



VOL. 2.

SAN DIEGO, CAL., FEBRUARY, 1905

No. 2.



ANNUAL DIP, JANUARY FIRST, 1905
SAN DIEGO ROWING CLUB

"Our doubts are traitors,
And make us lose the good we oft might win
By fearing to attempt."

—SHAKESPEARE.

Folsom's Monthly

Folsom's Monthly

Published at 1015 Fifth Street, San Diego, Cal.
On the First Day of Each Month

— b y —
FOLSOM BROS. COMPANY

Devoted to San Diego, California and Her Environs

O. W. COTTON - - - - - MANAGING EDITOR

H. S. MORROW - - - - - MANAGER CIRCULATION

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Correspondence

All letters requesting information concerning San Diego and Southern California investments in homes or commercial propositions cheerfully answered through the columns of this Magazine. Those desiring a personal reply by mail should enclose stamp to FOLSOM BROS. COMPANY, 1015 Fifth Street, San Diego, California.

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VOL. 2 FEBRUARY, 1904 No. 2

The surest way to make a fool of yourself is to go upon the supposition that the other fellow is one.

In life it is sink or swim. There is no place for the aimless floater in the heavy sea of human activity.

He whose business is everybody's business hasn't any business to have any business—and he generally hasn't.

To the ambitious there are always new worlds to conquer, and one victory or a dozen is not the culmination of "life's desires."

A man may be happy today and married tomorrow; we make no contention to the contrary. What we do contend is that we are in position to make you money at Pacific Beach.

A New Year's resolution: Buy four lots at Pacific Beach. It's a good resolution if you have to break it and only buy two.

One way to make a million dollars is to save one thousand dollars a year for a thousand years. But we suggest investment of your money—make it work.

Some one has said that "beauty is only skin deep," another adds "that that is deep enough for any ordinary man." The beauty of our Pacific Beach proposition has never been questioned.

California is putting on her robe of green. The recent rains have changed the face of nature, and the grand transformation scene is good to look upon. The days are bright and warm; the tourist within our gates is clapping his hands for joy, and the festive inhabitant feels like the playful lamb.

The Most Perfect
Train in the World

IS THE FAMOUS

California
.. Limited..

Now Running DAILY
to the EAST Over the

Santa Fe



Automobilists Try Out Speedway at Pacific Beach

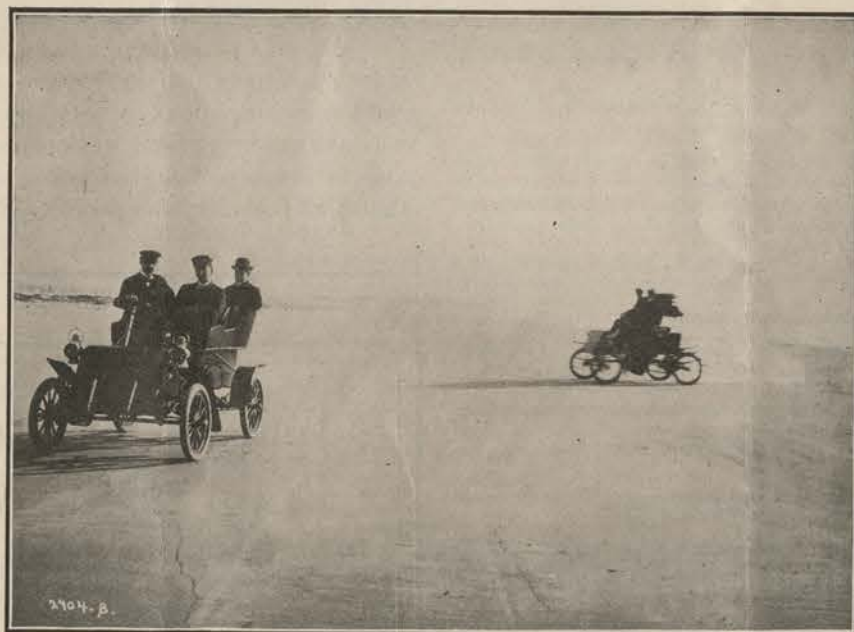
From a recent issue of the "Motor Field," published in Denver, Colorado, we clip the following:

"An automobile speedway on the ocean beach, five miles in length, 500 feet in width, as firm as ada-

smoothness, hardness and adaptability among the artificial highways of man's creation.

"We speak of it as a discovery, however, because recent incidents, among which the automobiles is a leading factor, have given the beach one of the most prominent positions in the public mind. In the immediate past, the number of automobiles has been largely augmented in the city San Diego; and, as a consequence, the roads and highways of this district have been extensively explored.

"Not long since a venturesome chaffeur, impressed by the favorable appearance of the strand, took a flyer to the beach largely by way of experiment. He had only hoped to be able to show the



ON NATURE'S BOULEVARD

mant, built by Nature's architect, unique among the highways of the world! Such is the latest discovery in this wonderland of marvels.

"One of the most favored resorts in San Diego is the proud possessor of this natural race course. It is the suburb known as Pacific Beach and can be reached in twenty minutes from the center of the city.

"It is not to be inferred from the fact that this marvelous strand has recently forced itself upon the enthusiastic attention of the public that its construction is of modern date. Nature does not work that way. Her processes, though sure, are slow; and for centuries the ever restless ocean currents have been carelessly molding and hammering and shaping the sands until the finished product finds no peer for

power of his weighty machine by driving it along in spite of the yielding sand. He was soon convinced of the injustice he had done the beach.

"It was not long before the fame of the speedway was heralded throughout the city, and a week had not passed before other automobiles had followed in the wake of the first. It is now no unusual sight to see a number of the city's auto enthusiasts enjoying an afternoon's sport along this ocean front.

"It was the writer's pleasure last week to be one of a party of four in a jaunt in a Cadillac to the remarkable beach. The course that leads to Pacific Beach—along India street and the Old Town road—is surrounded with beautiful and interesting scenery. But it is not until Pacific Beach itself is reached that Nature's loveliness bursts on the beholder in all her glories.

"The suburb itself, a perfectly even tract of wonderfully fertile land, is encircled by a row of picturesque hills, with the Cuyamaca peak, over 6,000 feet in height, raising its head majestically in the background. To the south lies beautiful Mission Bay, five miles in length by two in width, quietly reposing amid the surrounding hills. Facing the whole scene as one moves toward the beach, are the expansive waters of the mighty Pacific.

"A short trip through the suburb and we had entered the speedway of which we had heard so much. Our most sanguine expectations were more than realized from the moment we struck the beach. We found the roadbed so hard that our 1,700-pound machine left no greater traces of its passage than if we had been traveling on an asphaltum road. From a moderate pace we soon increased its speed until we had reached the limit of its power and were flying along at a 30-mile-an-hour rate.

"The experience was, indeed, a novel one. During the afternoon outing, we passed along the full five-mile course probably a dozen times: we put to the test almost every square foot of beach to a distance of nearly 500 feet back from the water's edge and found to our surprise that the sand was equally firm at all points.

"The sport was, indeed, exhilarating, as the gentle ocean breezes bathed our faces and ever-changing panorama brought us into scenes of surrounding loveliness. For several miles along the beach, a narrow peninsula separates the waters of Mission Bay from the Ocean and throughout this distance the contrast between the quiet waters of the bay and those of the restless ocean furnishes a most interesting spectacle.

"It is hardly probable that a similar speedway exists on the face of the earth. The most timid passenger need feel no fear here, however great may be the speed. Let the machine run away if it will. It means but an involuntary bath in the shallow surf of the Pacific.

"The coming into prominence of this natural speedway has shown an unexpected function that may be served by an automobile. It is an advertising medium. In view of this discovery of the remarkable adaptability of this beach for automobile speeding, several enthusiasts have purchased lots and are about to erect suburban homes in Pacific Beach.

"There can be no doubt that the new highway is destined to become one of the most popular courses in Southern California. The weather here is favorable for out-of-door pleasures all the year round. It is never hot, nor is it ever cold, and the sun shines brightly 350 days in the year. Indeed, there is no

sport in the world so favored from a climatic standpoint as that in San Diego.

"During the winter season last year, fifty automobiles were brought to this city by tourists from various sections of the country. An indication of the growth of the auto sentiment, as well as of the popularity of this district as a favorable place for their use, may be found in the fact that it has just been announced that no less than 200 machines will be shipped here for the use of this winter's visitors. To accommodate the incoming cars, an automobile barn capable of taking care of fifty of them at a time, has just been erected in this city. The incoming guests will doubtless derive much additional pleasure from the discovery of the remarkable strand at Pacific Beach."

THE SILK INDUSTRY

BY MRS. CARRIE WILLIAMS

The elements for silk production are all here in superabundance, waiting for the touch of capital to let flow the crystal steams, and ignite the factory fires.

Silk is one the three great textile industries of the world. The demand is greater than the supply. The essentials to its successful culture are first, a dry genial climate for the silk worms; second, good soil for the mulberry trees; and third, these two brought together by intelligent labor sustained by capital. This trinity of essentials properly manipulated would, in less than a decade, make San Diego the greatest silk emporium of the world.

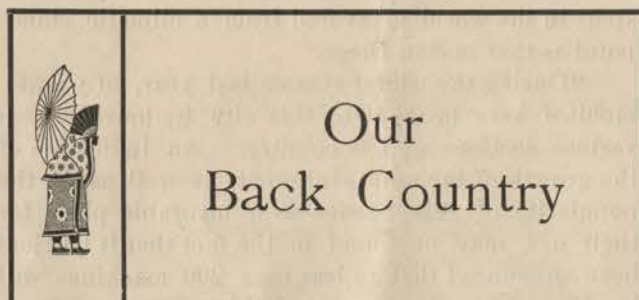
\$10,000 capital could demonstrate this by taking silk from the tree, through all successive changes to the finest brocaded silks from the loom.

Our climate is so perfectly adapted to the production of silk—the worms so strong and healthy that silk might be placed on the market within fifty days from the hatching of the silk worm. Our season is eight months. This business will give employment to men, women and children the year round.

Millions of dollars worth of eggs are wanted every year. WE COULD SUPPLY THEM. 34 trees five years old, or more and younger, will feed 40,000 silk worms, these will make 60 pounds of reeled silk worth \$240. One pound of reeled silk will make five to fifty yards of silk goods.

We import annually \$50,000,000 worth of raw and reeled silk. San Diego could produce all this.

"Facts first, last and all the time."



Our Back Country

"No back country at San Diego," pipes Los Angeles, fearful that the sceptre of empire may speedily pass away.

"No back country at San Diego," shouts San Francisco, gathering tolls upon highways she never built, watching with anxious eyes her mighty commerce, justly apprehensive that the Hawaiian and Australian and commerce of the Orient may seek nearer, cheaper and safer wharfage in the silver-gated bay of San Diego.

"No back country at San Diego," squeek the little country towns that fancy there will be no feast for them, except the crumbs that fall from Los Angeles' table.

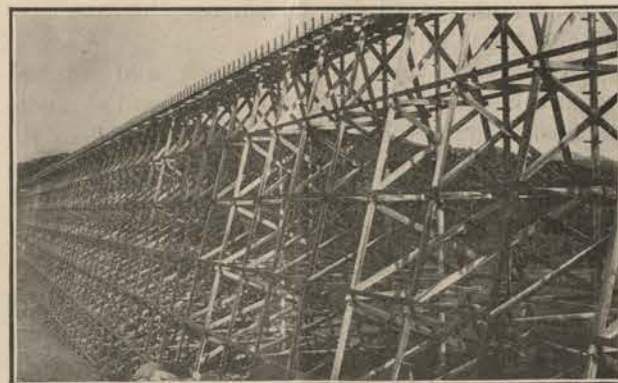
And the belated Easterner who might have bought land in our valleys a few years since at five dollars an acre and city lots at ten dollars per front foot, and who lacked the cash or the courage to invest then, now looks about him and finds that while he slept, the wand of progress has multiplied values by tens; and so in the hope of discouraging the faint-hearted and keeping down prices until he can load up with cheap land, he likewise toots his little toot that "There is no back country to San Diego." "Liars



A GLIMPSE OF BACK COUNTRY

and Slaves!" as General Otis remarked to the Western Union district messenger who brought him a message to the effect that the Rock Island would build at once to San Diego. "Liars and Slaves, listen to the truth:

San Diego has a more fertile and extensive back country than any other municipality in all the golden west. If San Diego were not a national sanitarium; if her breezes were not charged with healing for the nations; if her majestic and beautiful panoramas of ocean, bay and mountain did not exist, she



BACK COUNTRY IRRIGATION

would yet upon her merits as a commercial depot and entrepot for a vast and fertile land, be entitled to grow speedily and inevitably into a great and mighty city, because she has a back country whose resources, when developed proportionately to the resources of the seaboard of the East, would sustain a city of a million people.

Let us point out a portion of the "back country," which is naturally and inevitably tributary to San Diego. We will begin with the "City of Angels," the angels who howl the hallelujahs of their own little goose-necked harbor, howl them in season and out of season with all the vigor of a Salvation Army corps under a full head of steam, and with all the music of a steam calliope, howl them in the ears of the sick Yankees, until the weary travelers from Boston feel like the little girl in "Gates Ajar," the little girl who feared that in case she became an angel she might, in time, grow tired of sitting on a damp cloud, and waving a pepper tree branch while singing hosannas in minor chords, and so asked her Sunday school teacher whether "there were any recesses" in Heaven, and if she might not be permitted, if her singing and waving were especially diligent, to "go down to hell on Sunday afternoons and play a little while." Yes, Los Angeles is a part of San Diego's back country and he who doubts it should visit the docks of our imperial bay and witness the train loads of freight unloaded monthly from the hold of mighty steamers for transportation overland to our neighbor on the north; steamers which can never find an anchorage within 30 miles of Los Angeles. Los Angeles city and county is a part, but only a small part, of our

back country. San Bernadino and Riverside counties are also our back country. With the building of 180 miles of railroad to Yuma, Arizona now assured, Arizona, New Mexico, western Texas, northern Mexico and all eastern California, including Imperial, that valley of the Nile of America, become back country to San Diego, and when we come nearer home there is the fat and fertile valley of Tia Juana; there is broad and rich El Cajon; there are Escondido and Poway, San Bernado and Santa Margarita, and a dozen other valleys whose only outlet is San Diego; valleys whose combined area is greater than the state of Connecticut; valleys whose agricultural products, when developed, will amount to millions annually—all this is San Diego's back country from an agricultural standpoint. In a mineral way San Diego's back country is an El Dorado unmeasured—uncounted and undeveloped—but richer far than all the wealth of the Orient. Here then we offer you such a combination of developed and undeveloped resources—such a combination of advantages, natural and man-made, as may not elsewhere be found on any continent, east or west. Come and join us while it requires but a few hundred or less dollars to secure a share in the future prosperity of this mighty municipality. The lots we sell today at \$100 to \$500 will be considered cheap at \$1,000 and \$10,000 in less than ten years. If you have been looking at San Diego from the big end of a telescope, please reverse the instrument and see what San Diego looks like when you put her under the magnifying glass of her undeveloped resources.

GROWTH OF FOLSOM BROS. COMPANY

It may be of much interest to our clients and friends to know that the main business of Folsom Bros. Company is now increasing at the rapid rate of ten per cent. per month. In other words, our business is doubling itself every ten months. This percentage has not been based on the amount of business transacted in any one month, but it is an average of four of the quietest months in the year—October, November, December and January.

One of the very noticable consequences of this increase is the fact that it has been necessary to completely fill the floor space of our office with desks and private offices, and to build a balcony in the rear, which gives us one-third more floor space. This balcony is also devoted to desk room, and is the head-

quarters of the advertising and architectural departments. Despite this, we still lack room in our main office, and have been compelled to take the greater part of the work of the correspondence department to Pacific Beach.

In other branches of our business the percentage of increase has been greater, the best showing being made by the Building Department in the manufacture of alabastine stone, which shows increase of something over 100 per cent. in the past ninety days. This is comparatively a new business, however, and a new business—like a low-priced lot—will advance at a greater rate of percentage until it has reached its zenith, when the percentage must, of necessity, lower, although the business from a monetary standpoint may materially increase.

At the last director's meeting, held in January, one of the most important subjects brought before the board, after the splendid report of the year's business had been read, was the question as to whether or not the company should make certain large purchases of properties which would be of great value in the future and prove an important factor in the consummation of improvements and development work now planned and under way, and while it is unnecessary at this time to outline the nature or location of the properties referred to, suffice it to say that every director present realized the importance and value of the propositions, and in view of the general activity everywhere manifest, likewise realized that "now is the accepted time." In consequence, the Treasurer was at once voted sufficient cash to cover almost every proposition submitted, and authorized to call in from various sources the available monies, in order to thoroughly close and complete every purchase advised.

Our growth up to this time shows but an humble beginning. We believe in making money work; "expansion" is our watchword, and having thoroughly started the projects in which we have been meeting with such unqualified success, and having placed it on a footing where it approaches a form of investment without an equal on the Western coast, and yet on such reasonable terms as to be within the grasp of all, we still wish to enhance the value of our holdings, as well as the possessions of our many satisfied and enthusiastic clients, by varied and substantial improvements in every possible direction, until it shall have reached a point somewhere near the perfection we have planned.

This is our aim, and as success has thus far attended our every effort, the same policy shall be maintained in the days to come. With this conservatism our future progress and development in all departments is assured beyond question. Our growth from this time forward will be enormous, if hard work, honest dealing and common sense can be used as a basis of judgment.

"Men at some time are masters of their facts," and we might add: Always masters of their fortune, provided they use ordinary sense in placing money where judgment dictates.

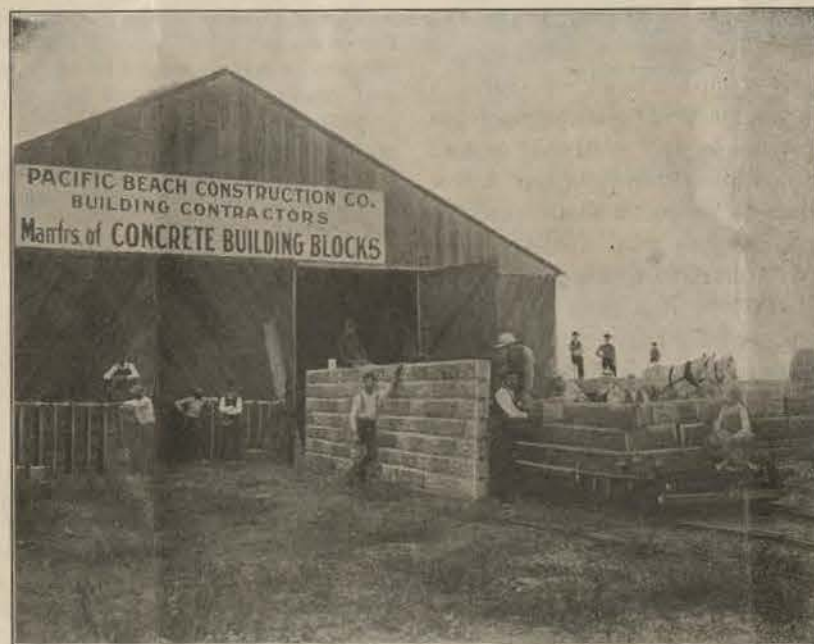


Alabastine Stone Manufacturing In- dustry at Pacific Beach. :: :: ::

Archaeology and history tell us of the age of polished and unpolished stone, of the brass age and of the iron age. The historian of the future, when addressing himself to that which most distinctively marked the epoch upon which we are about to enter, will probably talk of the cement age. He will cer-

But the ideal adaptability of climatic conditions is not all. A factor of no mean moment is to be found in the almost incredible low price for which buildings of this material may be erected at Pacific Beach. This is due largely to the bounty of nature, for in her generosity she has furnished in unlimited quantities, and entirely free of cost, the two other constituent elements which contribute toward the manufacture of cement blocks. Along the sea and the bay beach lie millions upon millions of tons of sand, while facing the bluffs which skirt the northern half of the strand are banks imbedded with an endless supply of gravel.

And so with all these natural advantages the Folsom Bros. Company did not permit much time to elapse before it had availed itself of all that the ter-



FACTORY WITH CAR BEING LOADED

tainly do so when he comes to speak of Pacific Beach and of the impetus which the use of that material has infused into the building and improvement operations.

Perhaps nowhere in the United States has the recent wide-spread recognition of cement as one of the best factors in construction been seized upon with a greater degree of alacrity and satisfaction than in this favored suburb of San Diego. The reasons, however, are not far to seek. It would be almost a pletitude to advert to the fact that this is the climate above all others which favors building of cement composition. There is not the slightest danger here of injurious moisture effects nor of the deleterious influences of cold.

ritory afforded. The first consideration was the selection of a building site and the establishment of a plant.

The cut accompanying this article will furnish a much better idea of the magnitude of this undertaking than an inadequate pen sketch. The plant, which is the largest of its kind in San Diego county and perhaps in Southern California, occupies two full blocks, between Reed and Allison streets and the beach boulevard. At the location, so close to the beach, the supply of the necessary sand and gravel is easily obtainable. It is here that the granitoid blocks of the Folsom Bros. Company now so well known throughout San Diego, are manufactured by the thousands.

The company has not been satisfied to follow in

BANNER YEAR FOR NEW HOMES

More new homes were built in San Diego during 1904 than in any other year in the city's history.

This is the most certain indication that our city is growing at a rapid and substantial rate. Persons who have been seeking houses met the problem by building homes for themselves. They had become tired of living in the snowbound East, and decided to cast their lot where the most equable climate in the world is to be found. Tourists, as a rule, only rent houses—consequently this remarkable growth cannot be said to be only transient.

The outlook for 1905 is exceedingly bright and bids fair to exceed any year in the past decade. To our readers we would suggest that if you have not al-

the wake of the ordinary manufacturer. Its experts have carefully examined every method pursued throughout the country, and there may now be found within its plant the most improved machinery yet developed and which is capable of producing any style of block or trimming stone designed in the drawing of any architect. That the people of Pacific Beach appreciate all that the erection of the plant means for the suburb may be seen from an inspection of the number of buildings erected, in process of erection and finished and elaborated by this material. The splendid adornment the company made to the residence of Mr. F. T. Scripps exemplifies what may be accomplished in using these blocks by way of the beautification of frame buildings.

Cement construction has come to stay. It is the



INTERIOR OF FACTORY PACIFIC BEACH CONSTRUCTION CO.

building material of the future. Wood, brick, terra cotta, iron must give way to its imperial sway. A dozen years ago but a half million barrels of cement were used in the cement manufacturing industry; last year over twenty million barrels were used. Then too, when we consider the many advantages this form of building material has, it is cheaper in point of actual cost even than frame. Cement blocks, like the pyramids, last forever, there is no wear; they need no repair or painting; the cost of insurance is far less than in the cost of a frame structure. And in Pacific Beach the cost is much less than elsewhere for the reason that, by far, the largest portion of the material—the sand and the gravel—is supplied, as before stated, free of cost.

ready made a purchase of property here lose no time in so doing. Let us tell you something to remember. San Diego is on the verge of a wave of prosperity such as has never before swept this western coast; every condition suggests it; every air breathes it; the tireless finger of fate declares it. Keep these lines before you and permit them to guide you into investigation at least. We know that good advice costs nothing—and is usually worth just about what it costs, but this is advice based on absolute knowledge.

As there is but one California, so there is but one Pacific Beach. That's where wisdom has taught so many to invest. Are you among the fortunate ones?

Folsom's Monthly

SAN DIEGO ROWING CLUB.

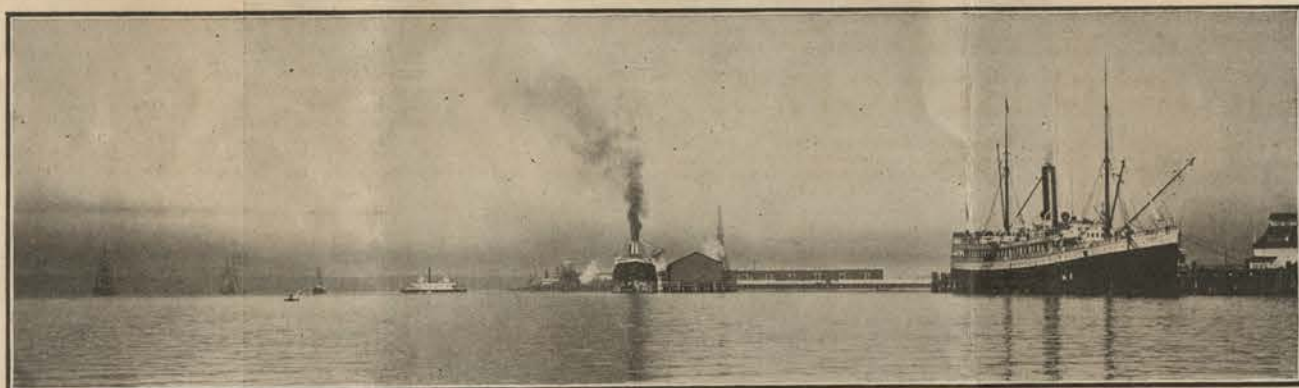
From any standpoint one looks at the matter, it must be conceded that nature has been most lavish in her dealings with San Diego, and to such an extent as to make her entirely worthy of being named "The Peerless City by the Sea." Perhaps the greatest gift to which she has fallen heir is her matchless bay, the most magnificent stretch of water to be found anywhere in all creation. Not only has nature outdone herself in this respect, but she has remembered those who would make this their abode, and, in accordance with their requirements, graciously tempered the waters and the atmosphere that the whole might be enjoyed to the fullest throughout the year by the fortunate resident.

That the inhabitant was not slow to comprehend the unusual conditions by which he is surrounded is

tures of the rowing club is that every member in the city on New Year's day appear at the club house on that morning and participate in the regular New Year's dip—a pleasure our eastern snowbound brothers would not enjoy at this season.

The club's gala day is September 9th of each year, (Admission day), at which time its rowing and swimming regatta forms the principal attraction. Many of the members have become expert swimmers and oarsmen, and the exhibitions given ranks with the very best in this line of sport.

Taking it all in all, the San Diego Rowing Club offers the best inducement for health and pleasure obtainable anywhere on earth. It presents an opportunity to those who are well to continue so, and for those who would become strong and vigorous, it affords the greatest possible advantages. More and more do the people of our city come to realize the special privi-



SCENE ON GRACEFUL SAN DIEGO BAY

manifest by the numerous aquatic sports he enjoys at all seasons. A slight illustration of which is given on the front page of our MONTHLY. The possibility of a plunge in the bay, and a vigorous row upon its waters has commended itself to many of our best citizens, and that this sport might be the more appropriately enjoyed, and the more thoroughly arranged for enjoyment, the San Diego Rowing Club was organized some nineteen years ago. The complete organization and equipment of this club has always been the pride of every member, and the boast of every citizen. Numbered on its roll are the prominent business and professional men of our city, and with continued increase in membership, it has reached a point where it ranks as one of the largest organizations for aquatic sports in the United States. The club owns its own building on the Steamship wharf, and is equipped with every style of rowing craft for the use of its members.

Our favored clime admits of swimming in the bay for twelve months in the year, and one of the fea-

tures the bay extends, and it is to the San Diego Rowing Club they owe allegiance for their splendid efforts in combining them all in one. Rowing, yachting, swimming, hand-ball and the punching-bag can testify to the appearance of much health and happiness among the members of this excellent organization. May it always prosper.

"The hardest part of anything is the start. It's easy when you get going." This concise remark applies with doubled force to the prospective investor in real estate where he can have such easy terms as \$10 down and \$10 a month. Get started with the payments and it will be found to be a very simple operation, and while others are hesitating about taking the step the property belonging to the man who made the start is rapidly increasing in value.

You remember about the early bird that caught the worm? Well, don't forget it.



HOME OF HON. F. W. BARNES, PACIFIC BEACH

\$10

Secures a Beautiful Home Site in



COTTAGE HOME WITH SHRUBBERY, SAN DIEGO

SAN DIEGO CALIFORNIA

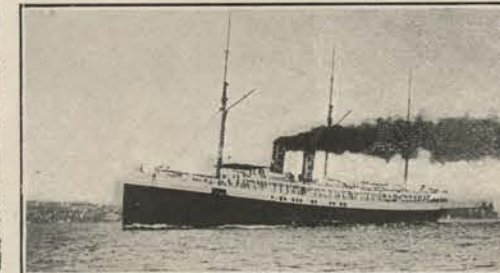
Ocean frontage is the most desirable for residential purposes of any property offered in California, both from the standpoint of a home and as an investment. When the present available ocean frontage is once disposed of, there will never be any more offered on the same terms, because the sea presents a barrier beyond which the city cannot grow. Ocean frontage is limited in extent. It is by far the most beautiful as well as the most healthful location in the state. An investment in any ocean front property near any center of population in California in the past five years would have netted the owner from 500 to 5000 per cent. profit. An investment at San Diego will do as well.

PACIFIC BEACH

Is an addition to the city of San Diego. It has a 20 minute motor car service and an 8 1/2 cent commutation car fare to the business center of the city. Pacific Beach has two magnificent hotels and many of the most beautiful homes in Southern California. The water system is owned by the city of San Diego. The streets are 80 feet wide and 20 foot alleys in every block. It has the finest ocean strand in the world, four miles long and 600 feet wide. The climate is superb and does not vary two degrees in twenty-four hours. The bathing, boating and fishing privileges are ideal. The soil will grow any fruit or flower from oranges and lemons to roses and violets. The ocean breezes are as mild and laden with the fragrance of flowers in January as are the May day zephyrs in the Eastern home.

REFERENCES

Merchants National Bank, First National Bank, National Bank of Commerce, Chamber or Commerce, or any City or County official of San Diego.



STEAMSHIP SANTA ROSA IN SAN DIEGO HARBOR

OUR GUARANTEE

If we are not selling lots no better than the ones we sell you one year after your purchase for twice as much as you pay us then we will repay your money and six per cent. interest.

TEN DOLLARS

Cash and ten dollars per month without interest or taxes pays for a beautiful lot at Pacific Beach. Prices range from One Hundred to Three Hundred Dollars per lot. Every lot guaranteed suitable for residence purposes, and that the soil will grow any fruit, plant, shrub or flower native to this climate. Title guaranteed by the Union Title and Trust Company of San Diego, and the Title Insurance and Trust Company of Los Angeles. This is your opportunity to secure a beautiful homesite in the most beautiful and healthful city in the world at a price and on terms within the means of the average man or woman.

FOLSOM BROS. COMPANY SAN DIEGO, CALIFORNIA



A HANDSOME SAN DIEGO HOME

FREE TRIP TO CALIFORNIA

For particulars and conditions write today, enclosing stamps for immediate reply.



A SAN DIEGO HOME IN JANUARY

53



Slocum Photo

Mesa Grande. San Diego Co., Cal.

1913

A BACK COUNTRY SCENE