

# AVOCADO and ORANGE RECIPES

*...with information  
about Four Great  
Horticultural  
Districts.....where  
substantial profit  
may be made by  
growing Avocados  
and Citrus....*

COMPLIMENTS OF

**Edwin G. Hart**  
INCORPORATED

724 Van Nuys  
Building  
Los Angeles

*Income  
Lands*

Telephone  
TRinity 4521  
California



**HARTFORD FIRE INSURANCE COMPANY**WESTERN DEPARTMENT  
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A. G. DUGAN, GENERAL AGENTLoss Department  
J. N. BRACKEN, Adjuster  
421 Wheeler-Kelly-Haggy Bldg.  
Wichita, Kansas

February 18, 1928

Edwin H. Hart, Inc.  
724 Van Nuys Building  
Los Angeles, California

Gentlemen:

Some weeks ago you sent me my completed contract for the purchase of lot #142 Unit number three, Orleave Heights tract. I should have acknowledged receipt of it sooner, but it was registered so I knew you received your receipt.

The more I think about my transaction with you, the better pleased I am with it. We have been taking the Vista Press for more than a year. We read it more thoroughly and more carefully than we do our local paper. By that means we keep in touch with everything that happens at Vista. I have been personally acquainted with the members of the Hart Company for several years. I was familiar with their development at Whittier and La Habra. Knowing your firm as I do and being a non-resident I was determined that if I bought any land in California, it would be from the Hart Company. I have been more than pleased with your method of handling my transaction thus far.

Your tract manager at Vista especially impressed me by the way he treated me when I went to Vista to buy land. He spent two days showing me everything in the vicinity of Vista and never at any time asked me to buy anything. He then gave me a map and I went over the project alone, selected what suited me best and returned to his office and told him what I wanted to buy. That experience was in great contrast with many experiences I have had with California real estate salesmen.

Yours very truly,

Adjuster

JNB:JB

**A few choice Avocado  
and Citrus Recipes on  
Pages 10 to 16 inclusive**

# Profit with Safety

*Investigate Thoroughly Before You Buy*

**W**ITH increasing population, which it is freely predicted will continue until Southern California becomes one of the most densely-populated areas in the country, land is certain to enhance in value.

But even without this increase, well-located citrus and avocado lands are among the best investments you can make—purely from the standpoint of the income they produce. Because of this fact, good orchard land at subdivision prices is becoming scarce. In a few years, there will be very little of it left.

The experience, stability and integrity of the company you buy from help to assure you safe, profitable investment. Investigate the Hart organization yourself. We refer you to the Los Angeles Chamber of Commerce, the Los Angeles Realty Board, the California Real Estate Association, or any bank or trust company in Los Angeles.

EDWIN G. HART, Inc., have probably developed and sold more avocado and citrus orchard land properties than any other land company in California. more than twenty years' experience as a background and with an experienced and competent staff of horticulturists, this company is in a position to render constructive assistance to purchasers of avocado or citrus land. If desired, the Hart Company will select your land; prepare the ground for planting; select and plant your trees; superintend the cultural work in connection with developing the orchard, and otherwise take complete charge and care of a property until the purchaser can conveniently arrange to take possession of the property himself.

This work is done on a cost basis with an added percentage only to take care of wear and tear of tools, superintendence and cost of handling the account. Many of the best avocado and citrus orchards in Southern California have been developed by Edwin G. Hart, Inc., as well as have some of the outstanding sub-tropical orchard districts.

Non-residents, as well as local purchasers who may not have other than a superficial knowledge of horticulture, will find this service particularly helpful.



## Vista

*The New Subtropical Empire in  
Northern San Diego County—  
In the Belt of Perfect Climate*

**I**T IS doubtful if any agricultural district in the Southwest has, in the past five or ten years, made a growth in development comparable with that which, since February, 1926, has been made in this wonderful subtropical empire in Northern San Diego County known as Vista.

This development has been, and will continue to be, in the nature of permanent plantings of avocados and citrus trees and in the building of substantial homes throughout the district and business and residential buildings in the town of Vista.

Figures show that in October, 1926, there were 170 acres of the above-mentioned developments; 855 acres in December, 1927; 1,822 acres in September, 1928, and 2,590 acres June 1, 1929. There were also no vegetable packing-

houses at the time the water was brought into this district and now there are five packing-houses handling carlot shipments. The Santa Fe Railway shows

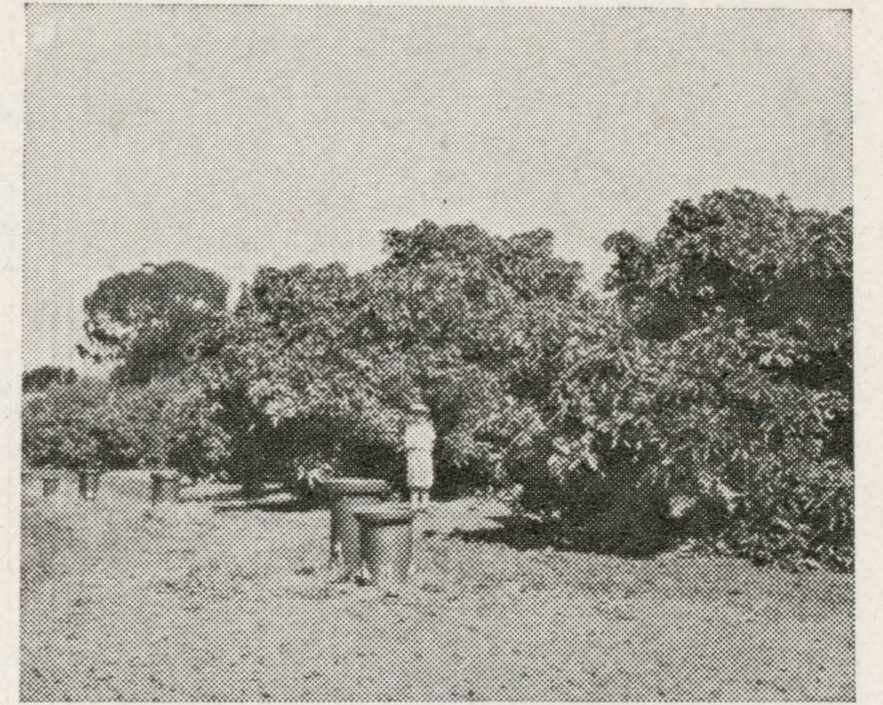


figures of having shipped out 263 cars of vegetables and fruits alone from this district in 1928, and the district is still young. The Vista Union

Elementary School had three teachers and seventy-six pupils in 1925-26 and seven teachers and two hundred eighty-five pupils in 1928-29. The town of Vista is experiencing a very substantial and rapid growth, has a bank, new Woman's Club, new \$40,000.00 business block, new \$10,000.00 office building for the irrigation district offices, a live Chamber of Commerce, and a fire department.

Vista's climate is unexcelled anywhere, which, in addition to making this district an ideal place to live, is of especial monetary value to the orchardist or grower of vegetables in that every day at Vista is a "growing day."

Vista's water supply is ample and dependable for both domestic and irrigation purposes, and is secured from Lake Henshaw, the largest impounding reservoir in Southern California, with a present capacity of 200,000-acre feet. Water is either now piped or will be piped to every tract being handled by the Hart Company when sold.

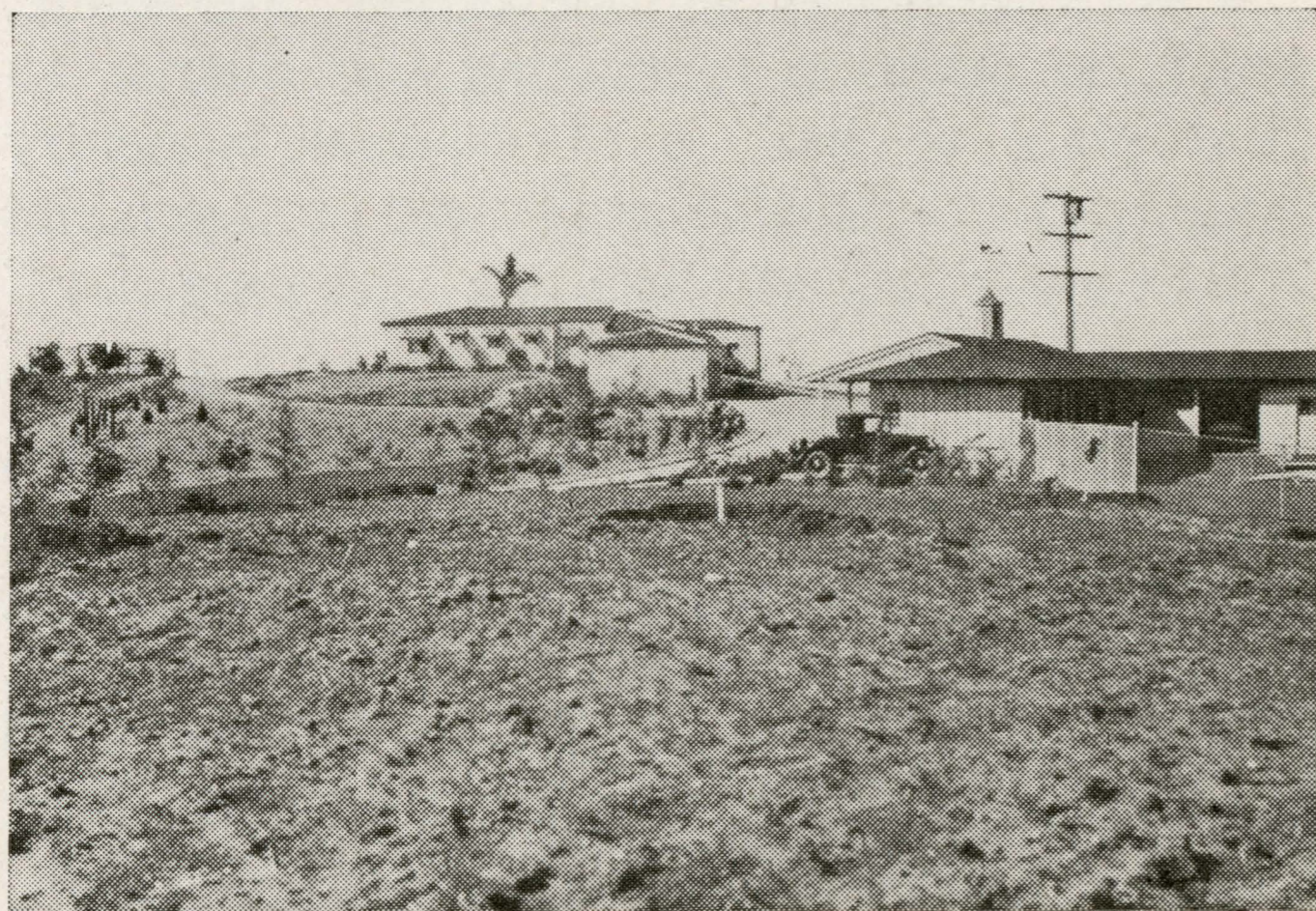




Vista is located about 100 miles south of Los Angeles and fifty miles north of San Diego on the concrete paved inland boulevard connecting these two cities. It is about eight miles inland from Oceanside, lying directly in the path of "the perfect climate belt," a delightful combination of marine and terrestrial climate.

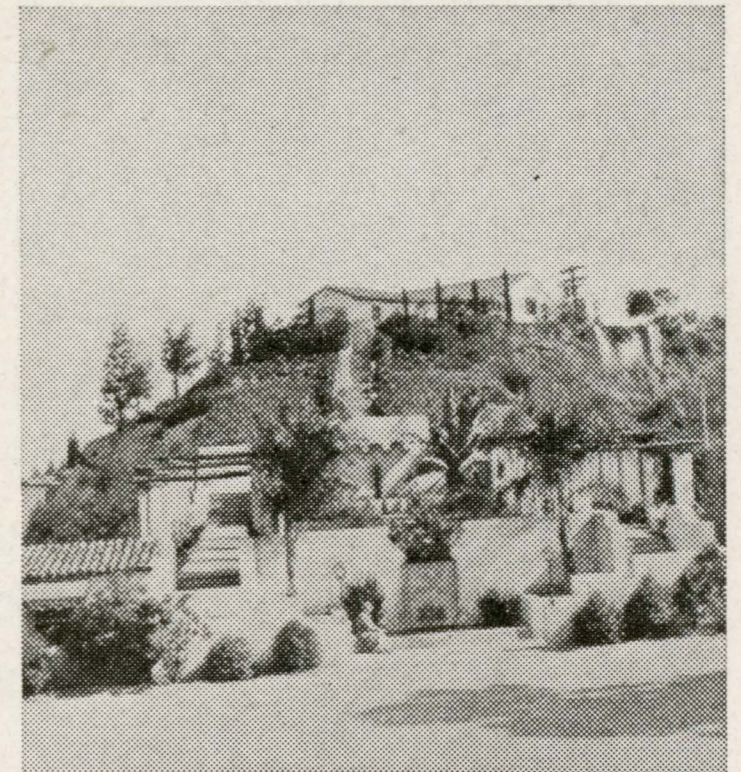
It has been conclusively proved that the soil at Vista is adapted to growing avocados, oranges, lemons, bulbs, berries and all kinds of vegetables. Land may be purchased in small parcels or in estates of ten or more acres at prices generally ranging from \$450 to \$900 an acre, and is sold on easy terms—twenty per cent cash and the remainder in five or eight equal annual payments. Reasonable, protective building restrictions.

*Descriptive Folder Sent on Request*



## North Whittier Heights

*An Unparalleled  
Scenic Homesite  
District, Forty-  
five Minutes  
From Los  
Angeles*



SOME of the oldest and most profitable avocado orchards in Southern California are located in this scenic suburban district, eighteen miles east of Los Angeles. This subdivision was put on the market May 17, 1913, and has been slowly and carefully developed during the intervening years. At this time there remain only a few undeveloped parcels suitable for the commercial growing of avocados and citrus, but there still remain a choice selection of scenic homesites. These range in size from a fraction of an acre to five acres or more and now constitute, at the prevailing prices and terms, the most attractive buy in Southern California today. There also are a few young to bearing avocado and citrus orchards in this tract which can be purchased at subdividers' prices.

In writing about North Whittier Heights someone said: "Here the sky seems bluer, the air purer, the beauties of distance brought closer, the gently sloping and highly-productive





hillsides more graceful, the inspiration more enduring. Seaward, mountainward—o'er sun-splashed groves of oranges, lemons, avocados—are many miles of views in a permanently unobstructed and unparalleled panorama."

A home in this close-in suburban district affords every desired advantage—seclusion (if desired), view, charm, easy accessibility, increasing valuation, unexcelled environment and proximity to Los Angeles.

The splendidly cultivated and beautifully wooded rolling acres have another tremendous advantage in being but forty-five minutes from Seventh and Broadway in Los Angeles, while



the attractive beaches of the south coast and many mountain retreats are close at hand and easily reached by motor.

A fine system of concrete highways serves the community so that every point of advantage and interest may be reached comfortably and quickly. Electricity, telephone and domestic water are available for the residents of this section.

The thriving cities of Whittier, Puente, La Habra and El Monte are within a few minutes' motor ride from any portion of North Whittier Heights.

At the summit of Turnbull Canyon drive, which wends its way gracefully through this property, is the "Singing Kettle Tearoom," a decidedly attractive and quaint retreat operated by Edwin G. Hart, Inc., owners and agents for the North Whittier Heights properties.

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## La Habra Heights

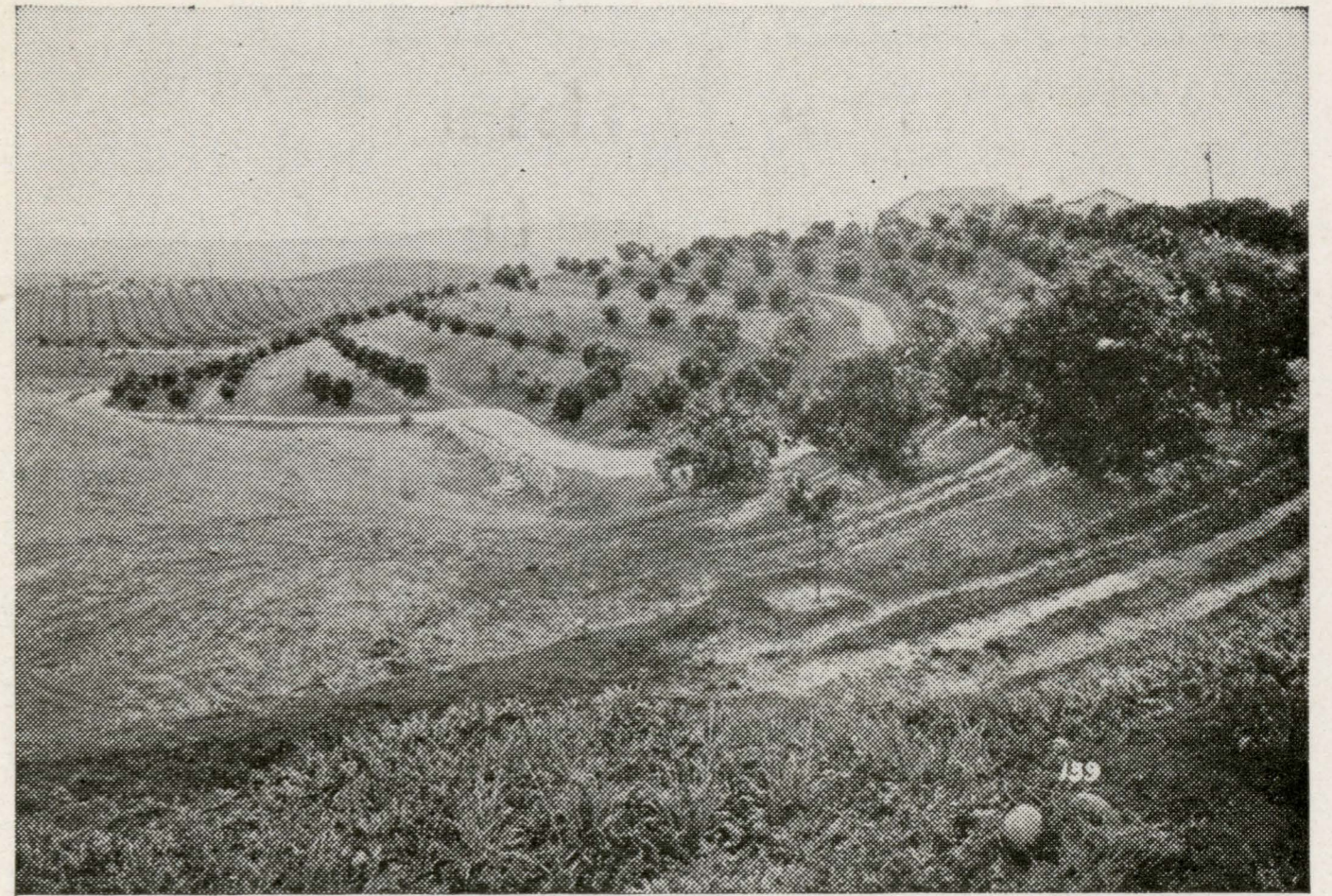
*Another Location  
Ideal for Income  
Suburban Homes*

**W**ITHIN an hour's drive of Seventh Street and Broadway, Los Angeles, is situated one of the finest districts in Southern California for the commercial production of avocados, citrus, semi-tropical fruits and off-season vegetables—La Habra Heights.



This location also is particularly desirable for the ideal California country home, situated as it is far enough from the ocean to be free from frequent fogs and high winds (prevalent along the coast), yet close enough to receive the full benefit of the cool breezes and modified humidity. The tract itself is situated on the rolling hills about a mile and a half north of the city of La Habra, the highway skirting its southerly line. The contour of the property is such as to make possible an attractive and distinctive difference in each building site. In fact, the possibilities for beautiful home buildings are practically unlimited.

More than two-thirds of the 3,700 acres comprising this distinctive subdivision have



been sold, much of which has been or is being now developed to avocado and citrus orchards. Among the older orchards (five to eight years) at La Habra Heights are those belonging to W. H. Holloway, Clyde Wilcox, George W. Beck, P. J. Weisel, J. H. Walker, Frank D. Halm, L. Lindaurer, and Edwin G. Hart. As to the adaptability of the soil and the climatic conditions at La Habra Heights for growing avocados one will not desire more convincing evidence than to see these splendid orchards.

La Habra Heights is the land of wonderful view.





From practically every homesite it is possible to view the sea with Catalina Island in the distance, while in the foreground there is square mile after square mile of orchards, groves and green fields all making one of nature's greatest panoramas.

Another thing of importance, but generally overlooked, is the fact that the home owner in La Habra Heights, who finds it necessary to travel to and from the city, goes **WITH** the sun. In order to get this point, travel out Wilshire some afternoon about 5:30 p. m., then the next day take a spin out Whittier Boulevard to La Habra Heights at the same time and notice the lack of eye strain.

Already many beautiful homes have been built on these gently rolling hills along the avocado and citrus groves, while several more are in prospect.

*Descriptive Folder Sent on Request*



## San Luis Rey Heights

**C**OMPRISES about 1,800 acres and is located on the Inland Highway between the towns of Fallbrook and Vista, in northern San Diego County. The property also has a frontage on the Pala



Road, which follows the course of the San Luis Rey River, of approximately one mile.

The property is located in what is locally called the "Frostless Fallbrook District," and is about four miles from the town of Fallbrook, seven miles from the town of Vista, twelve miles northeast of Oceanside, fifty-five miles from San Diego, and one hundred eight miles from Los Angeles. A branch line of the Santa Fe Railroad out of Oceanside serves this district with shipping facilities.

The soil of this gently rolling land is remarkably fertile, and is adapted for an almost unlimited variety of crops, including avocado and citrus orchards, out-of-season vegetables, bulbs, flowers and many other subtropicals.

The climate of this section is unquestionably one of the most equiable to be found any-



where on the West Coast of America. The greatest variation between the average minimum and average maximum temperature is thirty degrees, while the yearly minimum temperature varies only twenty degrees between winter and summer. When se-



vere frosts have been reported elsewhere, the Fallbrook district has always escaped any material damage. While there possibly isn't any spot in this State which is absolutely frostless, yet this district is unquestionably as near so as can be found anywhere, and this is evidenced in the growing papayas, mango, sapote, and cherimoya trees in this district.

The winds in this locality are little more than broken ocean breezes, the average velocity being, closely, 5.7 miles per hour. The almost continuously clear atmosphere allows an unobstructed penetration of the ultra violet rays of the sun, which are of great value to health.

A water supply more than sufficient to supply this entire property has been developed by putting down three twenty-four-inch gravel packed wells on the property along the banks of the San Luis Rey River, which crosses one corner of the property and in which this prop-

erty has riparian rights. The water developed in the wells already put down has tested a capacity of something over 500 inches, which is considerably more water than this property could profitably use.

The water will be piped in steel pressure pipes to each unit of property sold in this subdivision and reservoirs will be built to equalize the water distribution and furnish a continuous domestic supply under pressure. The water company to be formed to supply water for these lands will furnish water at actual cost. This will give the San Luis Rey Heights subdivision a large supply of water at a very low cost.

It is proposed to put the first unit of about 400 acres of this property on the market in tracts of approximately twenty acres and up, but the other units will possibly be divided into as small units as five acres and up.

*Descriptive Folder Sent on Request*





# Orange and Lemon Recipes

COURTESY CALIFORNIA FRUIT GROWERS'  
EXCHANGE

## Fruit Salad in Orange Cups

- 3 Sunkist oranges
- 2 slices pineapple
- 12 marshmallows
- 1/3 cup nut meats
- 2/3 cup white grapes

Cut oranges in two; remove pulp carefully; then pull out all membrane, leaving orange cups. Cut pineapple, marshmallows and nuts in small pieces; skin and seed the grapes and mix all with orange pulp. Fill orange cups, cover with cream mayonnaise and garnish with grapes and nuts. Serve on lettuce.

## Los Angeles Salad

- 1 avocado
- 1 grapefruit
- 3 Sunkist oranges
- Juice of 2 Sunkist lemons
- 6 tablespoons sugar

Peel and slice avocado and moisten with lemon juice. Peel grapefruit and oranges and remove pulp from membrane. Arrange three fruits on salad plates covered with head lettuce and serve with lemon juice and sugar.

## Lemon Filling

- 1 egg
- 1 cup sugar
- 1/4 cup Sunkist lemon juice
- Grated rind of 1 lemon

Add sugar, lemon juice and rind to beaten egg, cook over hot water until very thick. Cool, beat until smooth and spread between layers.

## Lemon Bavarian Cream

- 1 tablespoon granulated gelatin
- 1/2 cup water
- 1 cup sugar
- 1/2 cup Sunkist lemon juice
- 2 eggs
- 1 cup cream

Soak gelatine in 2 tablespoons cold water 5 minutes. Put 1/2 cup sugar, remainder of water and lemon juice in double boiler; when heated, add egg yolks beaten with remaining 1/2 cup sugar. Cook, stirring occasionally, until thickened. Add gelatine; turn into cold mold and stir occasionally until cold. Fold in stiffly-beaten egg-whites and whipped cream.

## Orange Meringue Pie

- 1 cup sugar
- 1/3 cup flour
- 1/4 teaspoon salt
- Grated rind 1 Sunkist orange

1 cup Sunkist orange juice

2 tablespoons Sunkist lemon juice

2 tablespoons butter

3 eggs

Mix sugar, flour, salt and grated rind; add fruit juice and cook in double boiler 10 minutes, stirring until thickened. Add butter and egg yolks beaten light; cook 2 minutes longer. Cool and turn into baked pie shell. Cover with meringue made by beating whites of eggs until frothy, adding six tablespoons sugar and one-fourth teaspoon baking powder and continuing beating until stiff. Put into moderate oven for ten minutes to brown.

## Boston Cream Pie with Orange Filling

- 1/4 cup butter
- 3/4 cup sugar
- 2 eggs
- 1 cup milk
- 2 cups flour
- 3 teaspoons baking powder
- 1/4 teaspoon salt

Cream butter and sugar; add eggs and beat until light and fluffy. Add milk

and fold in flour sifted with baking powder and salt. Bake in deep cake pan in a moderate oven (375 degrees) 35 minutes. When ready to serve cut in halves crosswise and fill with

## Orange Filling

- 1/2 cup sugar
- 3 tablespoons flour
- 1/4 teaspoon grated orange rind
- 1/4 cup Sunkist orange juice
- 1 tablespoon Sunkist lemon juice
- Yolks of 2 eggs
- 1 teaspoon butter

Mix sugar, flour and grated rind. Add orange and lemon juice and beaten egg yolks. Cook in double boiler, stirring constantly, until thick. Add butter, stirring until it is melted, and cool.

## Orange Ice-Box Cake

- 1/2 cup sugar
- 1 tablespoon flour
- 3 eggs
- 1 cup milk
- 1 tablespoon butter
- 1/3 cup Sunkist orange juice
- Grated rind 1/2 orange
- 24 ladyfingers
- 1 cup cream

Mix sugar and flour and add to beaten egg yolks; add milk and butter and cook over hot water until thick and



smooth; add orange juice and rind. Remove from fire, cool slightly and add stiffly-beaten whites of eggs. Line bottom and sides of spring form with ladyfingers, flat side toward the pan and close together. Cover ladyfingers with a layer of filling; place lady fingers on top of this, another layer of filling and a top layer of ladyfingers. Place in ice-box for 12 hours to harden. When ready to serve, remove to platter and cover with whipped cream.

#### Raised Orange Rolls

1 yeast cake  
 1/4 cup lukewarm water  
 1 egg  
 1 tablespoon melted lard  
 1 tablespoon melted butter  
 1 teaspoon salt  
 2 tablespoons sugar  
 Juice and pulp 2 Sunkist oranges  
 Grated rind 2 oranges  
 3 cups flour

Dissolve yeast in lukewarm water; add well-beaten egg, lard, butter, salt, sugar, orange juice, pulp and rind and flour. Beat until smooth, adding more flour if necessary; knead until smooth and elastic and let rise 1 hour or until double in bulk; knead again and shape like Parkerhouse

roll, placing half-section of orange pulp in center. Let rise again until double in bulk, bake in a hot oven (450 degrees) 25 minutes. While hot spread between layers and on top with Orange Butter Icing.

#### Orange Charlotte

1 tablespoon gelatine  
 1/4 cup cold water  
 1/4 cup boiling water  
 1/2 cup sugar  
 1 1/2 cups strained orange juice  
 1/2 tablespoon lemon juice  
 1 1/2 cups heavy cream  
 Ladyfingers

Soak gelatine for five minutes in cold water; dissolve in boiling water, and add strained orange and lemon juice and sugar. Set dish containing mixture in a pan of crushed ice, and stir until it begins to thicken. Fold in cream, beaten until stiff; line mold with ladyfingers; pour mixture into the center, and set on ice to stiffen.

#### Lemon Hard Sauce

1/2 cup butter  
 1 1/2 cups powdered sugar  
 2 tablespoons Sunkist lemon juice  
 Grated rind 1/2 lemon  
 Cream butter; add sugar while beating constantly; then add grated rind and lemon juice gradually.

## Avocado Recipes

COURTESY CALAVO GROWERS OF CALIFORNIA

Avocados are ready to eat when the flesh has softened to the consistency of butter so that the fruit yields quite readily to the pressure of the fingers. The flesh has the best flavor if eaten when thoroughly softened, but before it has become mushy.

#### Avocado Cocktails

Peel and cube an avocado. To three cupfuls of the cubed avocado add one and one-half cupfuls of diced celery and six tablespoonfuls of mayonnaise thinned with three tablespoonfuls of cream and one tablespoonful of lemon juice. Flavor with six drops of tobasco sauce and add salt to taste. Chill before serving. (This recipe was originally printed in Pictorial Review.)

#### Avocado Sandwich Spreads

Mash the flesh of an avocado and spread on crackers or toast. If seasoning is required use a little salt and pepper or lemon juice. Try beating the flesh of an avocado with lemon juice and a little salt. Serve on toasted squares of whole wheat or white bread. Garnish with slices of ripe olive. Serve as an open sandwich with the avocado spread thickly.

A delicious spread can be made by mashing the flesh of an avocado and whipping with a fork, adding as much mayonnaise as there is flesh of the fruit. Try mixing the paste with chopped ripe olives. Serve on rye bread or on toasted whole wheat bread.

#### Avocado and Tomato Salad

Peel and cube an avocado. Add equal portions of half slices of chilled ripe tomato. Heap on lettuce leaves. Serve with salt and paprika, a little lemon juice, or French dressing. The addition of avocado greatly improves the flavor and food value of any salad. Cut the flesh of the avocado into thin slices and add to any salad combination or serve alone on lettuce leaves with any preferred dressing or with just a little salt. Garnish with ripe or green olives or with a slice of lemon. Try slices



or cubes of avocado as a garnish for asparagus, shrimp, lobster, or chicken salad.

#### Stuffed Avocado Half Shell

With a vegetable cutter scoop small balls from the halves of a good-sized avocado. Scoop out the flesh which remains in the shell. (This can be used for making a sandwich spread.) Fill the scooped-out shells with small sections of California orange and grapefruit and the avocado balls. Add the avocado balls last. Garnish with parsley or mint. Serve with a French dressing which has been made with lemon juice rather than vinegar.

#### Avocado Stuffed Celery Salad

Select several stalks of crisp celery which have quite large grooves. Clean each stalk thoroughly. Mash the flesh of an avocado with a fork and beat well, seasoning it with salt and pepper and a little lemon juice. Add one-third portion of anchovy paste or caviar. Fill the celery stalks with this paste. Chill and serve as an entree. They may be eaten with the fingers or if it is preferred to serve with a salad fork

they may be cut into convenient lengths with a sharp knife and arranged on lettuce leaves. Try heaping equal portions of chopped apple and celery on lettuce leaves and covering with an avocado paste beaten well with lemon juice.

#### Avocado Shrimp Salad

Peel an avocado and cut in cubes. Wash and clean thoroughly an equal portion of cooked shrimps. Arrange the avocado and the shrimps on lettuce leaves and add one teaspoon of finely-chopped celery. Serve with French dressing. Try an avocado and cucumber combination! Cut thin slices of avocado and arrange on lettuce leaves with slices of cucumber which have been marinated in French dressing. Chill before serving. An avocado and grapefruit salad is delicious. Cut the avocado into slices the size of grapefruit sections. Marinate them in French dressing. Arrange on lettuce leaves with sections of grapefruit. Garnish with slices of red pepper and serve with French dressing.

#### Avocado Ice Cream

Boil to a syrup 1 cup of sugar and  $\frac{1}{2}$  cup of water. Add 1 teaspoon of

vanilla. Add this to 1 quart of milk and 1 pint of cream. Freeze for about ten minutes. Mash  $1\frac{1}{2}$  cups of ripe avocado pulp and beat well with the white of 1 egg. Add 1 cup of finely-sliced avocado. Add the mashed and sliced avocado to the half-frozen mixture and freeze hard. This makes one gallon.

N. B.: To  $3\frac{1}{2}$  pints of plain ice cream add 1 pound (2 cups) of mashed avocado and 1 cup of minced avocado plus 1 tablespoon of lemon juice. Mashed avocado added to peach or strawberry ice cream in the proportion of 1 pound to  $\frac{1}{2}$  gallon adds richness and texture.

#### Avocado Date Whip Dessert

Peel an avocado carefully. Mash the flesh with a fork and whip to the consistency of cream. Add just a suggestion of lemon juice and mix with chopped or ground dates. Beat the avocado and dates together well and heap up in sherbet glasses. Place a maraschino cherry on top. Chill thoroughly before serving.

Try making an avocado fruit salad by combining equal portions of diced avocado, diced apple, and sliced Japanese persimmon. Add a light cream dressing and serve on lettuce.

**EDWIN G. HART, INC.**  
724 Van Nuys Building, Los Angeles

Gentlemen:

Please send me detailed information regarding your proved Avocado and Citrus Lands at North Whittier Heights....., La Habra Heights....., Vista....., San Luis Rey Heights.....

Name.....

Address.....



### Avocado on the Half Shell

Cut the avocado into halves and serve one-half to each person. Arrange on lettuce leaves decorated with strips of pimento. Use any desired dressing. Most people like avocados with just a little salt, lemon juice, or French dressing. These are usually preferable to the heavier oily dressings. Avocado on the half shell can also be served en compote on cracked ice. It can be decorated with a few sprays of parsley and garnished with ripe olives and a quarter slice of lemon. It will usually be found much better to serve it with a spoon instead of a salad fork so that all the rich flesh may be scooped out.

### Avocado and Orange Salad

Place small lettuce leaves on a salad plate. Alternate half slices of a California orange and half slices of a carefully-peeled avocado in wheel fashion. Over these lay a ring of avocado cut about half an inch thick. In the center place several stuffed olives. The blending of the oil of the avocado and the juice of the orange is usually all the dressing that is needed. A slight seasoning of salt and pepper may be added. Try it with a little French dressing.

A tasty salad may be made in the same way by using slices or sections of grapefruit instead of orange.

Descriptive illustrated literature regarding Vista, North Whittier Heights, La Habra Heights or San Luis Rey Heights will be sent upon receipt of this coupon, without obligation.

Fill in and mail today!

"GRAND CANYON LINE"

## The Atchison, Topeka and Santa Fe Railway Company

Railway Exchange, 80 East Jackson Boulevard, Chicago

W. J. BLACK,  
Passenger Traffic Manager  
C. L. SEAGRAVES,  
General Colonization Agent

COLONIZATION DEPARTMENT

Chicago, October 20, 1925.

File H-31

Edwin H. Hart, Inc.  
724 Van Nuys Building  
Los Angeles, California

Gentlemen:

After several delays enroute from Los Angeles, I have just reached Chicago and will comply with the promise made you as to my opinion of the Vista lands.

Take the personnel of your organization, the quality of the land, the location and with the assured supply of water for lands to be cropped, feel that we are warranted in recommending the Vista lands to people who are looking for an ideal location in Southern California and where they can feel assured of success. The price of the Vista lands as compared with similar lands in Southern California, are in my opinion very reasonable and under your plan of development believe it will become one of the outstanding projects in Southern California. The whole scheme has much that could commend itself to any one who is interested in acquiring a small farm and in a section that holds out a splendid promise of success and where values are bound to increase as the development goes forward.

Our inquiries indicate that a good class of people are interested in small farms in Southern California, and we believe that we may be able to induce many people to locate in the Vista section. Will be glad from time to time to send you a list of any good inquiries we may receive and with the hope that such people can be located in your section. Will be glad to help the good work along so far as we possibly can.

Yours truly,

*C. L. Seagraves*

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Fri Jul 24 09:48:03 PDT 2020

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