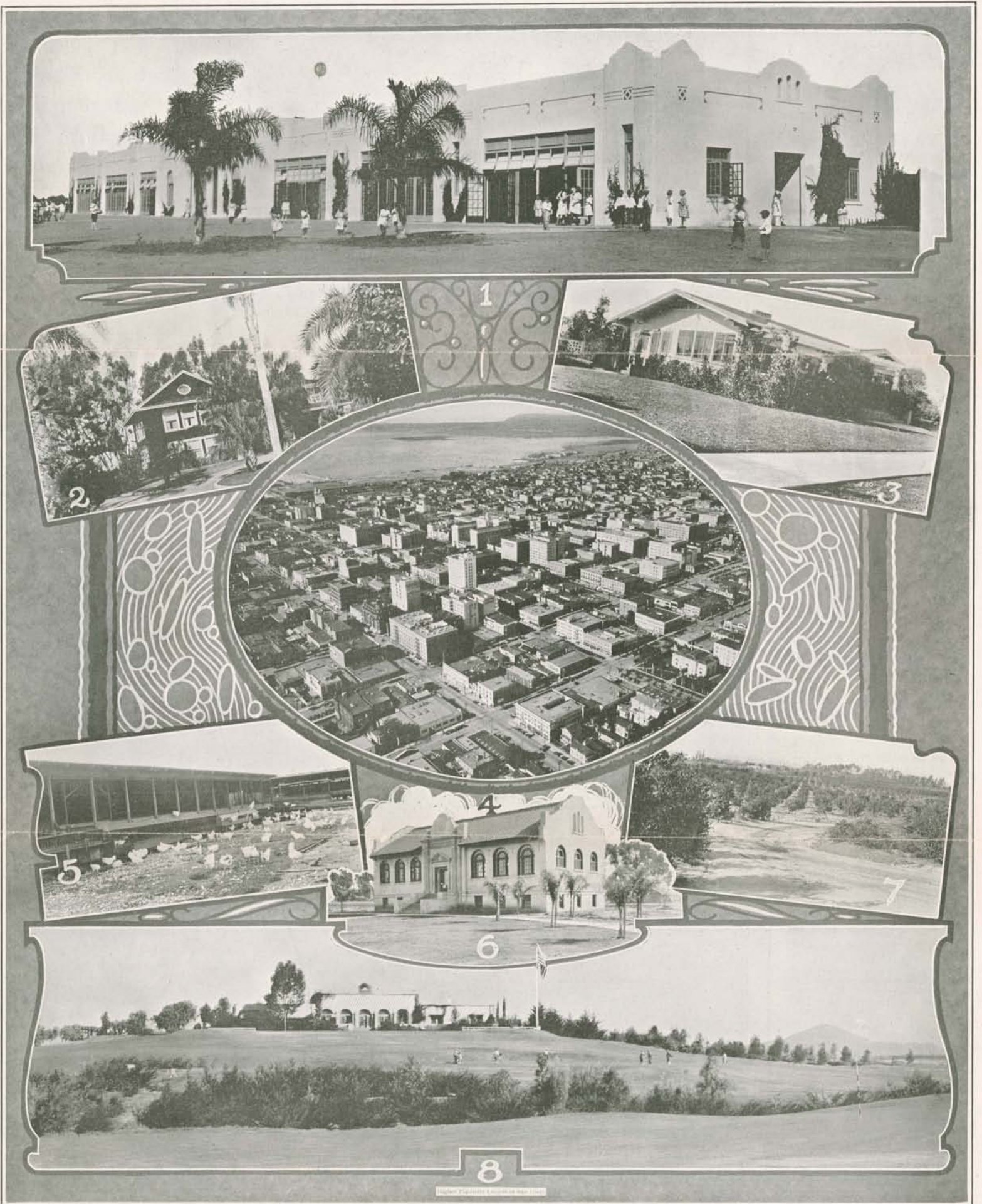


AT THE BOTTOM OF THIS PAGE OF PICTURES YOU WILL GET THE FULL MEANING OF THE ENTIRE GROUP IN A FEW WORDS



1. Chula Vista Grammar School. 2. Homes like this abound in Chula Vista. 3. Typical Bungalow of this district. 4. Airplane view of Metropolitan district of San Diego, looking northwest from Seventh and Market. 5. A Chula Vista Chicken Ranch. 6. Carnegie Library. 7. Young Lemon Grove—Chula Vista is noted for its fine Lemons and Celery. 8. Chula Vista Golf Course, looking towards Club House. San Diego Acres are located near here.

KEEP YOUR EYE ON SAN DIEGO—BUY ACREAGE NEAR THE SAN DIEGO BAY DISTRICT—IT SHOULD MAKE YOU RICH

SAN DIEGO FACTS

We present these facts as concisely as possible and ask that you use your own good judgment and clear system of analysis as to what bearing they have on the future of SAN DIEGO.

Every sort of shouting is a transitory thing; it is the grim silence of facts that counts.

READ THE FACTS

Each fact is its own argument.

SEE THE PHOTOGRAPHS

One good picture is worth ten thousand words.

ANALYZE THE FIGURES

Figures prove the facts.

Present population, 147,085.

Home owners (per cent.), 37%.

Area corporate limits, 90.04 square miles.

Assessed valuation, 1925, \$131,000,000.

Modified Commission form of City Government—Mayor, City Manager and five Councilmen.

Altitude above sea level, 7 to 581 feet.

Forty miles from San Diego, highest elevation in County, 6515 feet.

Average annual rainfall, 10.01.

Mean annual temperature, 61 deg.

Difference between monthly means of temperature in January and July, 11 deg.

Warmest month, August (72 deg.).

Coldest month, January (50 deg.).

Annual average sunny days, 356.

Average velocity of wind, 6.4 miles.

Finest water supply in America; rate (domestic) \$1.00 minimum.

Daily average consumption of water, 15,000,000 gals.

Water rates, 15c per 100 cubic feet.

Irrigation rate, \$26.00 per acre ft. per year.

Average commercial storage rates, 1c per cubic foot per pkg. per month.

Gas rate (domestic) 62c.

Tax rate, City, \$2.10.

Post Office receipts, 1925, \$629,088.

Number of Banks, 10; deposits, \$72,000,000.

Total clearings, \$666,509,356.

Capital and surplus, 36,581,000

Building permits, 1925, 18,380,000

Moving picture Theatres, 17.

Number of moving picture studios, 3.

Number of legitimate theatres, 3.

Churches of various denominations, 108.

Public Schools, 35; teachers employed, 888.

Average daily attendance, 17,444; total enrollment, 28,034. Private schools, 14.

Public Library registered borrowers, 49,412.

The first Palm tree in California was planted in San Diego by Father Serra.

Public Parks, 39; acreage, 2,700.

Municipal stadium seats 30,000 people and the Zoological Gardens rank with the largest in the United States.

Per capita City debt, \$90.00.

Death rate, 13.82 per 1000.

Birth rate, 23.1 per 1000.

Metropolitan street car system, 106 miles of track. Weekly pass system of transportation.

Pacific terminal of three transcontinental Highways.

Hotel accommodations can take care of over 50,000 people.

Electric power, 2c down to 1c per K. W. H.

Electric light, 8c down to 1c per K. W. H.

City Like Pearl, Its Charms had to be Revealed

Editor San Diego Union:

There is no boom in San Diego.

Century after century pearls on far eastern beaches were thrown about like pebbles. Then overnight it was discovered that pearls were more valuable than diamonds and the people began paying big prices for pearls.

It wasn't a boom in pearls. It was merely a discovery of their value. San Diego's value has at last been discovered—that's all.

The people have decided that San Diego is a blending of all that is best with which nature can endow a city—where June is 12 months long, and the very finest spot in this paradise of California in which to live.

There will be no turning back for San Diego. A greater city year after year is her destiny. Let our realty values keep pace with this steady, healthy growth and all will be well.

A. J. SALISBURY

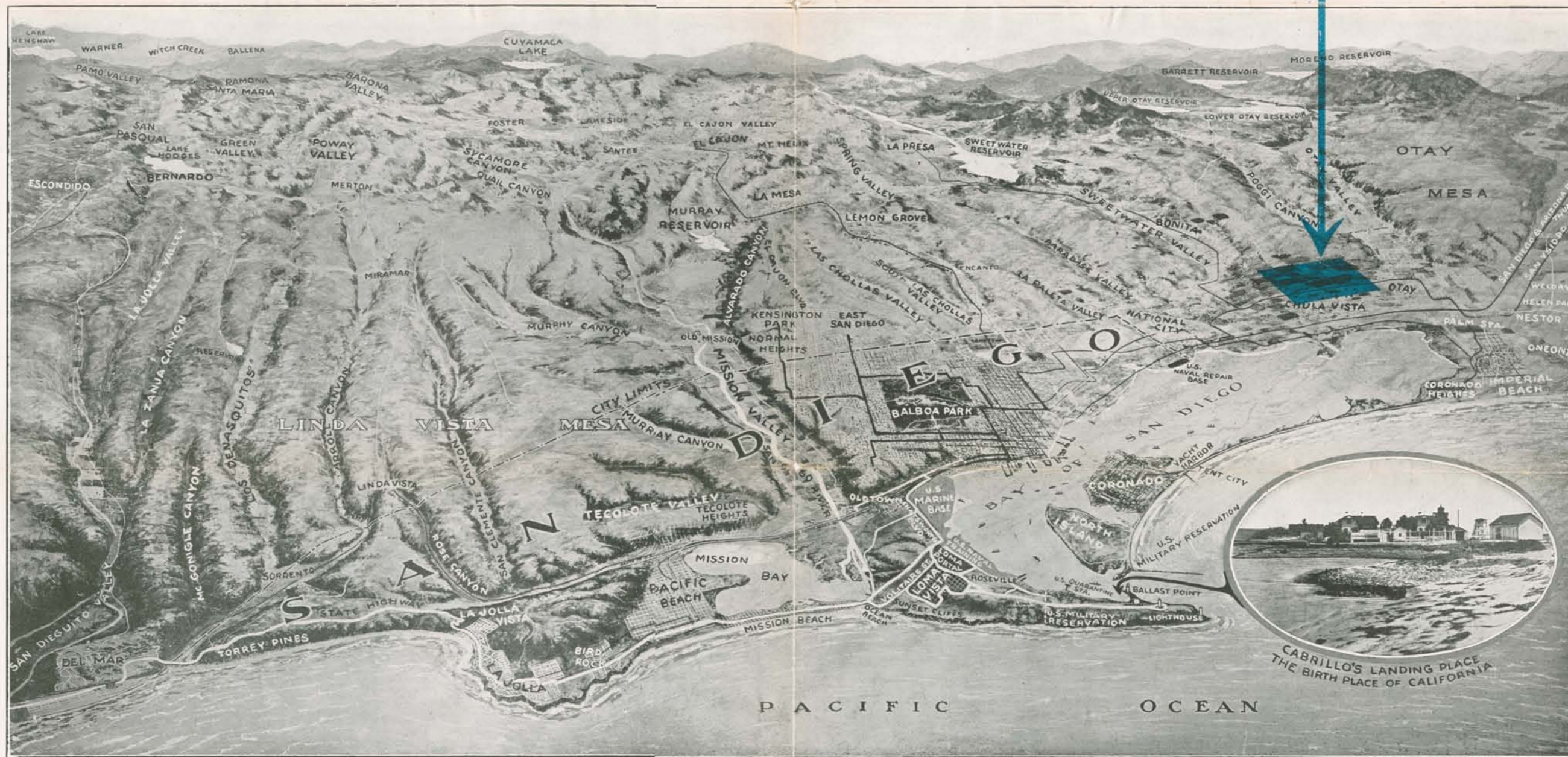
Brisbane Says:

Californians live comfortably at home the year round. No rushing to a cool country in summer, nor to a warm country in winter. A state without dog days. A state of good roads. A school house always in sight. A church for every faith. Where people play as well as work, thrive and are content

SAN DIEGO ACRES

are close in to the city. They're high and slightly and overlook San Diego, bay and ocean. Owing to the strategic location of this property it is bound to enhance in value.

The largest fortunes are made from acreage ownership. Buy acreage today and be your own subdivider tomorrow. Farms today are City Lots tomorrow, in California. Take advantage of this, your last great opportunity to buy close-in acreage at bed-rock prices.



Form No. 2. E. A. Luck. 2-26. 50M. (Copyright). Telephone, Main 6495.

The Commercial Print Shop, Official Printers

SAN DIEGO FACTS

SAN DIEGO is the climatic capital of the new world and a civic marvel whose future is without limit.

Government payroll is over \$2,000,000 per month.

San Diego is Headquarters for the Eleventh Naval District and the greatest Military rendezvous west of Chicago.

Number of automobile licenses, 1925, 45,953.

Number of telephone installations, 32,781.

Number of men in City Fire Department, 150.

Engine Companies, 11.

Value of farm products in San Diego County, \$50,000,000.

SAN DIEGO does not harvest its fruit and vegetable crops with a can-opener.

Value of manufactured products, 1925, \$65,000,000

Number of Industries, 400.

Industrial Payroll, eighteen millions annually.

San Diego is the seat of the best Army and Navy Academy on the West Coast.

The stupendous tonnage of an Empire finds a ready outlet to the seven seas through San Diego's natural land-locked Harbor.

Number of steamship lines, 21.

Area of Harbor now, 22 square miles.

Depth of Harbor, 35 to 70 feet.

Two-thirds of the human race live in Countries bordering on the Pacific Ocean.

SAN DIEGO is the first Port of Call on the Pacific Coast north of the Panama Canal, and nearer to Chicago than any other Pacific Port.

Logically located for Oriental and Latin-American trade.

Two lines of steam railroads enter the City.

Number of Bathing Beaches, 7, including Mission Beach, premier year-round play ground of the Southwest.

Number of Golf and Country Clubs, 6.

San Diego is only 16 miles from Tijuana.

San Diego is in the midst of the richest Agricultural District in America, all of which will be rapidly developed upon completion of the Boulder Dam.

Suburban irrigated gardens produce all the fruits, vegetables and flowers of both temperate and tropic zones.

Southern California offers to men of means the last chance of the century to get in on the ground floor of the development of one of the world's greatest agricultural and industrial areas. The development of San Diego's land-locked Harbor is the reason. Columbus parked his motor-boat on the wrong shore. We are now busy correcting this mistake

"The Strength of All for the Help of Each" is our slogan. We are here to help each other and only through co-operation do we grow. Therefore, pull together for a Greater San Diego.

Issued by the Higher Publicity League of San Diego for the commercial and industrial interests of San Diego as well as for the information of tourists and investors.

E. A. LUCK,

Director of Publicity

Higher Publicity League of San Diego.

This is a Personal Invitation to Our Friends from All Parts of the World to Come to San Diego the Mother of California. It is the Best Place in America Today for Rest, Recreation, Business, Pleasure or Investment.

The half-tones used in this folder are integral parts of the Co-operative Publicity Book, "Marvelous Southern California" (now being compiled), composed of facts, figures, and photographs, picturing the "World's Garden Spot."

After Carefully Reading Data Please Mail to Some Friend in the East.

REMARKS:

HIGHER PUBLICITY LEAGUE of SAN DIEGO

Compliments of

The Sender



SPRECKELS ORGAN AND ART GALLERY ON PLAZA DE PANAMA IN BALBOA PARK

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HERE

The Sender
Higher Publicity League of San Diego
San Diego, Cal.



An invitation from BILL GEORGE to
**COME TO
 SAN DIEGO
 THE MOTHER
 OF CALIFORNIA**

TABLOID HISTORY OF SAN DIEGO

SAN DIEGO was discovered in 1542 by Juan Rodriguez Cabrillo, a Portuguese navigator in the service of Spain. Cabrillo's party landed on the shore near Point Loma and raised the Spanish flag, naming the place San Miguel. Sixty years later, in 1602, Sebastian Vizcaino, flying the flag of Spain, entered the bay and named it San Diego (St. James). On June 29th, 1769, Portola, another Spaniard, landed a small force of Spanish soldiers and padres among whom was Father Junipero Serra, the Franciscan monk, who founded California's 21 Missions. Work was started immediately on the first mission in California, which was built by Father Serra on the shores of San Diego Bay and dedicated July 16th, 1769. The first converts among the Indians were made in 1773. The following year the Mission was moved five miles up the valley, where it now stands. This Mission was named San Di-

ego Mission de Alcalá. In 1811 Mexico began its struggle for independence. In 1821 the Mexican flag succeeded the Spanish flag in California. In 1846, 25 years later, war was declared by the U. S. on Mexico. On December 6th 1846, some 45 miles north of San Diego, the battle of San Pasqual was fought with the Mexicans, shortly after which U. S. troops took possession of San Diego. Gen. John C. Fremont arrived in San Diego with an American force on July 29th, 1847 and officially raised the first American flag on what is now Old Town Plaza. Same year saw end of Mexican War and signing of a treaty between Mexico and the United States in which California was ceded to this country. The first American election was held in San Diego in 1850, and in the same year the town was incorporated as a city and elected its first mayor. San Diego is the birth-place of California.

Bill George
427 Spreckels Building
San Diego, California

COUPON

Dear Sir:
I am interested in San Diego and the development of the Bay District Acreage. Please send me, without obligation, further information regarding same.

Name

Address