

# SAN MARCOS

Northern San Diego County

CALIFORNIA

THE VALLEY OF SUNSHINE  
AND HAPPINESS



A Citrus Tree in the San Marcos Valley



# Resources of the San Marcos Section

**S**AN MARCOS is located at the confluence of a number of beautiful valleys—the Twin Oaks, the Richland, the San Marcos and Los Vallecitos de San Marcos. Encircled by the Vista Irrigation District, the Escondido basin, the Meadowlark and Agua Hedionda valleys. It is one of the richest, most prolific and most picturesque spots in a country teeming with wild flowers, and rich in paved highways, following the coast line from Long Beach to Oceanside, thence over Vista Way to the thriving town of Vista, and along the Inland highway. The Coast Route has been very appropriately called the Riviera of America by that eminent traveler and scholar, Arthur Brisbane. It is reached from San Diego over Camp Kearney Mesa, through the Scripps eucalyptus groves, over the Poway summit down into and along the Poway valley to the headwaters of Lake Hodges on the San Dieguito, on through the Escondido basin to the Richland, Twin Oaks and San Marcos Valleys, where lays our peaceful town, nestled in the center, about 10 miles back from the Pacific.

## VARIED RESOURCES

No part of Southern California possesses more varied resources than these favored sun-kissed hills and valleys. Even before the advent of water these valleys and hills produced bountiful crops of fruits and vegetables, abundance of feed for dairy herds and poultry. The bringing of water from Henshaw Lake through one of the finest irrigation systems in the world has transformed the surrounding country into a veritable garden of Eden, where every prospect pleases and the lure of contentment brings you back after your first visit.

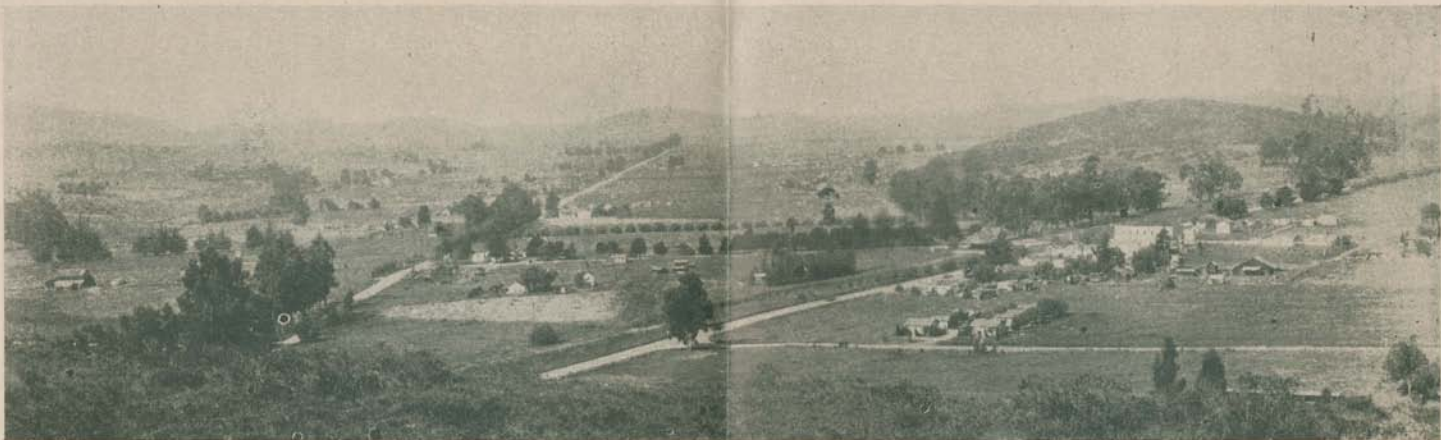
## CITRUS

As a citrus country we recognize no competition. Our oranges, containing a higher sugar content, are possessed of a richness of flavor and delicacy of texture unequalled. A ride through the citrus groves, laden with golden pendants is pleasing to the eye, and inspiring to those who would farm with pleasure as well as profit. Lemons and grapefruit grow in similar abundance and with the same rich flavor imparted by 350 sunny days in each year. Limes, now becoming one of America's most popular thirst quenching drinks, are grown here with a pungent flavor that has created a good demand for them.



One of Many Poultry Ranches in the Valley

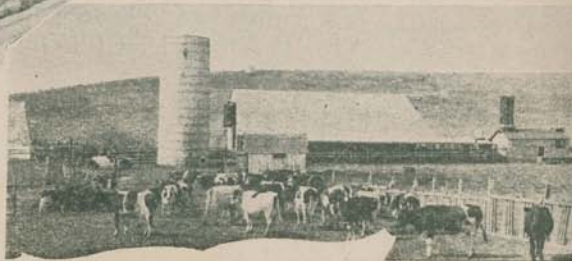




View of Town of San Marcos and a Part of the Valley



SCENES IN THE SAN MARCOS  
AND TWIN OAKS VALLEYS



## AVOCADOS

Of the avocado, king of all fruits, but little need be said. In a few years it has grown from a little known fruit to the favorite table delicacy of hundreds of thousands. Once to know its flavor and food values makes an addict to this wonderful fruit. The demand is constantly increasing all over the United States. The area in which they can be grown successfully is very limited. Two-thirds of the avocados grown in California are grown in San Diego County, a natural habitat of the avocado.

## GRAPES

Grapes are second only to oranges, in value of horticultural products in California, and our table grapes are classed as among the best, rich in color, delightful in flavor and pleasing to the taste. Owing to changing conditions the juice grape for which the surrounding country is justly famous, is again in demand.

## PASSION FRUIT

Passion fruit is fast becoming a real passion for growers. One variety developed in this community was brought by local horticulturists from New Zealand, where it has become one of the most profitable crops grown in that country. It has the distinction of being a fruit that has no waste. Every fibre is utilized. The pulp is made into a syrup which provides a delightful flavor at soda fountains; also a delicious soft drink, jams, jellies, flavoring extracts and salad dressings. The seeds, rich in pepsin, are used to make medicine for intestinal troubles. From the white lining inside the hull an oil is extracted that is used in removing cataracts from eyes, while from the hull itself, dyes of the highest quality are being made, and then the hull is ground into crystals that make a matrix for high class perfumes. This industry is now being developed on a large scale. Authorities say that not more than 25,000 acres of land suitable for the growth of this fruit is available in the United States. Fifteen thousand acres of that is in San Diego County. The largest growing plantation in California is about two miles north of San Marcos. Profits that have been derived from an acre of this fruit sound incredible.

## FLOWERS AND BULBS

Flowers and bulbs have developed into an important industry. Since the advent of irrigation water, Christmas gladioli, narcissi, hyacinths, ranunculi and dahlias go forth in profusion. The bulb industry has now become a fixed industry.



San Marcos Community Church





**San Marcos School**

## BERRIES AND DECIDUOUS

A red raspberry ripening in November and December is now being grown here, which promises great profit. Winter strawberries have long been grown. Youngberries grow prolifically. Blackberries and other berries do well.

Deciduous fruits of all kinds are grown, but owing to the more remunerative avocado, passion fruit and limes, only family orchards are being developed, excepting in localities above the frostless belt.

## FIG GROWING

The Kadota fig, grown here, is of a size and quality unexcelled. Here every person may gratify his life ambition to spend his declining years beneath his own vine and fig tree hemmed in by the sacred circle of home.

## DAIRYING

As a dairying country it might well be said, this is the original happy home of the "contented cow." There are no sudden changes of temperature to impede or mar steady production. Abundance of feed, purest water, quick and convenient transportation, and every factor necessary to make dairying the success that it is, is shown by our numerous dairies.

## POULTRY AND EGGS

Poultry is one of the most profitable vocations that can be engaged in here. Climatic conditions are conducive to the development of healthy poultry, and egg production is much above the average. No more favorable conditions exist for poultry production, either for meat or eggs than in the San Marcos Valley.

## BEEES

"How doth the busy bee improve each shining hour." Ninety per cent of the days of the year are shining hours. How contentedly does the bee go about winter and summer storing up golden liquid wealth for its owner, all the time making its own living, asking naught in return but a comfortable hive in which to store the healing dew, extracted from the blossoming trees and flowers.

## SOILS

There is a wide variety of soils here, from the Holland, Sierra and Aiken loams, to Olympic and Montezuma adobes and decomposed granites, all rich in organic matter, fertile, friable and rich in texture.

## CLIMATE

A knocker once said that they charge you for the climate when they sell land in California. The reply was that one could afford to pay for the privilege of living in the finest climate in the world. It is a privilege worth paying for when measured by prolonged life, better health, contentment of mind that comes only with delightful sunshine, and cool summer breezes. A land where living is a real pleasure. No extremes of heat or cold. As the hot breath of the desert reaches the summit of our protecting hills, it is held in check by the breezes from the ocean. This breath tempered by the warm Japanese current in winter, meets and repels the cold winds from the north. Truly a climate incomparable!

## WATER

There is no better supply of water in California than that furnished by the Vista Irrigation District from Lake Henshaw. An abundant supply of pure mountain water from Palomar mountain. Pure drinking water and ample for all irrigation needs. Along the lower parts of the valleys, wells at a shallow depth furnish an abundance of water for both domestic and irrigation use.



A Clarkadota Fig Orchard

## MARKETS AND TRANSPORTATION

Located on the Inland Boulevard, which runs for several miles through the valley, there is direct connection by truck lines with San Diego and Los Angeles, giving quick access to the markets of the United States. A branch of the Santa Fe railroad also passes through the valley, giving direct rail transportation facilities.

## SCHOOLS AND CHURCHES

San Marcos has a commodious Community Church building and community hall where many social functions are held. There is a new tile school building, built at a cost of \$11,000, in addition to two other school buildings. A school bus owned by the district, capable of handling 40 pupils each load transports pupils to and from school.

An active troop of Boy Scouts as well as a camp of Girl Scouts. Live Chamber of Commerce, clubs and civic societies.



Young Citrus and Avocado Grove

## RECREATION

Ocean beaches, mountain lakes, desert parks and places of scenic beauty surround San Marcos Valley on all sides. Hunting, fishing and all that the vacationist craves are easily accessible. A few moments drive in any direction takes one to a delightful vale or nook, a colorful dream picture of ocean's placid surface, gemmed with Catalina and San Clemente Islands in the distance. It is but a few miles to the San Luis Rey Mission, one of the oldest and most beautiful of the Missions. A few minutes drive from the San Pasqual battlefield, where General Kearney and Kit Carson battled the Mexican hosts.

A home in the San Marcos country will bring you peace, contentment and remunerative employment as your own employer.

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