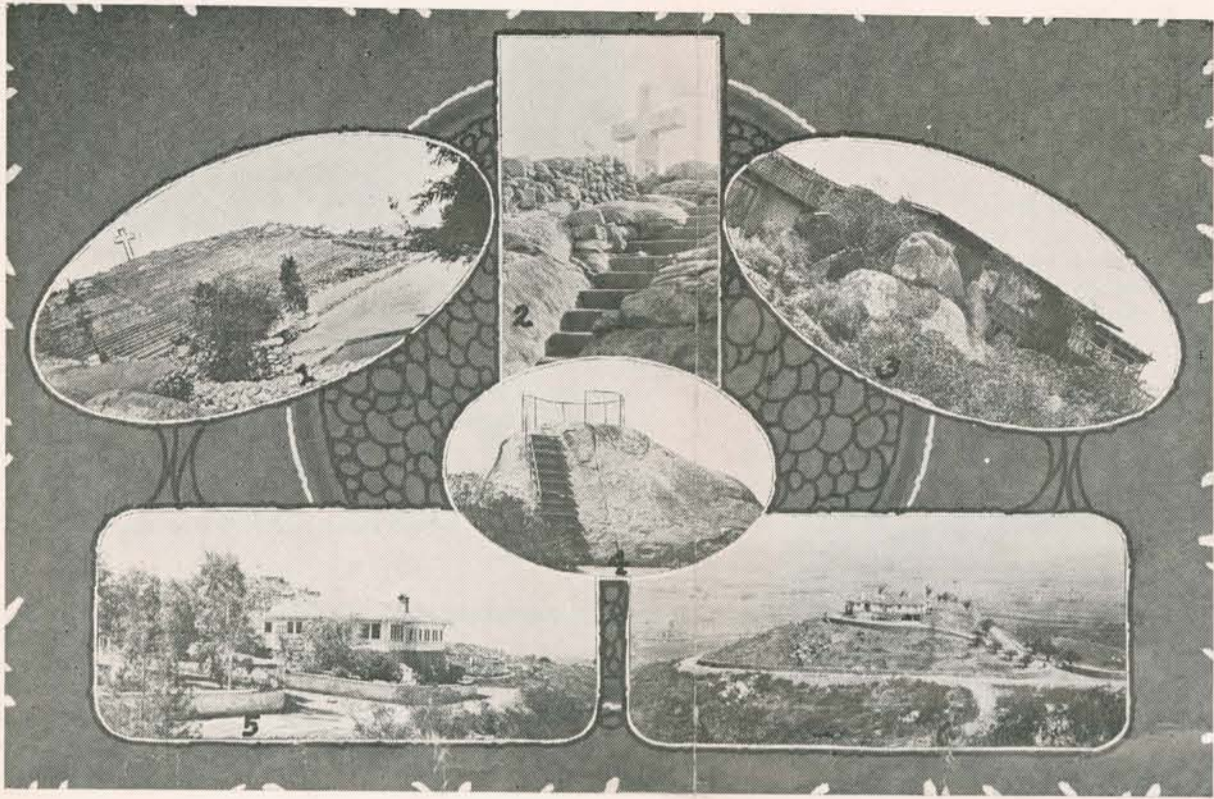


LA MESA—1903



LA MESA—1927

SCENES ON GROSSMONT AND MT. HELIX



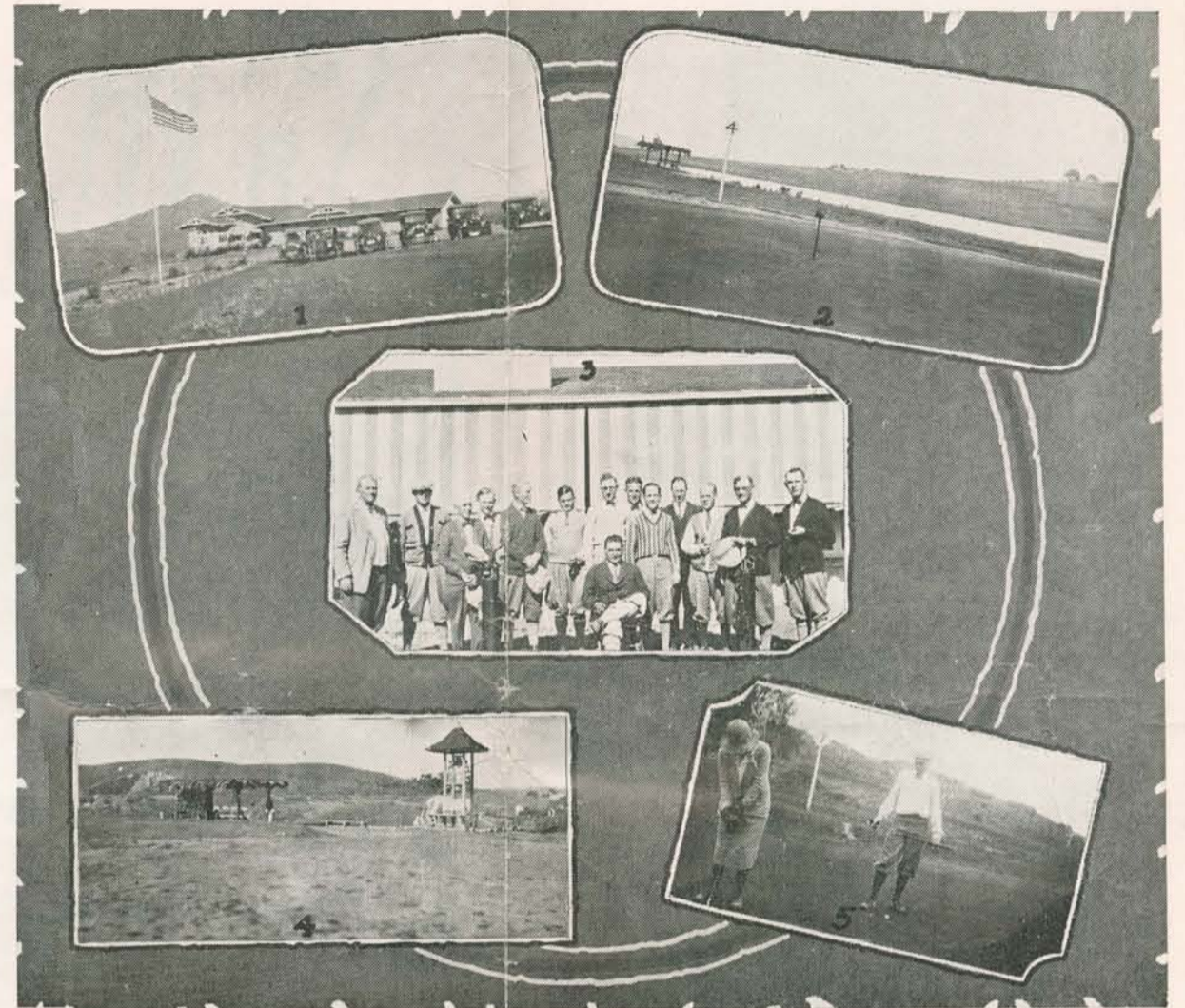
(1 and 2) Views of Mt. Helix open air theatre. (3) Carrie Jacobs Bond's Grossmont home. (4) The summit at Grossmont. (5) Madame Schumann-Heink's villa at Grossmont. (6) F. J. Hansen's new home on Mt. Helix

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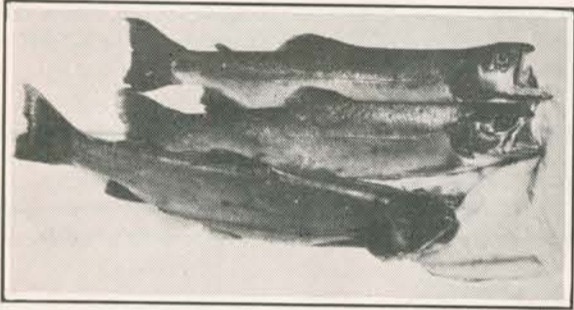
For further information regarding La Mesa, write

Secretary, La Mesa Chamber of Commerce, La Mesa, Calif.

LA MESA'S CHIEF SPORT CENTER



(1) Country Club House. (2) No. 4 Green with Bancroft Lake in Background. (3) La Mesa Country Club Team. (4) No. 1 Tee. (5) No. 7 Green at the Foot of the Hill

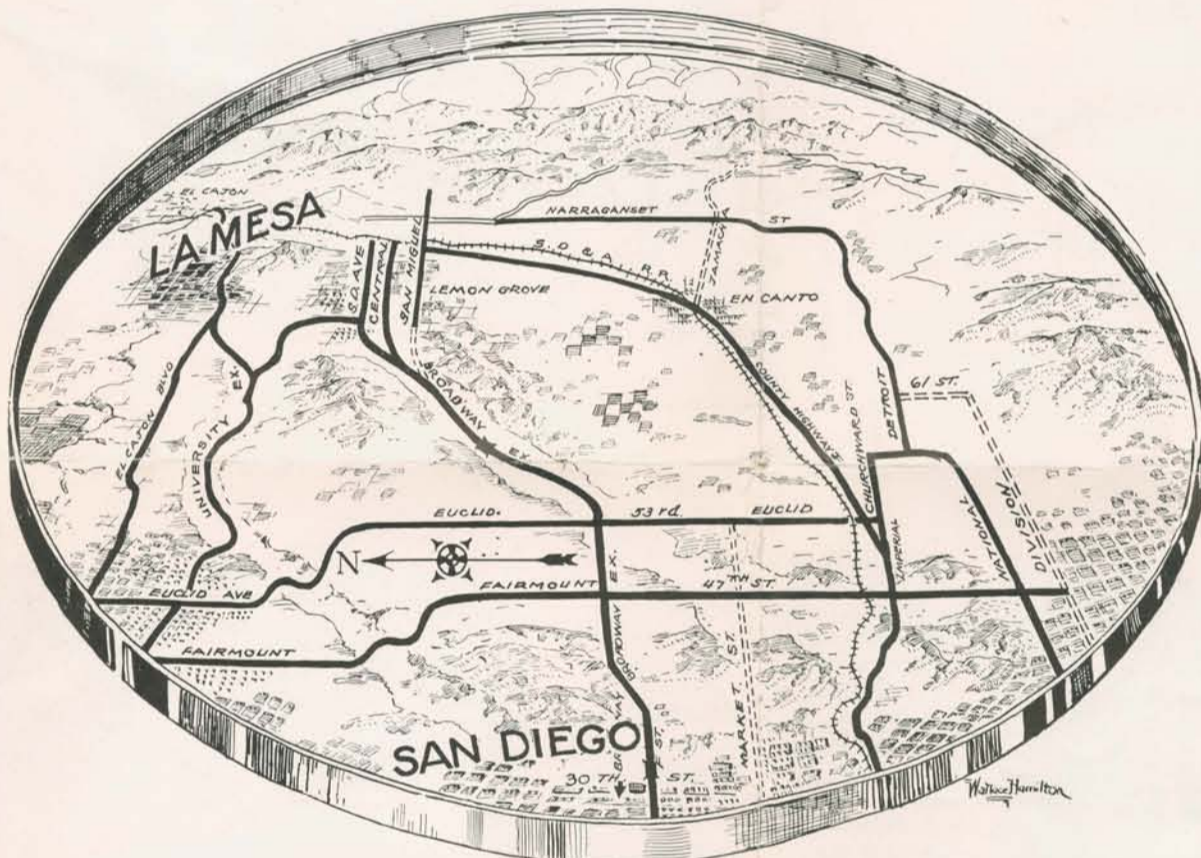


Trout from Murray Lake

\$2,500,000 Paving Projects in and about La Mesa



Mountains Abounding With Deer

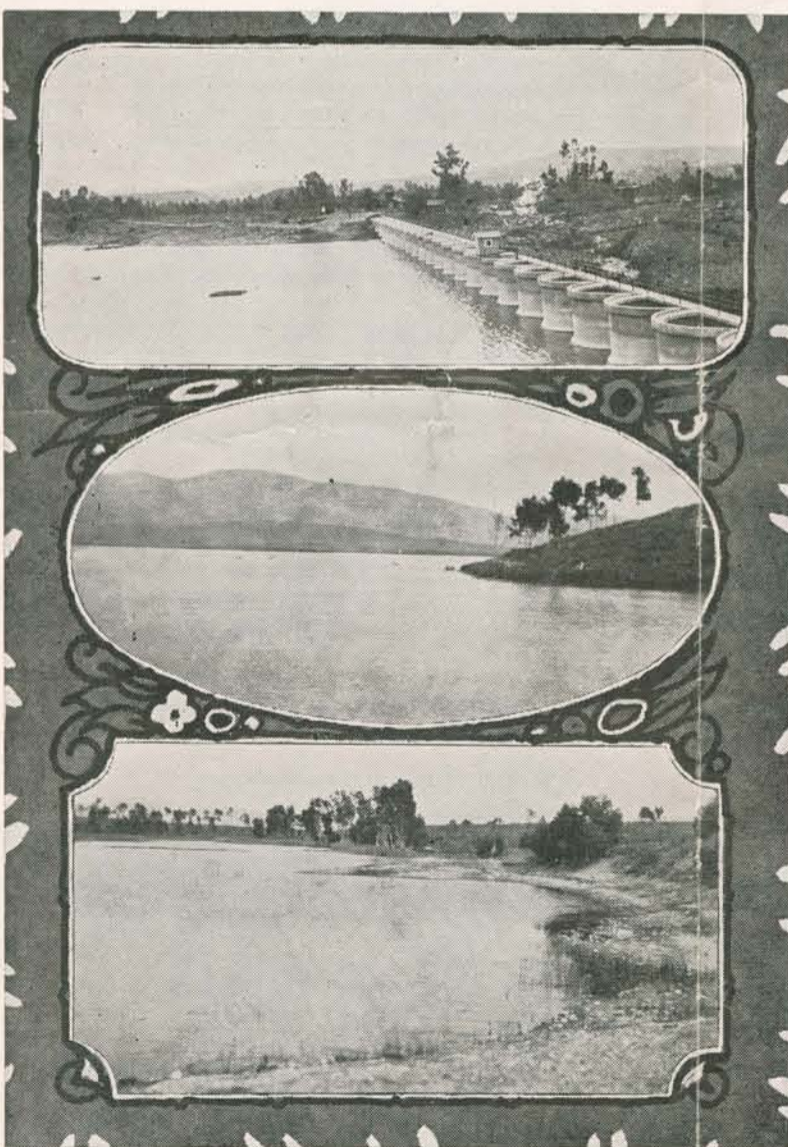


Network of paved roads leading eastward from San Diego.

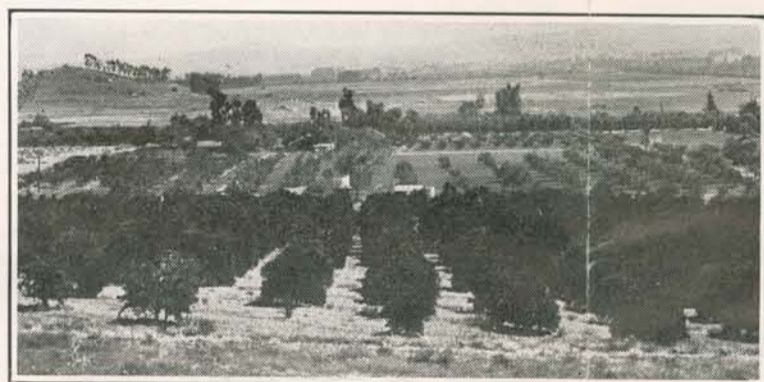
Heavy lines, construction completed; dotted lines, new connecting links soon to be built.



Avocados Do Well Here



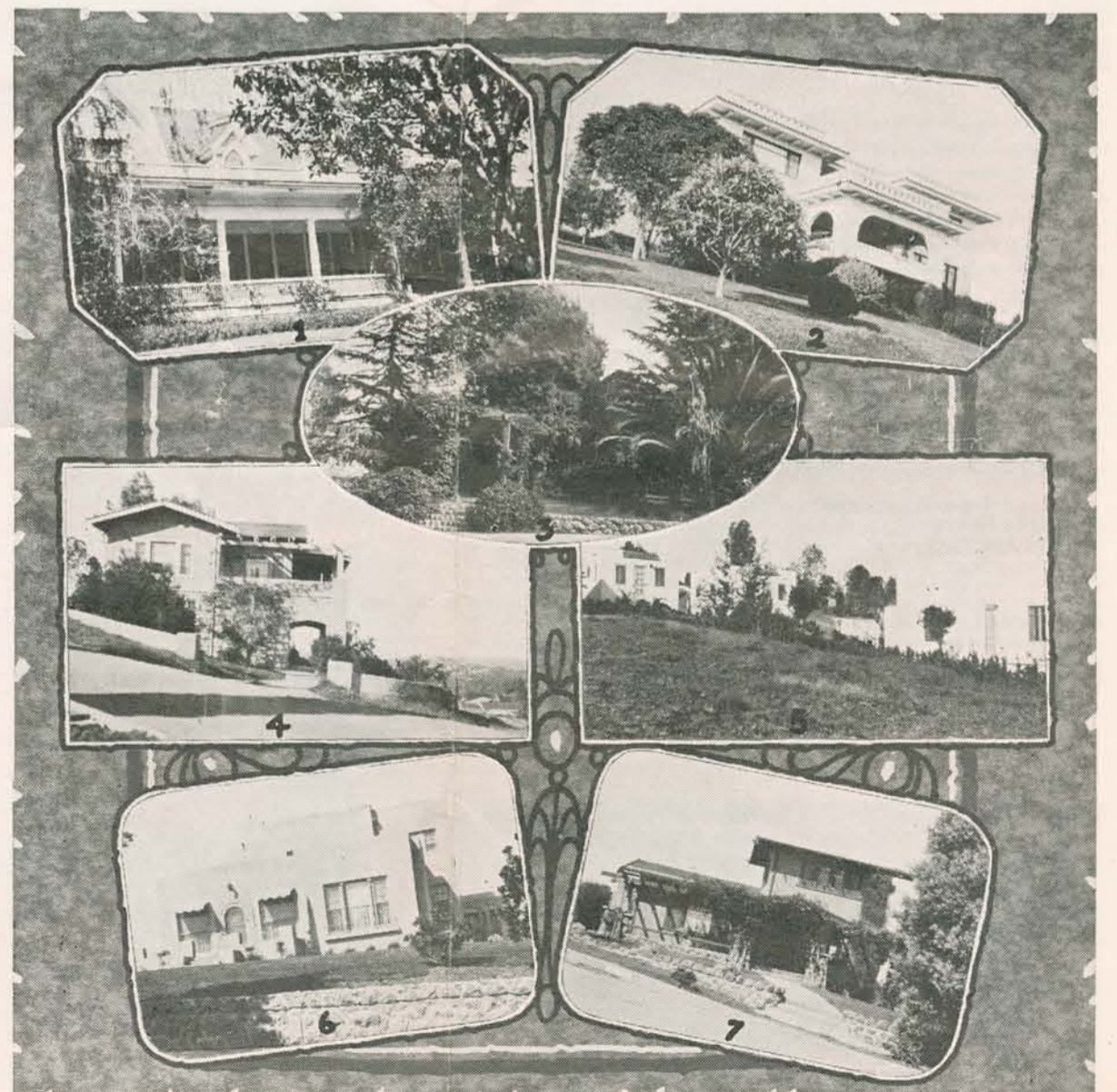
Nearby Lakes and Reservoirs. Top—Murray Dam. Center—Sweetwater. Bottom—Little Murray



Typical Orange Grove Near La Mesa



Picking the Golden Fruit



A Few of La Mesa's Many Beautiful Homes