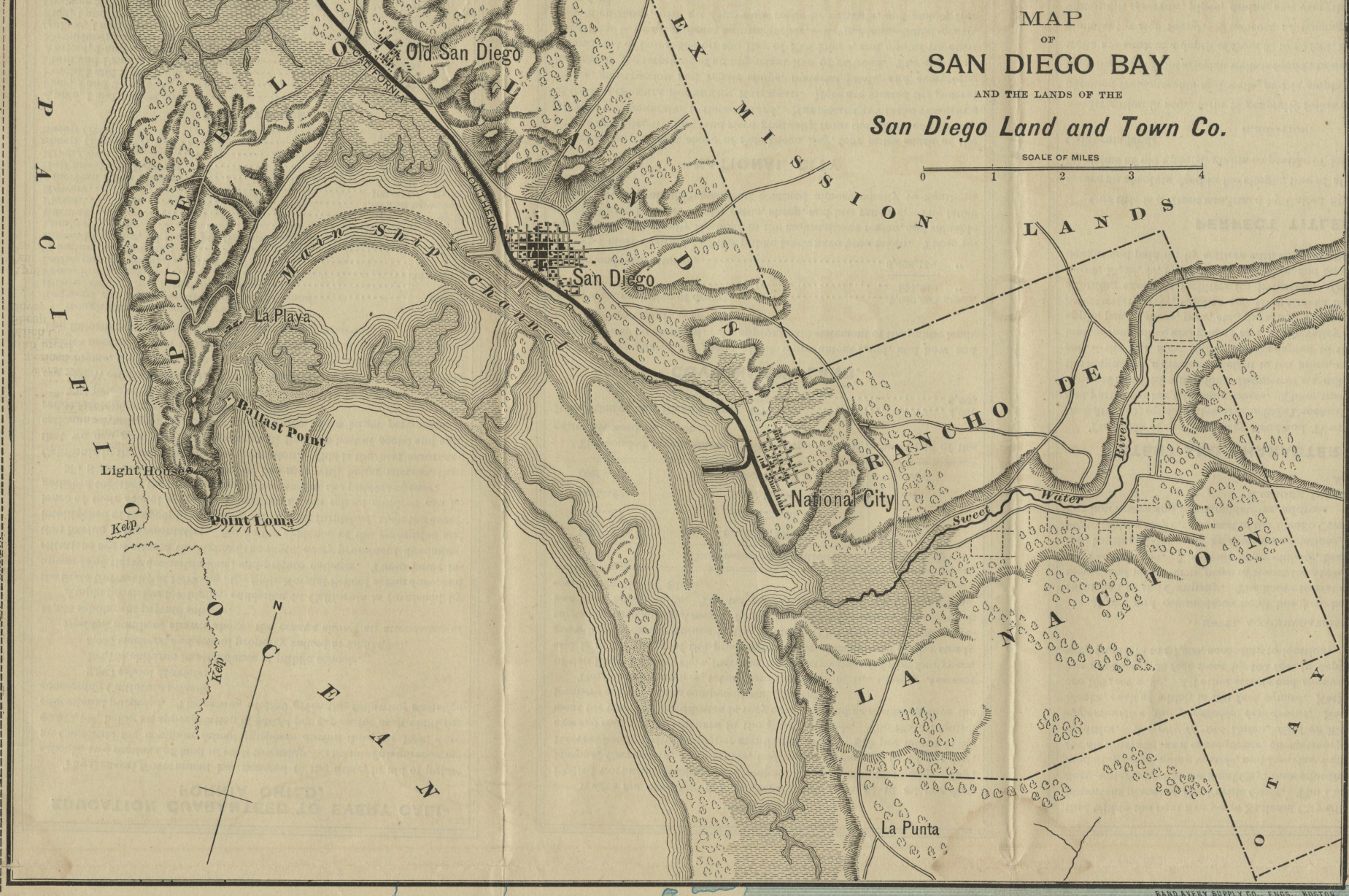
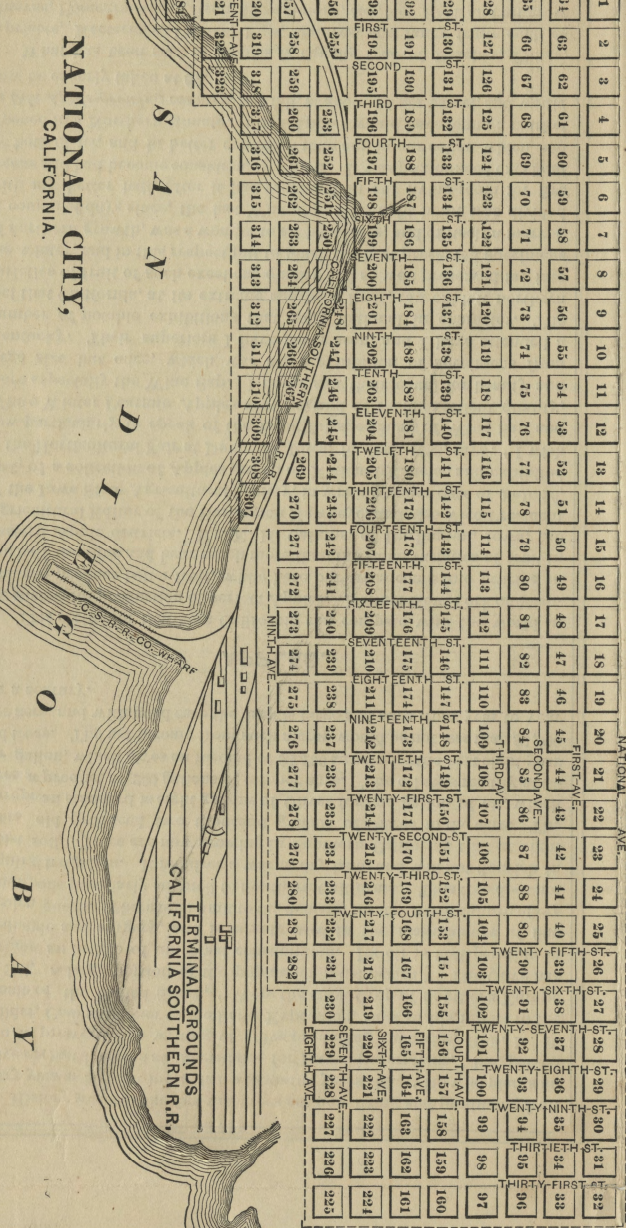




MAP
OF
SAN DIEGO BAY
AND THE LANDS OF THE
San Diego Land and Town Co.

SCALE OF MILES
0 1 2 3 4



MAP
OF THE
California Southern
RAILROAD
SHOWING LOCATION OF THE LANDS OF THE
SAN DIEGO LAND AND TOWN CO.

BANKERS & CO. ENGRS BOSTON.

JOHN W. ALLEN
PERSONAL FINANCE
402 California Theatre
San Diego
March 11 1906

GUIDE

—TO—

Southern California.

CONTAINING

RELIABLE INFORMATION CONCERNING THE PRODUCTS AND
PROSPECTS OF THE COUNTRY: AND ESPECIALLY
SHOWING THE ADVANTAGES TO SETTLERS
OF THE PROPERTY NOW OFFERED
FOR SALE BY THE

SAN DIEGO

Land and Town Company.

Parties seeking homes need look no farther, for here they will find FERTILE AGRICULTURAL LANDS and the

Best Fruit Lands on the Continent,

AT LOW PRICES AND ON EASY TERMS.

For additional copies of this folder, or for any desired information not herein contained, address

CHAS. L. HARRIS,
SUPT. SAN DIEGO LAND AND TOWN COMPANY,
NATIONAL CITY,
CALIFORNIA.

SOUTHERN CALIFORNIA!

Called also Semi-Tropic California, lies south of latitude 35 degrees, and is protected from the chill winds and ocean current of the San Francisco region, by the projection of Point Conception, which serves to divide two different climates; the country to the southward being free from the cold winds and fogs that prevail to the northward. In this district of Semi-Tropic California, and in the Southwestern portion of San Diego County, lies the property of the **SAN DIEGO LAND AND TOWN COMPANY**.

Parties largely interested in the Atlantic & Pacific Railroad have built the California Southern Railroad, a standard-gauge railroad from the bay of San Diego to San Bernardino, a distance of 127 miles, and will soon connect it with the Atlantic & Pacific Railroad, which is now completed to the Colorado River. The owners of the California Southern Railroad and the **SAN DIEGO LAND AND TOWN COMPANY** are identical; the latter owning all the lands and lots secured by the Railroad Company, either by grant or purchase. These lands aggregate about **50,000 acres**, and comprise **AGRICULTURAL LANDS OF GREAT FERTILITY**, and some of the **BEST FRUIT LANDS ON THE CONTINENT**. The town site of **NATIONAL CITY** is the **PACIFIC COAST TERMINUS** of the **CALIFORNIA SOUTHERN RAILROAD**, and the **PACIFIC OCEAN TERMINUS** for the **SOUTHERN SYSTEM OF TRANS-CONTINENTAL ROADS**.

The California Southern, when a junction is made with the Atlantic & Pacific Railroad, will give an all-rail route between the Atlantic and Pacific Oceans, four hundred miles shorter than by way of San Francisco. Among the inducements to settle in Southern California are the mild and genial climate and the unrivalled natural advantages of soil and location. Fruit-raising, farming, gardening, bee and stock raising, and a variety of industrial pursuits for which it affords a field, all invite capital, and promise a sure return to labor.

PRODUCTIONS.

There seems to be no limit to the wide range of our products. All the varieties of vegetables, grains, garden products, and fruits of the medium latitudes flourish in this wondrously fertile soil.

The developments thus far made have demonstrated beyond a doubt the fact that no other section of California does or can produce better fruits, semi-tropic or northern, than are grown on our lands.

At the *Annual California State Fair* held at Sacramento in September 1879, **CITRUS FRUITS** grown on these lands were awarded **FIRST PREMIUM** when exhibited in *competition* with the *entire State*.

At the great *Citrus Fair* held at *Riverside, Cal.*, in February, 1880, *Naval Oranges* grown on these lands were awarded **FIRST PREMIUMS**.

The **SOUTHERN DISTRICT FAIR**, embracing San Diego, Los Angeles, San Bernardino, Santa Barbara, and Ventura Counties, held at Los Angeles in Oct., 1880, awarded **TEN FIRST PREMIUMS** and **FOUR SILVER MEDALS** for exhibit of fruit grown on our lands. At the most important Fair ever held in Southern California (Los Angeles, 1881), it was conceded by the Committee of Award, that "if **QUALITY** of fruit (instead of *quantity*) were to decide, the **FIRST PREMIUM** for **BEST** exhibit of **CITRUS FRUIT** should be awarded to 'NATIONAL RANCHE GRANGE.'" This fruit was grown entirely on our lands.

In 1882, at *Riverside Citrus Fair*, an exhibit of San Diego Citrus Fruits took **First Premium** over all counties of Southern California save San Bernardino, which did not compete for the prize.

At the *Southern California Citrus Fair*, held at Riverside in March, 1883, our fruits were awarded **THREE FIRST PREMIUMS**, as follows, (San Bernardino County not competing) :—

1. For County of Southern California showing best display of Citrus Fruits.
2. The largest Oranges on exhibition.
3. For Paper Rind St. Michael Oranges.

At the *Third Annual Citrus Fair* held at *National City* under auspices of National Rancho Grange, *Fifteen First Premiums* were awarded for fruits grown on, and adjacent to, our lands, including *best exhibit Citrus Fruits, budded Oranges, Lemons, Limes, Cluster Oranges, pickled Olives, dried Figs, canned Fruits, Apples, Pears, Persimmons, Loquots and Raisins.*

These evidences of superiority, together with the numerous vineyards, orchards, and groves of Orange, Lemon, Fig, Lime, Olive and Prune trees on and adjacent to our lands, will convince the most skeptical of the fertility of the soil and its adaptability for the production of Citrus, semi-tropic and Northern fruits.

Besides semi-tropic fruits, the Grape, Apricot, Apple, Peach, Pear, Plum, Nectarine, and all the varieties of fruits common to the Northern and Middle States, can be grown here most successfully.

This is the natural home of the Grape. Both raisin and wine varieties grow and bear exceptionally well.

Our Raisins have been pronounced equal to the best brands of Malaga.

No part of the United States offers such superior advantages for successful Raisin culture.

The fruit industry of California has made gigantic strides within the past few years. Our fruit, either green, dried or canned, is already to be found everywhere. Even in the orchard and vineyard districts of Europe our fruits are appreciated and sought after to such an extent that the demand far exceeds the supply. In no country in the world is the fruit crop so abundant as here. Seventeen tons of fruit to the acre from a well-kept orchard is not an uncommon thing; and eight to ten tons to the acre is a fair average for an eight to ten-year old orchard.

Nor is the size or quality of our fruit surpassed. Grain raising has been carried on so long and so systematically in California that the profits have been considered as establishing the value of land products. In California the largest yield and the most favorable market will not warrant the farmer in expecting over \$50 per acre for land sowed to wheat, while the same quality of land planted to choice fruit, if well cared for, has been known to pay over two thousand dollars per acre, per annum, and hundreds of cases may be cited where orchards of more common varieties have paid well up into the hundreds. When we consider the small difference in cost of cultivation and caring for an orchard over a grain field, there seems no ground for doubt that the fruit industry will, in the next score of years, outdo in value and importance any other industry in the state, and that the annual wheat and gold products combined, enormous as they are, will be much less than the value of the fruit crop.

WILL IT PAY?

This is an all-important question and will be answered, not by citing exceptional cases, but by a plain statement of facts, showing what has been done, and what may be done again, by anyone possessing thrift and industry, using ordinary and usual care and diligence.

ORANGES.

That Orange culture is profitable is attested by indisputable facts, and experience has shown that an Orange orchard is a bank whose depositors are safe beyond a question, and whose dividends are regular and large. One of the Orange growers of Southern California makes the following statement of his own experience:—

“By a careful estimate of the crop of an orchard of 436 trees, 309 of which were twelve years old from the seed (the balance being too young to bare), I obtained as a net result over and above cost of transportation, commission on sales, &c., \$20 per tree, or an average of \$1,435 per acre. I do not claim this as an average crop or result, but I do claim, that with proper care and attention the average yield can be made to equal \$1000 per acre for twelve-year old trees.”

The Orange is a long-lived tree, retaining its fruitfulness to a great age.

LEMONS.

The commercial importance of the Lemon can hardly be overestimated, for the area of country on which this fruit can be successfully and profitably grown is much more limited than is the area adapted to the Orange.

It is more susceptible to the influence of frost than is the Orange. The Lemon is a prime necessity, the quantity imported into the United States being almost incredible. San Diego County alone could easily supply the markets of North America. The Editor of the Riverside Press. L. M. Holt, than whom no man in Southern California is better authority, says: “We note this as a horticultural fact and desire to give San Diego the credit of having a climate better adapted to the growth of the Lemon than that possessed by any other locality north of that county on the coast.

The yield is nearly as large and as profitable as the Orange. The annual Orange and Lemon product of the State of California is at present insufficient to supply the home demand. When this is met, a profitable market for the staple can always be found in the cities of the Union.

The area for successful Orange and Lemon Culture in the United States is comparatively small, while the area over which the fruit can be marketed is constantly increasing.

THE GRAPE.

The discovery of Gold in California was not so important as the later discovery of the capacity of the hills and valleys of the State to produce the best grapes in the world. It would appear from the experience of the past few years that the best, because the surest and most profitable, use to which the land of this region can be put is the cultivation of the grape. From two to eight tons per acre is the usual yield, and there seems to be no limit to the demand. Ten acres of vines will provide a competency for a family, and is land enough for any man of moderate means to cultivate. It is three years before a vineyard commences to pay, and from that time on, if well cultivated, will yield on an average four tons of grapes per acre. They will bring from \$20 to \$35 per ton, according to quality. In many cases vineyards have averaged seven and eight tons per acre. This gives for ten acres, at the low price of \$20 per ton for grapes, for the lesser yield, seven tons, \$1400, and for the larger yield, eight tons, \$1600. By genuine industry and intelligent care, any poor man in California may become well off in ten years on ten acres of vineyard land.

COST OF A VINEYARD.

J. De Barth Shorb, President of the California Horticultural Society, gives the following figures.

FOR ONE ACRE.

Plowing twice before planting, at \$2.00.....	\$4.00
Harrowing and pulverizing the same.....	.50
Cuttings (1000 vines, 6 feet apart.).....	5.00
Planting, per acre.....	2.00
Two plowings after planting.....	3.00
Cultivation and final pulverization.....	.50
Total cost, end of first year.....	\$15.00

SECOND YEAR.

Pruning, per acre.....	\$1.00
Plowing twice, at \$1.50.....	3.00
Cultivation twice, at 50 cents	1.00
Hoing near the vine.....	1.00
Total cost, second year.....	\$6.00

THIRD YEAR.

Pruning the vine and removing the wood	\$2.50
Plowing twice.....	3.00
Cultivating twice.....	1.00
Hoing near vine.....	1.50
Total cost, third year.....	\$8.00

In the fourth year, the expenses of pruning and removing the wood from the vineyard will be increased one dollar more, or to \$3.50 per acre: all the other expenses remain the same as during the third year. The vineyard is now in good paying condition, and ought to pay from \$50 to \$100 per acre. In fact, it would appear at the present that the culture of the grape is the most remunerative form of work, whether the produce of the vine be sold as Grapes, Raisins or Wine. The world is our market, and there is no limit to the demand.

The curing of Raisins in California was an unknown industry until 1875; since which time it has developed to such an extent that the crop of 1882 amounted to 200,000 twenty-pound boxes of excellent quality, valued at \$500,000. The Malaga Raisin Crop for 1882 is estimated at 2,500,000 boxes. It is evident that there is abundant room for Raisin culture in California to expand, without looking for a foreign market. There is no valid reason why California Raisins, equal in quality, should not entirely supersede the Malaga product in the United States, thereby adding millions to our national wealth.

The following statements are for two acres of three year old vines in *Raisin Grapes*. When planted, the vines were rooted one-year old slips.

The following year the crop of Raisins was 140 twenty-pound boxes.

The second year the crop of Raisins was 475 boxes, of which there were

400 boxes London Layers, sold at \$2.00.....	\$800.00
75 boxes London Layers, sold at 1.50.....	112.50

Gross Receipts.....\$912.50

EXPENSES.

Boxes and paper.....	\$63.25
Pruning and cultivation.....	33.00
Picking.....	35.00
Packing in boxes.....	40.00
	171.25

Net profits from two acres raising Grapes.....\$741.25

It is only a question of a few years when Southern California will supply the United States with Raisins. No fault can be found with the California Grapes. They are fully equal to the Malaga. Experienced Raisin-growers, after examining different parts of the State, have settled in San Diego county, knowing that no other part of the State offered such superior advantages for this profitable branch of fruit culture. Experience has shown their judgment to be correct, and parties wishing to follow their example, and engage in this most profitable branch of fruit culture, can find on the lands offered by the **SAN DIEGO LAND AND TOWN COMPANY** opportunities not excelled anywhere.

OLIVES.

Cuttings taken from bearing trees and planted where they are to remain will pay expenses of cultivation the third year. Ten acres will support a family the fourth year, and ever afterward be a source of rich revenue. Olive trees now growing on and near the lands of this company have produced at a crop from \$100 to \$150 per tree.

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 portion 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 moist soil. 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.

APPLES.

This section of Southern California can compete with the world in the successful production of perfect Apples. Neither New York or Michigan can produce better fruit, while here our trees come into bearing in one half the time and bear much more than the same varieties of fruit in Eastern Apple districts. Mr. E. H. Calkins, of Burlington, Iowa, the Agricultural Editor of the Burlington Hawkeye, and also Vice-President of the Iowa State Agricultural Society, in writing under date of Feb. 26, 1883, of a collection of Apples grown on National Rancho, and exhibited at the Horticultural Fair at Dubuque, Iowa, in Jan., 1883, says: "I wish now particularly to speak of the beautiful specimens of Wine Sap and White Winter Pearmin Apples sent us, and of their excellent quality, more especially the Wine Sap. I never saw their equal for beauty and large size but once, which was some exhibition of specimens from Kentucky. Their superiors I have never seen, and I have attended a number of notable exhibitions that were national in character. The fact that California, at its extreme southern limit, can exhibit northern varieties of fruit of such excellent quality and so well preserved far into the winter, and in this respect put to blush the best preserved specimens of northern growth, was a wonder to all beholders, and of itself a marvel. A couple of days since, the last Wine Sap I brought home was divided with my better half, after it had remained in our living-room for five weeks and had become considerably wilted. It was pronounced excellent by both of us, and in better condition than any in our cellar which had ripened in a Northern climate. Such Apples would have found a market in this Apple-growing country, last fall, at about \$4 per barrel, and would now be eagerly taken at \$5."

What has been said of Apples is equally true of Peaches, Plums, Apricots, Nectarines, Prunes, Figs, Quinces, and fancy fruits such as Guavas, Pomegranates, Citron, Persimmons, &c., &c. Each and all grow in equal perfection, and all yield profitable incomes.

San Diego County, in common with other portions of Southern California, enjoys the luxury of Strawberries, Green Peas and fresh garden vegetables throughout the year.

EDUCATION GUARANTEED TO EVERY CALIFORNIA CHILD.

The General Government has donated to the State, in aid of public schools, two sections of land in each township. The total disbursements in California for common school purposes during the year 1880, were \$3,573,108, being an appropriation of \$16.84 per capita for each child for educational purposes. The census of 1880 gives the following statistics concerning California schools.

2,063 school districts.

158,765 children in attendance at public schools.

3,595 teachers, and school property valued at \$6,914,303.

Besides numbers shown above, the census shows an attendance of 14,953 scholars at private schools.

Ample provision for higher education in California is furnished by the State University at Berkeley, the State Normal School at San Jose, and upwards of thirty denominational and private colleges. These latter institutions are scattered throughout the State, every prominent denomination having a representative. No better evidence of the enterprise and intelligence of the people of California can be furnished, than the excellence of their school system. Wherever fifteen school children can be gathered together they are entitled to a school at the public expense.

No State takes greater pride, or has met with better success, than California in the cause of popular education. This is the best assurance that we can give that new comers will find the best of social and educational advantages. No State of the Union has a larger percentage of refined, intelligent and prosperous people.

The price of living varies but little from prices ruling in the Northern and Western States. Hardware, groceries, dry goods, and farming implements, are bought here at a slight advance on Eastern prices. All articles needed by new settlers can be bought here at reasonable prices. The following are prices for some of the supplies needed. —

Rough Lumber, including all sizes: —

Redwood and Pine, not dressed, per thousand.....	\$27.50
Rustic (siding) No. 1, per thousand.....	40.00
Fence Posts, each.....	.15 and .20
Laths, per thousand.....	5.00
Shingles, per thousand.....	3.50
Dressed Lumber, all sizes, per thousand.....	37.50
Lumber Wagons.....	\$100.00 to \$150.00
Harness.....	10.00 " 40.00
Plows.....	7.50 and upwards.
Mowers.....	100.00 to 200.00
American Farm Horses.....	75.00 " 100.00
Half breed and Mexican.....	10.00 " 75.00
Milch Cows.....	30.00 " 75.00
Sheep (Ewes).....	1.50 " 5.00
Sheep (Rams).....	10.00 " 50.00

NURSERY STOCK.

Apple, 1 and 2 years old.....	\$15.00 to \$20.00	per 100
Pear, 1 and 2 years old.....	25.00 " 35.00	"
Peach, 1 and 2 years old.....	15.00 " 25.00	"
Plum and Prune, 1 and 2 years old.....	20.00 " 30.00	"
Apricot, 1 and 2 years old.....	25.00 " 35.00	"
Nectarines, 1 and 2 years old.....	25.00 " 35.00	"
Quince, 1 and 2 years old.....	20.00 " 30.00	"
Figs, 1 and 2 years old.....	12.50 " 25.00	"
Oranges and Lemons, 1 and 2 years old, budded..	.60 " 1.00	each.
Olives, 1 year old.....	25.00 " 50.00	per 100
Almond.....	25.00 " 30.00	"
English Walnut.....	30.00 " 40.00	"
Grape Cuttings.....	3.00 " 5.00	pr. 1000
Grape-raisins, 1 year old rooted vine.....	20.00	per 100
Grape, Sultanas and Zante, 1 year old rooted vines	20.00	"
Blackberries and Raspberries.....	1.00 " 2.00	"
Strawberries.....	1.50 " 2.00	"
Seedling Pear and Apple stocks, grafting size...	8.00	pr. 1000
Scions, Pear, Plum, Apple, &c.....	5.00	"

WAGES.

Wages for ordinary day laborers range from \$1 to \$2 per day; Skilled workmen, Machinists, Jewelers, Tanners, etc., \$3 to \$4 per day; Masons, Carpenters, Bricklayers, and Stone Cutters \$3 to \$4 per day; Harvest hands (with board) per month, \$25 to \$30. \$75 per month is the average salary paid teachers in the public schools. The State requirement for teachers' certificates is very exacting, and as a consequence the teachers employed are competent and efficient.

The following figures, taken from the books of the County Assessor of San Diego County, show increase in property values for past four years, and is a fair index of the prosperity of our citizens, and of the steady growth of property values in the County. The totals show values returned by the County Assessor for the purposes of taxation, and are much less than actual value. The tax rate shows levy of tax upon each assessed valuation of \$100.

Year.	Total assessed valuation.	Tax Rate.
1879—80	\$3,160,478.00	\$2.44½
1880—81	4,907,222.00	2.46
1881—82	6,282,118.00	1.75
1882—83	7,082,747.00	1.45

The bonded indebtedness of San Diego County is but \$1.63 of the entire assessed valuation.

Population of San Diego County, 1870	4,951
" " " 1880	8,620

GOVERNMENT LAND.

Many enquiries are made about Government Land, and how and where it may be obtained. An approximate statement of the public lands in San Diego County is as follows:—

Total area, exclusive of desert	7,080,000 acres.
Occupied lands	561,842 "
Public lands unoccupied	6,428,158 "

The most desirable of the public lands have been taken. Those remaining are principally included in the mountainous region, and valuable as grazing and timber lands, cattle, sheep, and bee ranches. The latter being a very profitable business, confined almost wholly to Southern California.

NATIONAL CITY

Is located on the east shore of San Diego Bay, four miles south of the city of San Diego. The land rises gradually from the shore of the Bay towards the mountains to the eastward. NATIONAL CITY is the TERMINUS of the CALIFORNIA SOUTHERN RAILROAD. Here are located the general offices, construction and repair shops, material yards, and everything incident to the terminus of an important line of railroad. The city has a water front of two miles on the Bay of San Diego, and one of its chief attractions is its magnificent natural harbor,—deep, commodious, secure, easy of entrance, with no dangerous rocks or currents, and almost free from fogs.

San Diego Bay affords the only Pacific Coast Harbor in the United States south of San Francisco, and few harbors in the world present so many natural advantages. Were *these* the only resources that National City could claim, they would be ample to guarantee the building of a city of great commercial importance. But with the combined advantages of perfect climate, a magnificent harbor, a rich and fertile country tributary to it; with the railroads completed, building and projected, we predict

that within the next five years National City will become one of the most important places on the Pacific Coast. The Company is now building a deep-water wharf at National City, thus affording every means for accommodating ocean-going vessels, and insuring water competition in freight for all time, and, as a consequence, cheap transportation rates on all commodities. *No city in the Union, East or West, offers such favorable opportunities for profitable investment.* National City contains 448 blocks, each of which is 250 feet square. National and Eighth Avenues are 100 feet wide. All other streets and avenues are 80 feet wide. The lots are mostly 25 feet front by 100 feet in depth, and the prices of lots vary from \$75 to \$1,000, according to location.

HOTEL ACCOMMODATIONS.

A new and commodious hotel has just been completed and newly furnished by the Company. The house is first-class in all of its appointments, and is a favorite place of resort for visitors to this sunny part of the Pacific Coast. The semi-tropic climate, beautiful surroundings, boating, bathing, fishing and hotel accommodations, include everything possible to make a stay on this part of the Pacific Coast pleasant and profitable. For hotel rates and accommodations, address

MANAGER INTERNATIONAL HOTEL,
National City, California.

EXTENT AND CHARACTER OF LANDS.

The lands of the San Diego Land and Town Company include more than fifty (50) square miles, and include Rancho de la Naclon, Rancho Otay, and parts of other adjoining tracts. These tracts extend along the east shore of San Diego Bay for a distance of six miles, and easterly towards the mountains a distance of eight to ten miles, embracing all varieties of soil,—the rich mesa (table lands) adapted to the culture of the orange, lemon, lime, olive and grape; and fertile valley lands where the apricot, apple, peach, plum, pear, etc., grow and thrive without irrigation. The Sweetwater River, Chollas and Otay Creeks flow through these tracts, affording excellent facilities for irrigation. Our lands are sub-divided into 5, 10, 20, 40, 80, and 160 acre tracts, and on the terms offered can be bought and paid for by settlers with small capital.

PERFECT TITLES.

Our title is a Grant confirmed by United States Patent. Purchasers secure an absolute deed in fee simple, free of all claims, and not clouded by claims of old Spanish grants so prolific of loss and litigation in other California lands.

IRRIGATION.

Irrigation in some form is generally followed. The water supply is obtained from streams and wells, and is ample to produce best results. Flowing water from artesian wells is found at a depth of 300 feet. Ordinary wells are sunk to a depth of from 35 to 85 feet, according to location, and abundant water found. The cost of fencing, digging well, building wind-mill, reservoir, pipes, drains, and everything necessary to irrigate a ten-acre fruit farm, need not exceed \$800, and where two or more adjoining land-owners unite, the cost to each may be considerably reduced.

PRICES.

The price of choice lands suitable for fruit-raising varies from \$25 to \$200 per acre, according to location. Ten or fifteen acres in fruit is as much as one man can attend to.

TERMS OF SALE.

LOW PRICES, — LONG CREDIT, — INTEREST ONLY SEVEN PER CENT, —
FIVE PER CENT DISCOUNT FOR CASH.

We desire to call the special attention of all to the fact that the SAN DIEGO LAND AND TOWN COMPANY OFFERS BETTER LANDS, AT LOWER PRICES AND LONGER TERMS OF CREDIT, than any Company on the Pacific Coast; and in dealing with purchasers has always acted in the most just and liberal spirit. These lands have been carefully examined and graded according to value. The schedule prices for choice fruit lands range from \$25 to \$200 per acre, on six years' time at seven per cent interest. Terms of sale for lots and lands are as follows, viz.:—

TERMS I.—Six years' credit, one fifth down; balance in five equal annual payments, — seven per cent interest on deferred payments.

TERMS II.—Two years' credit, one third down; balance in two equal annual payments, — seven per cent interest.

TERMS III.—Cash, with discount of five per cent from six years' credit-price. If at any time a purchaser wishes to pay in full for his land, he can do so and stop the interest. In the case of purchasers who have sufficient means to enable them to do so, it is, of course, the best policy to take advantage of the DISCOUNTS GIVEN FOR CASH.

Taxes are payable by the purchaser for the year in which the sale is made and thereafter. Taxes are assessed March 1st, due December 1st, delinquent January 1st, and bear interest after last-named date. Sold February 1st.

EXAMPLE OF TERMS No. I.

Twenty acres at \$50 per acre (bought Jan. 1, 1883), \$1,000.

DATE OF PAYMENT.	PRICE.	INTEREST	TOTAL.
Jan. 1, 1883 (date of purchase).....	\$200.00	\$200.00
“ 1884 (deferred payment).....	160.00	\$56 00	216.00
“ 1885 “ “	160.00	44.80	204.80
“ 1886 “ “	160.00	33.60	193.60
“ 1887 “ “	160.00	22.40	182.40
“ 1888 “ “	160.00	11.20	171.20
Total	\$1,000.00	\$168.00	\$1,168.00

EXAMPLE OF TERMS No. II.

Twenty acres at \$50 per acre (bought Jan. 1, 1883), \$1,000.

DATE OF PAYMENT.	PRICE.	INTEREST	TOTAL.
Jan. 1, 1883 (date of purchase).....	\$333.33½	\$333.33½
“ 1884 (deferred payment).....	333.33½	\$46.66½	380.00
“ 1885 “ “	333.33½	23.33½	356.66½
Total.....	\$1,000.00	\$70.00	\$1,070.00

For cash the same land could be bought for \$950.

THE BEST IS THE CHEAPEST.

These lands are in a section of country where the rough work of the pioneer is already done. Towns are founded, railroads completed, mills and bridges built, daily mails running, societies, churches and schools are organized; farming, grazing, gardening and fruit-raising have been attested by a score of years of unqualified success. Good people from every land have here established hundreds of happy homes, and the new comer has but to select his land, build his house, use ordinary business care and diligence, and he can literally "sit down under the shade of his own vine and fig tree" and grow strong and independent, in health and prosperity.

Now is the time for persons contemplating a move, to investigate carefully the claims of this locality. The Company follows a liberal policy with actual settlers, and will make it to the advantage of all such to select and secure a portion of these lands.

SPECIAL TO COLONIES.

In no part of the world has co-operation produced better results than in California, and no part of California is better adapted than this, for securing the highest and best results to united effort. A colony of four or more families can, by unity of action, get minimum rates of transportation, can secure all needed water for irrigation at a great reduction, and can in various ways obtain the greatest amount of benefits with the smallest outlay of time, money and labor. Some of the best aggregate results of fruit-culture in California have been secured in colony settlements. On our lands, offering every possible inducement, the success of a colony would be assured.

THE SAN DIEGO LAND AND TOWN COMPANY has reserved large tracts of land specially adapted to the wants of colonies, and will make special terms and concessions to colonists.

WHO ARE WANTED.

Men and women of intelligence, judgment and enterprise, who expect to meet and overcome drawbacks and difficulties; who are not afraid to work, and who know how to take advantage of the many favoring circumstances the country affords. These are wanted, and plenty of them. To such the San Diego Land and Town Company will lend a helping hand, and render all possible aid in making their residence here pleasant and profitable. A capital of at least from one to two thousand dollars is necessary in order to successfully engage in fruit-raising. Persons with less can do as well here as elsewhere. Parties are now here who came with no capital and are now worth from \$10,000 to \$50,000, but they were men who were willing and able to work hard, early and late. For such there is always room.

WESTWARD HO!!!

WESTWARD THE COURSE OF EMPIRE TAKES ITS WAY,—

THE FOUR FIRST ACTS ALREADY PAST:

A FIFTH SHALL CLOSE THE DRAMA OF THE DAY,—

TIME'S NOBLEST OFFSPRING IS THE LAST.

So wrote Bishop Berkeley, as long ago as 1730.

"COME AND SEE THE FULFILMENT OF THE PROPHECY."

A COMPARISON NOT ODIIOUS.

The following table of statistics, taken from the Report of the U.S. Commissioner of Agriculture, shows the average cash value per acre of the staple farm products for the year 1881. In this table, California crop values are compared with the most productive States of the Union:—

STATES.	Corn.	Wheat.	Rye.	Oats.	Barley.	Buck-wheat.	Potatoes.	Hay.
	\$ Cts.	\$ Cts.	\$ Cts.	\$ Cts.	\$ Cts.	\$ Cts.	\$ Cts.	\$ Cts.
INDIANA	13.08	13.72	9.49	9.66	27.30	10.89	37.10	14.64
ILLINOIS	11.25	10.	14.10	14.36	13.33	7.52	50.40	14.82
IOWA	11.35	7.	9.12	8.91	15.39	11.16	56.10	8.28
MISSOURI.....	10.72	10.23	10.03	10.71	15.48	12.25	43.68	13.75
KANSAS.....	10.56	9.55	9.03	7.92	9.22	9.40	49.40	5.83
NEBRASKA.....	10.69	6.89	7.88	7.92	4.89	7.86	47.04	5.40
CALIFORNIA.....	21.22	12.36	11.10	13.86	14.55	17.90	68.	16.47

FIVE YEARS OF PROSPERITY.

Table showing quantity and value of California staples for past five years:—

	1878.	1879.	1880.	1881.	1882.
Wheat Crop, IN CARTALS.....	22,000,000	20,000,000	31,000,000	27,000,000	29,500,000
Wool Clip, IN POUNDS	40,862,061	46,903,360	46,000,000	43,204,769	39,448,349
Vintage, IN GALLONS	6,000,000	500,000	10,000,000	9,500,000	10,000,000
Value of FRUIT CROP	\$3,500,000	\$3,500,000	\$3,750,000	\$4,250,000	\$5,000,000

Encouragement for the future rests in the fact that our most valuable resources are only in their infancy. With the State thickly settled with an intelligent, industrious people, our annual crop products will rank with the first. With an area equal to the combined area of Pennsylvania, New York and New England, with one continuously progressive development, unequalled advantages and resources, California will lead the States of the Union in population, wealth, influence, and everything that makes a nation great.

CLIMATE.

The most potent aid to individual comfort and national progress is an equal and genial climate. Tropical heat and arctic cold depress the mental and physical energies, reduce the field of activity and cut off many sources of enjoyment. The climate of Southern California is the most equable on the globe, and makes the nearest approach to the temperature in which active physical labor can be performed with the least discomfort at all seasons of the year. Southern California, as a whole, and particularly that part of it lying adjacent to San Diego Bay, has much to gain and nothing to lose by the diffusion of knowledge concerning its climatic advantages. Nowhere else is the sky so favorable to the toiler. Small rainfall, absence of extreme heat and cold, absence of rank vegetation, and excellent drainage, banish malaria so that it is here unknown. The Signal Service Statistics show an average rainfall of 9 59-100th inches

per year for a term of ten years. The fact that there are few rains, and that they fall during the colder months, will account for the lack of luxuriant vegetation which many expect to find in a semi-tropical country. But rank vegetation and the abundant moisture that causes it, are not conducive to the healthfulness of a country, and more is gained than lost by their absence. There are few days in the year during which residents of this section fail to enjoy sunshine.

The Signal Service Reports show that during the five years, (1876-1880, inclusive) containing 1827 days, there were 1769 days on which the mercury did not rise above 80 degrees, and the remaining 58 days were distributed over nine months of each of the years. These 58 days of the five years were distributed thus:—In 1876, 8 days; in 1877, 12 days; in 1878, 10 days; in 1879, 19 days; in 1880, 9 days; a very wide distribution.

NO "HEATED TERM."

It thus appears that the climate of San Diego is entirely free from what is known as "the heated term." During the five years there were never more than 4 days in any one month on which the mercury rose above eighty degrees, except the 7 days in September, 1878, when extensive fires were burning all along the range of mountains east of San Diego, and the 6 days in October, 1879.

Compare this exhibit with the climate at New York during an equal period, namely, from July 1, 1874, to June 30, 1879, being the last five years of the published records. During that period, instead of 58 days, as in San Diego, there were 267 on which the mercury rose above 80 degrees: May had 11; June 45; July 107; August 79; September 35. The month of July, in 1874, contained 17 such days; in 1875, 19; in 1876, 25; in 1877, 23; in 1878, 23; and these 267 days in New York were confined to *five months*, instead of being distributed through *nine*, as were the 58 days in San Diego. Let it be remembered, that New York is eight degrees further north than San Diego.

NO "COLD SPELL."

The reports of the Signal Service show that during the five years, containing 1827 days, there were 1782 days on which the mercury did not fall below 40 degrees. Of the remaining 45 days, there were only 2 on which the mercury registered 32 degrees; and none on which it fell below that point; nor did the mercury remain at 32 for more than two hours at any time. The lowest maximum of these days was 52 degrees. These 45 days were distributed through *five months of four different years*, none occurring in 1877. There was, at no time, what is known in other places as a "cold spell."

In New York City, during an equal period of five years, ending June 30, 1879, there were 735 days on which the thermometer stood below 40 degrees, namely: 22 in October, 75 in November, 136 in December, 145 January, 140 in February, 139 in March, 73 in April, and 5 in May.

Compare these figures with the Signal Service Reports of any of the Southern, Eastern or Northern cities for a like term, and the wonderful exemption of San Diego from the extremes of heat and cold, will be self-evident. When in San Diego in 1872, with a party of scientists, Prof. Agassiz in his address said:—

"You have heard from the lips of a practical man (Thos. A. Scott), of the great commercial advantages you possess by reason of your geographical situation, and the merits of your beautiful and secure harbor; he assures you of an important future. I do not know why I should be here except as a listener. But as he (Col. Scott) has done me the honor to call upon me, I will say that, in his enumeration of your peculiar advantages, he has failed to allude to one which to me seems of very great importance. Perhaps as a scientific man I may lay more stress upon it than necessary, but I hardly think it possible. I have seen many

parts of the world and have made some study of this subject. It is the question of climate — of your latitude — that I refer to. You are here on the 32d parallel, beyond the reach of the severe winters of the northern latitudes. You have a great capital in your climate. It will be worth millions to you. This is one of the favored spots of the earth, and people will come to you from all quarters to live in your genial and healthful atmosphere."

The climatic advantages of this favored region are then: No extremes of heat or cold; small rainfall; no tornadoes or thunder storms; fresh and pure breezes from the Pacific by day, and from the mountains by night.

Table showing inches of rainfall at San Diego during each rainy season (October to March inclusive) from 1871 to 1882 inclusive:—

Months.	1872 & 1872	1872 & 1873	1873 & 1874	1874 & 1875	1875 & 1876	1876 & 1877	1877 & 1878	1878 & 1879	1879 & 1880	1880 & 1881	1881 & 1882
OCTOBER ..	.055308	.81	.96	.39	.53	.24
NOVEMBER	1.1977	.88	2.25	.04	.06	2.77	.28	.12
DECEMBER	1.39	1.44	5.46	.55	.41	.15	3.89	1.57	6.32	4.15	.30
JANUARY ..	.99	.44	3.11	2.38	2.47	1.05	1.45	3.54	.61	.52	4.53
FEBRUARY.	1.63	4.15	3.73	.37	2.44	.18	4.83	1.04	1.50	.45	2.55
MARCH46	.11	1.20	.45	1.78	1.44	1.41	.10	1.43	1.88	1.02
Totals for Rainy Seasons.	5.71	6.14	14.27	5.16	9.35	2.94	12.43	7.21	13.02	7.81	8.76

The following tables give the mean average temperature of SAN DIEGO as compared with some of the world's noted climates:—

PLACE.	Mean January Temp.	Mean July Temp.	Differ- ence.	Latitude.	
	Degrees.	Degrees.	Degrees.	Deg.	Min.
NEW YORK	N.Y.	31	77	46	40 37
PHILADELPHIA.....	Pa.	32	76	44	39 56
CHICAGO	Ill.	28	72	44	41
NEW ORLEANS.....	La.	55	82	27	29 57
BOSTON	Mass.	26	70	44	42 21
JACKSONVILLE.....	La.	58	80	22	30 50
ST. PAUL.....	Minn.	10	69	59	44 53
GENOA.....	Italy.	46	77	31	44 24
NAPLES.....	"	46	76	30	40 52
NICE.....	France.	47	75	28	43
ST. AUGUSTINE	Fla.	59	77	18	30 05
SAN FRANCISCO.....	Cal.	48	58	10	36 36
SANTA BARBARA	"	56	66	10	34 24
SACRAMENTO.....	"	45	73	28	38 34
SAN JOSE	"	46	69	23	37
LOS ANGELES.....	"	55	67	12	34 04
SAN DIEGO.....	"	57	65	8	32 41

HOW TO COME.

1. The shortest route for parties east of the Missouri River, is via Kansas City, by Atchison, Topeka & Santa Fé R.R. and Southern Pacific R.R. to Colton, Cal., and thence to National City, over the California Southern R.R. — Distance from Missouri River, 1,918 miles.

2. By Union & Central Pacific to San Francisco; thence to National City via Southern Pacific to Colton; or, from San Francisco to San Diego by Pacific Coast S.S. Co's steamers sailing from San Francisco every five days. — Distance from Missouri River, 2,583 miles.

3. From New Orleans via El Paso, and thence via Southern Pacific to Colton, and thence to National City by California Southern Railroad. Distance from New Orleans, 2,082 miles.

4. A shorter all-rail route will be afforded on completion of the Atlantic & Pacific R.R. to a junction with the California Southern R.R.

CONDENSED THROUGH TIME-SCHEDULE.

From MISSOURI RIVER to NATIONAL CITY, CAL., via A., T. & S. F. R.R.,
So. Pacific R.R. and

CALIFORNIA SOUTHERN RAILROAD.

WESTWARD.	Pacific Express.	Day of Week.	Emigrant	Day of Week.	Miles from Mo. River	} Cal. Southern R.R. & S. F. R.R.
KANSAS CITY.....Lv.	10.00p.m.	Mo ...	11.15p.m.	Mo....		
TOPEKA..... "	1.15a.m.	Tu....	6.00a.m.	Tu....	50	
LAS VEGAS..... "	1.30p.m.	We...	8.40p.m.	Th....	770	
DEMING.....Ar.	7.00a.m.	Th....	6.30a.m.	Sat....	1133	
DEMING.....Lv.	7.45a.m.	"	2.00p.m.	"		
COLTON.....Ar.	2.30p.m.	Fri ...	12.25a.m.	Tu....	1791	
COLTON.....Lv.	3.10p.m.	"	3.10p.m.	"		
NATIONAL CITY...Ar.	11.00p.m.	"	11.00p.m.	"	1918	

GENERAL AND TRAVELING AGENTS.

Appended is a list of the names and addresses of the General Agents and Traveling Agents of the Atchison, Topeka & Santa Fé Railroad. Application may be made to them, either in person or by letter, for maps, time-tables, and any desired information in regard to rates of fare, tickets, checking of baggage, etc., etc. Any person or persons proposing to organize parties for the West, will be visited, if desired, by one of the Company's Traveling Agents. The list is as follows:

- W. L. MALCOLM, General Eastern Agent, 419 Broadway, New York.
- HENRY FARNUM, Trav. Pass'r Agent, 419 Broadway, New York.
- S. W. MANNING, New Eng. Agent, 197 Washington St., Boston, Mass.
- J. W. DONALD, Traveling Agent, 197 Washington Street, Boston, Mass.
- H. L. CARGILL, Canadian Agent, 25½ Scott Street, Toronto, Can.
- J. O. PHILLIPPI, General Agent, 54 Clark Street, Chicago, Ill.
- W. B. JEROME, Traveling Agent, 54 Clark Street, Chicago, Ill.
- W. H. HOLABIRD, Traveling Agent, 54 Clark Street, Chicago, Ill.
- N. T. SPOOR, General Agent, 320 Chestnut Street, St. Louis, Mo.
- N. A. DANE, Passenger Agent, 12 Exchange Street, Buffalo, N. Y.
- GEO. W. PANGBORN, Passenger Agent, 155 4th Avenue, Pittsburg, Pa.
- W. J. JANNEY, Passenger Agent, 38 Arcade, Cincinnati, O.
- A. E. LIPPINCOTT, Southern Pass'r Agent, 318 Main St., Louisville, Ky.
- F. T. HENDRY, Pass'r Agent, 71 W. Maryland Street, Indianapolis, Ind.
- S. M. OSGOOD, Passenger Agent, Cedar Rapids, Ia.
- C. D. PALMER, Texas Passenger Agent, 733 Elm Street, Dallas, Tex.
- D. W. HITCHCOCK, General Western Passenger Agent, 1 Montgomery St., San Francisco, Cal.
- W. H. MEAD, Trav. Agent, 1 Montgomery Street, San Francisco, Cal.
- THEO. F. BROWN, General Agent, Denver, Col.
- J. D. CRUISE, Commercial Agent, Kansas City, Mo.
- H. E. MOSS, Passenger and Land Agent, Kansas City, Mo.
- W. R. PEABODY, General Agent, Atchison, Kan.
- EDWARD HAREN, Western Passenger Agent, Topeka, Kan.
- JOHN L. TRUSLOW, General Traveling Agent, Topeka, Kan.
- W. F. WHITE, General Passenger and Ticket Agent, Topeka, Kan.

COME TO HEADQUARTERS.

Buy Tickets through to National City, and on arrival come to the Office of the SAN DIEGO LAND AND TOWN COMPANY, which is in the new depot-building of the California Southern Railroad Company. There you can inspect maps and plots of the lands, and find persons familiar with the different localities; and if you make known what you want to engage in, we can call your attention to a tract of land that will in all probability meet your requirements.

Parties wishing to purchase land, either for a home or for an investment, should visit this part of Southern California, and allow sufficient time to examine the country,—by so doing you will have little or no difficulty in making a satisfactory location.

PLEASE READ THIS FOLDER AND HAND TO A FRIEND.

Send your name and address, or that of any of your friends who contend for a move, and we will forward maps and circulars giving full information about Southern California, the location, prices, and terms upon which our lands are sold, the best routes from the East, or any information in our power to give. Address,

CHAS. L. HARRIS,
Superintendent San Diego Land and Town Company,
NATIONAL CITY,
San Diego County, CALIFORNIA.

CALIFORNIA SOUTHERN RAILROAD.

The only all-rail route from *Kansas City, St. Louis or New Orleans* to *National City and San Diego*; also the only all-rail route between *San Francisco, Los Angeles, and the Bay of San Diego*.

Close connection is made at *Colton* with Southern Pacific trains, landing passengers at *National City and San Diego* the same day.

The California Southern Railroad opens a new and comparatively unknown district to the tourist; the equipment of the road is new, and first-class in every respect. The scenery along the line of the road is the **GRANDEST ON THE CONTINENT.**

Parties visiting California should not fail to make a trip over the California Southern and view the *Grandest Scenery in America.*

RATES OF FARE TO SAN DIEGO OR NATIONAL CITY.

FROM	1st Class.	2d Class.	3d Class.
KANSAS CITY OR ATCHISON.....	\$106.00	\$81.00	\$51.00
ST. LOUIS.....	111.85	88.00	56.00
NEW ORLEANS.....	104.50	81.00	56.00
DENVER.....	84.00	71.00	51.00

To save time, passengers should purchase their tickets by the Southern Route. Be sure to stop off at Colton, where no charge is made for transfer of baggage. For passenger or freight rates, apply to

J. N. VICTOR,
Gen'l Freight and Passenger Agent,
NATIONAL CITY, CAL.

J. N. Allen
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ALLEN
FINANCE
402 Colton Bldg.
San Diego, Calif.