



# NATIONAL CITY

*The United States behind us,  
the World before us.*



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National City, California

# National City, California

**N**ATIONAL CITY, the ideal residential and industrial location of the Southwest." Such is the motto and belief of the citizens living in the city of National City.

Situated within four miles of San Diego, California's most popular metropolis from a residential and commercial standpoint, National City is fast becoming a suburban community of importance, and like popularity.

Location and climate are the chief assets of this municipality. With the bay of San Diego bordering the city on the west, its inhabitants have the advantages of boating, swimming and fishing, while its waterfront is traversed by two transcontinental railroads, the Santa Fe and the San Diego & Arizona with the Southern Pacific, making it an unexcelled situation for factories owing to the fine shipping facilities of both water and rail.

A trip over the San Diego & Arizona railway to National City would bring the traveler through the most beautiful of nature's architecture, the Carriso Gorge. This scenic trip is often spoken of as equaling the Grand Canyon in grandeur.

The climate of the San Diego bay region is unsurpassed even by Florida. With a temperature variation of only a few degrees the year round, National City is an excellent place in which to live. Gentle breezes off the bay are refreshing on any extremely warm summer day while the great Japanese current of the Pacific ocean tends to make an

ideal summer climate during the winter months.

National City has an estimated population of 5000 and occupies a site two and one-half miles square adjoining the city of San Diego. It is connected with San Diego by an excellent interurban car system and a magnificent asphalt-concrete boulevard.

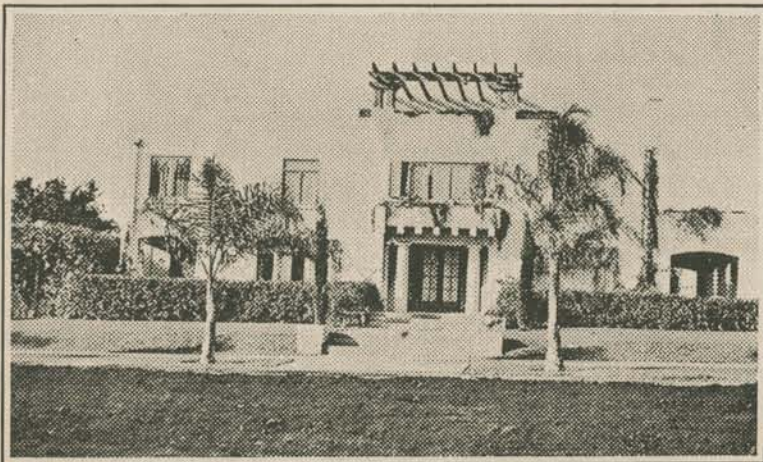
Supplied by a reservoir of 10,000,000,000 gallons capacity the community is well provided with sparkling mountain water. The drainage system of this reservoir cover 181 square miles. Irrigation and domestic rates are reasonable.

From a health standpoint, this community leaves little to be desired. Situated on the west face of a slope rising from the water's edge to an elevation of 125 feet, with several natural swales, the drainage is perfect. A fine underground drainage system has only recently been completed.

Serious illness, except of a chronic kind, is rarely noted here. The death rate is very low.

At the present time land values are comparatively low but with the completion of the contemplated improvements a rise in price is almost certain. Rent is also very reasonable in this city as compared with other Southern California communities.

National City extends a cordial invitation to the home seeker planning a trip to California. A visit to this city most always results in another year round resident.



## Ideal Homeland

**H**OME conditions in National City are unsurpassed, and the fact that it is only a 22-minute ride by electric cars from the business center of San Diego, makes it especially favored for suburban residence. In addition to this, a fine paved boulevard connects the two cities, and with all the principal streets in National City paved, it makes it convenient for those owning automobiles.

Another attraction to the home-seeker is the scenic beauty of the surrounding district, magnificent views of which are obtainable from any part

of the city. Unlike many Southern California cities, the residential district has a fine rich soil that makes possible lawns, flowers, and fruit trees without an excess of labor. A garden supplies fresh vegetables the year round.

An abundance of pure mountain water is supplied from the Sweetwater reservoir.

The increasing activities on the waterfront alone insures the homeseeker that property will increase its value many times.

Statistics show that there is an income of between \$25,000 and \$50,000 a month aggregate from the various poultry ranches near National City.

All sorts of deciduous fruits are grown in the National City district.

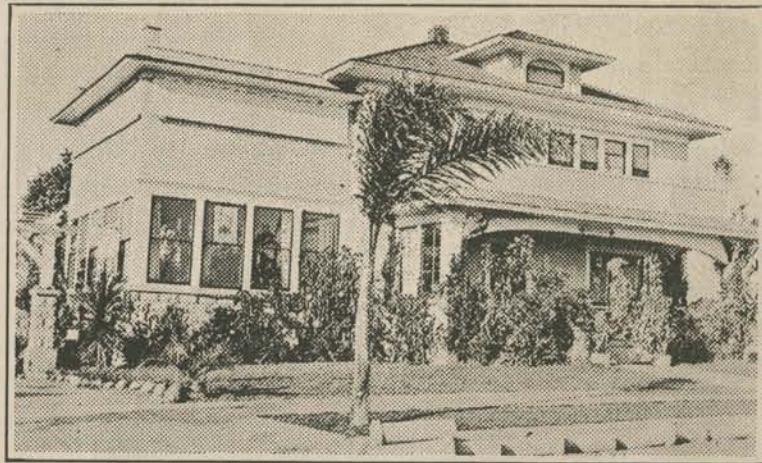
### Building Shows Growth

The steady growth of this community is shown in the amount of building carried on during the past 10 years.

The following table shows local building for the past 10 years and sets out in concise manner the depression caused by the world war.

Date	Permits	Amount
July 15, 1912-1913	177	\$213,505
July 15, 1913-1914	87	69,145
July 15, 1914-1915	66	49,960
July 15, 1915-1916	22	15,900
July 15, 1916-1917	20	17,630
July 15, 1917-1918	21	16,350
July 15, 1918-1919	26	43,135
July 15, 1919-1920	44	67,103
July 15, 1920-1921	100	370,025
July 15, 1921-1922	144	755,380

Since July 15, of this year, 31 permits have been issued totaling over \$88,000 in construction.





The First Baptist Church

## Religious Denominations

**P**RACTICALLY every religious denomination has a representation in National City. The good fellowship and welcome evidenced by people of National City is due primarily to the influence of the church life of the community.

The Episcopal church, the Congregational church, the Baptist church and the Methodist church each have fine homes in which to worship. The St. Anthony's Catholic church is another of the community's larger denominations from a membership standpoint. This church is planning on the early building of a new and modern religious structure.

In addition to the above mentioned denominations, is the Church of Christ Science, which is fast gaining a large

membership, the Spiritualist church with a fine membership, the Church of Jesus Christ of Latter Day Saints and the Seventh Day Adventist church, which has a particularly strong representation in this community.

National City people known how to get acquainted and make the newcomer feel at home.

Property in this city is the most reasonably priced of any in southern California. Large tracts of land, both with and without water for irrigation, have recently been placed upon the market adjacent to National City and an era of investment and development in this vicinity seems to be at hand.

Most lines of retail business are well represented in National City.



The First Methodist Church



The Elwyn Sanitarium

## Fine Sanitariums

**I**N National City is located three modern sanitariums which are adequately equipped to handle all kinds of surgical or medical cases.

The Paradise Valley Sanitarium, a branch of Battle Creek institution and owned by the Adventist society, is constantly filled with health seekers from all over the world. A new hospital to cost approximately \$60,000 is now under construction to be operated

in connection with the main sanitarium and its units.

The Elwyn sanitarium specializes in emergency cases and has some of the finest surgical equipment of any hospital in Southern California.

The Park View sanitarium, is chiefly devoted to maternity cases and is a popular institution.

Although there is very little sickness among the "year around" citi-

zens of National City. Many health seekers come here to regain their strength, the climate being very helpful to many forms of disease.

### Social Life

National City is to be congratulated on the extensiveness of its social life. Nine women's organizations successfully function in the city and all aid greatly in the upbuilding of the community. The Order of Eastern Star and the Pythian Sisters have fine chapters here with large memberships.

A number of fraternal orders have homes in National City, among the foremost being the Masonic order and the Knights of Pythias. The Woodmen of the World, the Modern Wood-

men of America and the Brotherhood of American Yeomen also have organizations here.

The Boy Scouts have a fine local troop, one of the largest in San Diego county.

### Thunderstorms

Thunderstorms are very rare, occurring on an average of less than twice a year.

Days with dense fog occur on an average of 20 times a year, being most frequent in October and the least frequent in May.

National City is the greatest industrial opportunity of Southern California.



The Paradise Valley Sanitarium

A new hospital to be maintained in connection with this sanitarium is now under construction.

The new structure will cost approximately \$60,000.



Street scene showing a portion of the business section

## Commercial Activities

THE mercantile business in National City is one of the most extensive of any city of its size in this section. while numerous service stations are situated throughout the community for the convenience of the motorist.

Establishments doing business here handle a complete stock of things necessary for household use. One firm has as its slogan: "If you need it for building, we have it." Local finances are adequately taken care of by the Southern Trust and Commerce bank, a branch of a San Diego institution, having a capitalization of \$15,000,000.

There are nine grocery stores located conveniently throughout the city while two drug companies adequately supply local customers with their respective lines. For the rancher, a complete stock of feed and seeds is handled by three exclusive feed and seed stores.

All kinds of automobile repairing is carried on extensively in this city by a San Diego company while water for irrigation and domestic use is sup-

plied through the Sweetwater Water company.

A live and progressive weekly newspaper is published here known as the National City News with a circulation of over 900.

Altogether there are 90 business establishments operating successfully in National City.

Many National City people enjoy Sunday picnic dinners at Balboa Park, the site of the famous World's Exposition in 1915-16. All of the buildings have been preserved and the grounds are indeed beautiful.



The Southern Trust and Commerce Bank Building



Sweetwater Union High School  
Top—Vocational Building.

Center—Administration Building.

Bottom—Industrial Building.

Built on the unit plan, three buildings, at present, compose the group. One, the vocational building, houses the commercial, art and home economics departments.

The second and main building, the administration building, provides room for the sciences and all academic subjects, besides including a beautiful library, executive offices, and what is generally conceded to be one of the finest high school auditoriums in the state. The third structure is the industrial building. It houses the trade courses, automobile, woodworking and machine shops. The drawing department is in this building also.

Modern in every way, the new plant has certain features that even many of the new high schools lack. Among them is the auditorium. It seats approximately 1000 and has been designed with a view to general community use.





Central Grammar School Building

## Fine School System

**Sweetwater Union High School**  
**L**OCATED in National City at the corner of Thirtieth street and Highland avenue, the new high school plant is one of the finest in the state. Besides National City, the new school provides facilities for the union district extending south from National City to the Mexican line and including the towns and districts of Chula Vista, Bonita, Sunnyside, Otay, Palm City, Oneonta, Highland, South San Diego and San Ysidro. It is the first to be occupied of three new modern high school plants in the county, all

three of which will be in operation by the beginning of the next school year. The finished group of structures cost \$172,000 and completely equipped the cost will be approximately \$187,000. Educational authorities and architects who have inspected the plant agree that it represents in actual value nearer \$200,000.

### Grammar Schools

National City provides educational advantages in its kindergarten, Americanization school, three elementary schools the Sweetwater Union Junior High School and the Sweet-

water Union High School, both located in National City, that compare favorably with the facilities afforded by towns and cities much larger. The school system is organized along modern lines, is efficiently supervised and is just beginning its most successful period. A program of building just completed has provided ample room for the expansion of at least the next five years. The growth of the town and adjacent district made the building program necessary and the plans now carried out have provided the necessary room for increase.

### Playgrounds

The Board of Education has already

adopted plans for the further development of playgrounds at all the schools. Modern equipment and apparatus is being installed and in the case of the Central grammar school a picture of which appears on this page, arrangements are being perfected to make a public playground of the three acres that surround it.

### Schools Have High Standing

For the past three years National City schools have won the first prize in open competition with other schools in San Diego county. Educational authorities who have visited the school here, have ranked them among the best in San Diego county. National City schools rank high. Besides the regular work offered in most schools, National City schools give regular instruction in music and physical education under expert supervision.

### Board of Education

The Board of Education includes Dr. Carl S. Owen, president; E. G. Tarr, clerk and R. E. Smith. They have contributed much to the development of the community by their sound administration of the public schools.

There are three hotels conducted in National City for the convenience of the short time visitor, while two apartment houses provide for the guest of the season.



View showing a part of the free auto camp grounds

## Many Recreational Advantages

ONE of the most progressive moves of the city was that of equipping a portion of the city park for use as a free auto camp grounds.

The camp grounds situated in one of the most beautifully designed parks for its size in California, affords many free accommodations for the auto tourist.

Electric lights and water have been installed for the camp in addition to stone furnaces. Shower bath accommodations are also free to those using the camp grounds.

### Recreational Life

The location of this city to the surrounding territory assures an ample amount of recreation for the tired business man or pleasure seeker

A few minutes ride on the interurban cars brings the National City resident to the nationally known beaches of Coronado, La Jolla, Ocean Beach and Mission Beach, while those who enjoy the mountains can reach popular resorts by only a short auto stage ride.

Many enjoy fresh water fishing in the Sweetwater, and Otay lakes, only

a few miles distant, while salt water fish can be caught on the local bay front.

National City is only a few miles from the Mexican border and is on the main thoroughfare leading to the nationally known border town of Tijuana.

Local residents also enjoy golfing at the Chula Vista Country club, three miles from the city.

Although there are many chances to enjoy a day's outing outside of the city, National City owns two asphalt tennis courts which are in almost con-

stant use. The city also has a representative baseball team and a fine motion picture theatre, which shows only high class productions.

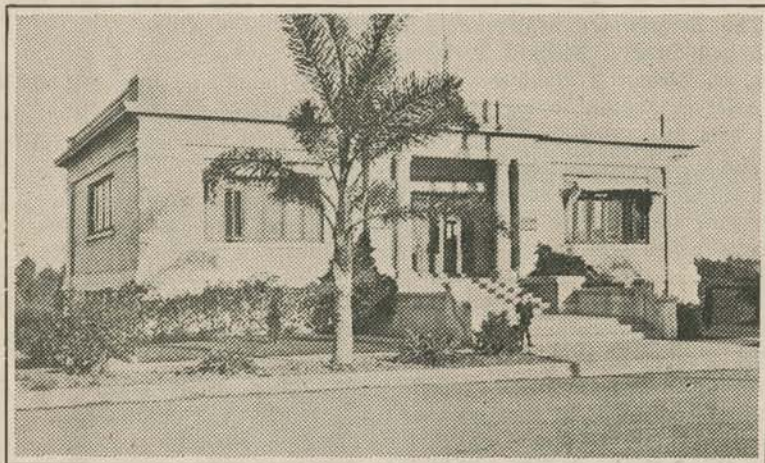
Most communities can boast of recreational advantages much the same as National City, but few can offer them to the citizen the year round, as can this city, due to the excellent winter weather conditions. One can hardly believe that some people go bathing in the ocean on Christmas day.

San Diego bay is three miles wide opposite National City, making an ideal place for boating, bathing and fishing, as well as for commercial purposes. The average width of the channel is 1000 feet and its depth ranges from 22 to 35 feet at mean low tide.

National avenue is the main highway to the Mexican border. It is paved through National City and connects with the boulevard to San Diego.

Excellent school facilities are provided in National City.

Fresh fruits and vegetables are always obtainable at reasonable prices in National City.



Public Library

## Civic Improvements

CIVIC pride instilled in the hearts of its inhabitants is the chief cause why National City is rapidly forging to the front.

Through the efforts of its spirited citizenship this community has had constructed over nine miles of concrete and asphalt pavement. It has combined with the Chula Vista district in the building of a new \$200,000 Union High School.

The city park is truly an asset to the community. As a convenience to the motoring public National City has set aside a portion of this park as free auto camp grounds.

National City has an unusually well-selected public library. It is housed in a building that cost \$10,000 which was constructed with the aid of the Carnegie library fund.

The municipal fire station is a beautifully designed building housing a fine Seagrave fire fighting apparatus which affords adequate protection. The second floor is used as a municipal hall. The department is operated by paid and volunteer fire-

men.

A newly organized municipal band is indeed an asset to the community.

Five miles of additional street grading is on the present program of improvement as well as the sidewalking and curbing of these streets.

Plans are under way for the erection of a new city hall, while agitation is being made for the erection of a modern San Diego & Arizona railroad depot. The city is also planning on the early improvement of its waterfront for recreational purposes, and the establishment of a city planning

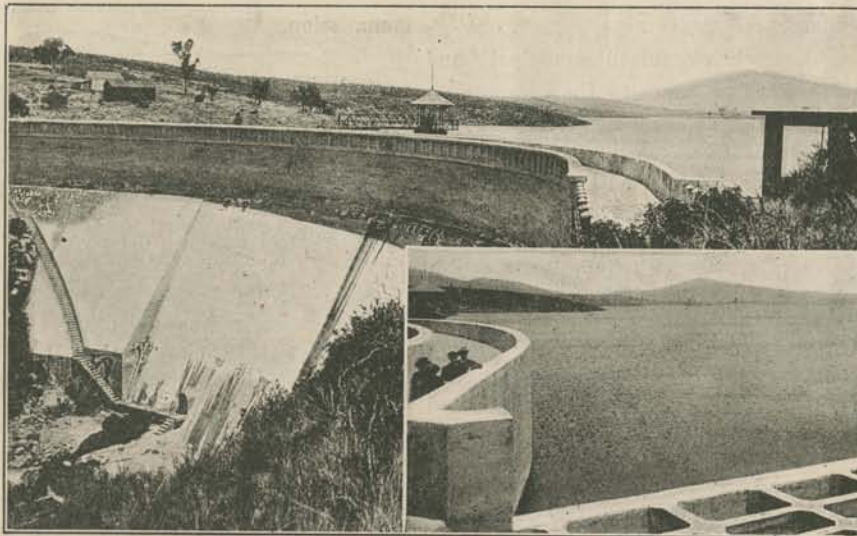
commission.

There are 8¼ miles of paved streets in National City.

To the east of National avenue are some of the finest suburban homes in San Diego county and many cozy bungalows and cottages, amid lemon, orange and olive groves and surrounded by flowers, palms and other evergreen trees. Much of the best property for residence purposes in National City is still undeveloped, however.



Fire Station and Municipal Hall



The Sweetwater lake and dam. Capacity 10,000,000,000 gallons

## Adequate Water Supply

**T**HE Sweetwater reservoir located nine miles east of National City is one of the show places of the community.

At the present time this lake contains over 10,000,000,000 gallons of water, according to Engineer Covert of the water company.

A population of between 7000 and 8000 are domestic users of this water, while over 4000 acres of cultivated

land is being irrigated from the lake.

The watershed for this system covers 181 square miles of territory.

The source of the Sweetwater river is in the Cuyamaca mountains over 60 miles from the reservoir.

This season's runoff has been estimated at 20,000,000,000 gallons of which two-thirds was wasted over the spillways. Without further rainfall the present supply will last for five

seasons, according to Covert.

The Sweetwater system recently changed owners, Richard T. Robinson, sr., Richard T. Robinson, jr., and Charles S. Judson having purchased the system.

The new owners have already started an improvement program and are now constructing a 200 foot trestle which will carry the main pipe out of the river bottom and insure safety from flood waters.

The number of people using water from the Sweetwater Water corporation as indicated by the company's records, shows to some extent the growth of National City within the past few years.

Eighteen years ago the company served 1106 families in the entire district of which National City is about 50 percent.

In 1917 the company was serving 2607 homes and ranches in the district.

At the present time 2943 families are using water in the district, or a gain of 1336 users in the past five years, an increase of approximately 60 percent.

### Humidity

The mean annual humidity is 75 percent. The lowest average humidity

occurs during December, and the highest during July.

### National City in a Nut Shell

Population: 1910—1890. 1920—3000. 1921—4000. 1922—estimated, 5000.

Area of square miles—4¾.

Miles of paved streets—8¾.

Miles of graded streets—12.

Financial Institutions—Southern Trust & Commerce bank.

Assessed valuation of property—\$2,415,420.

Building permits since Jan. 1, 1920—\$610,644.

Building permits since Jan. 1, 1922—\$246,431.

Water and light connections—Water, 2500; gas, 910; light 996.

Number of schools—Three, one union high school and two grammar schools.

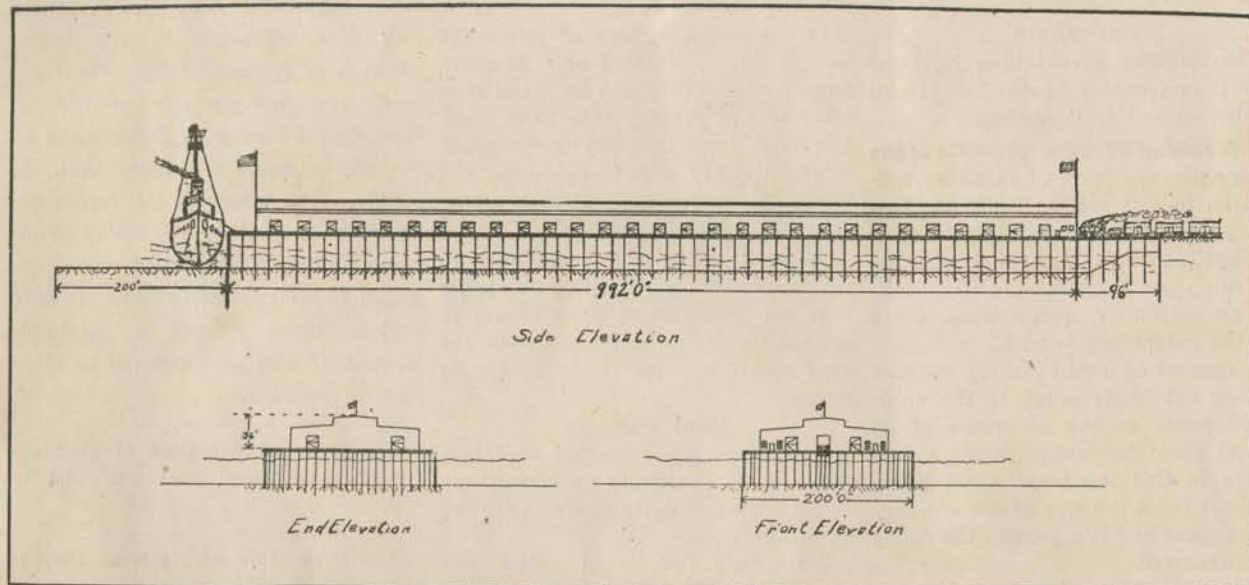
Total number of students—1009. Transportation—One electric and two steam railroads.

Distance from Los Angeles, 140 miles. From San Diego, 4 miles.

Public libraries—One Carnegie. P. O. boxes rented, quarter ending Dec. 31, 1921, 400.

Rural route—24 miles long, serving 450 families.

Frontage on San Diego bay—4 miles.



Line drawing showing the proposed million dollar pier

## Industrial Progress

THAT National City is an ideal location for industries of almost any description is evidenced by the fact that millions of dollars will soon be spent on her waterfront.

With the industrial lands lying adjacent to two transcontinental railroads, the Blackman Terminal company plans the erection shortly of a \$1,000,000 pier and warehouse, the

California Flaxseed Products company has recently commenced operations for the manufacture of linseed oil from flax seed, a sausage canning company is now making arrangements to open a factory here, plans are under way for the bringing to National City of a huge cotton spinning mill, the Paradise Oil company is now drilling in the hills two miles east of the city and, if

oil is found, will without a doubt, establish refineries on the water front, the San Diego refineries are now doing business refining used crank case oil, the Jet Oil refinery is about ready to commence operation in the refining of crude Texas oils, in fact, the future of this community as an industrial section is indeed bright.

National City is the material and

supply terminal for the Pacific coast district of the Santa Fe.

The American Rug Works is a fast growing industry, while located only a short distance to the south of National City is a big cotton seed oil plant, valued at more than \$1,000,000.

Among the larger industries located in the city is the W. J. Bush Citrus Products company. This firm is a branch of a large firm which combined, handles over 40,000 different articles. At the National City plant eight articles are manufactured from oranges and lemons.

The Western Salt company harvests from 20,000 to 30,000 tons of salt annually at its plant on the bay near National City.

In summing up the industries already located here one should not forget the National Baking company with its large wholesale and retail trade.

San Diego recently purchased 200 acres of National City tidelands and is now advertising and boosting for more industries in National City.

If you are interested in National City, write the secretary of the chamber of commerce for further information.

The sun shines in National City 360 days in the year.



## Poultry and Agriculture

**T**HIS section is fast becoming a factor in the poultry world. Many thousands of birds are raised here annually and at less expense than can be imagined due to the fact that the raiser does not have to keep his flock housed a single day in the year on account of snow or cold weather. The evenness of climate enables the poultryman to hatch and raise chickens every month in the year. The fine average rainfall of the winter months affords considerable green feed very cheap. A flock can have greens every day in the year if the owner so de-

sires.

### Agriculture

The territory surrounding National City is unequalled both for truck gardening and fruit raising.

The raising of citrus products is the most extensive form of ranching carried on in this section while the territory is equally famed for its olive and apricot trees. Thousands of acres of fruit trees surround the city, making an extremely picturesque drive for the automobile tourist.

A number of local ranchers are now setting out many acres to the cultivated pecan on the assurance of an expert that the larger pecan should thrive in this territory. This pecan is about twice the size of the ordinary pecan meat and is a gem to the candy manufacturer.

Berry raising is also carried on extensively in the ranching sections.

In the bottom lands there are hundreds of acres set out to truck gardens assuring an ample supply of seasonable vegetables the year round.

About 50 miles from National City in the back country is found an entirely different variety of climate, the extremes of temperature. In that territory there is snow in the winter time and an extremely warm atmosphere in the summer months. This means fine apples and cherries for

the local consumer.

In the warm valleys of Escondido and El Cajon, situated only 30 miles from National City can be found acre after acre of grapes, while only about 150 miles from this city is the great Imperial valley with cantaloupes, watermelons, cotton and almost every kind of fruit and vegetable.

So well located is National City to the surrounding ranching districts that her inhabitants have access to seasonable fruits and vegetables the year round and at very moderate prices.

### Dairy Farming

Dairy farming is carried on extensively in the vicinity assuring an ample supply of dairy products for the local inhabitant.

Some very fine dairy cattle are raised in and about National City, owing to the excellent climatic conditions relative to the easy and rapid growth of alfalfa.

In the Descanso and Julian territory, about 50 or 60 miles from the city, there is a large amount of cattle raising carried on for beef purposes.

There are two crops in the National City vicinity that are proving good money makers. They are alfalfa and celery. Alfalfa surpasses the usual mark in National City.

Celery is beginning to be one of the

most successful crops in southern California, according to the celery growers of National City. Plans are under way now for the extension of the celery business as the demand on the city markets is greater than the supply. The southern California climate is one that makes celery growing exceedingly easy and men engaged in that industry are finding that it takes almost a minimum amount of care as compared to other lines of produce.

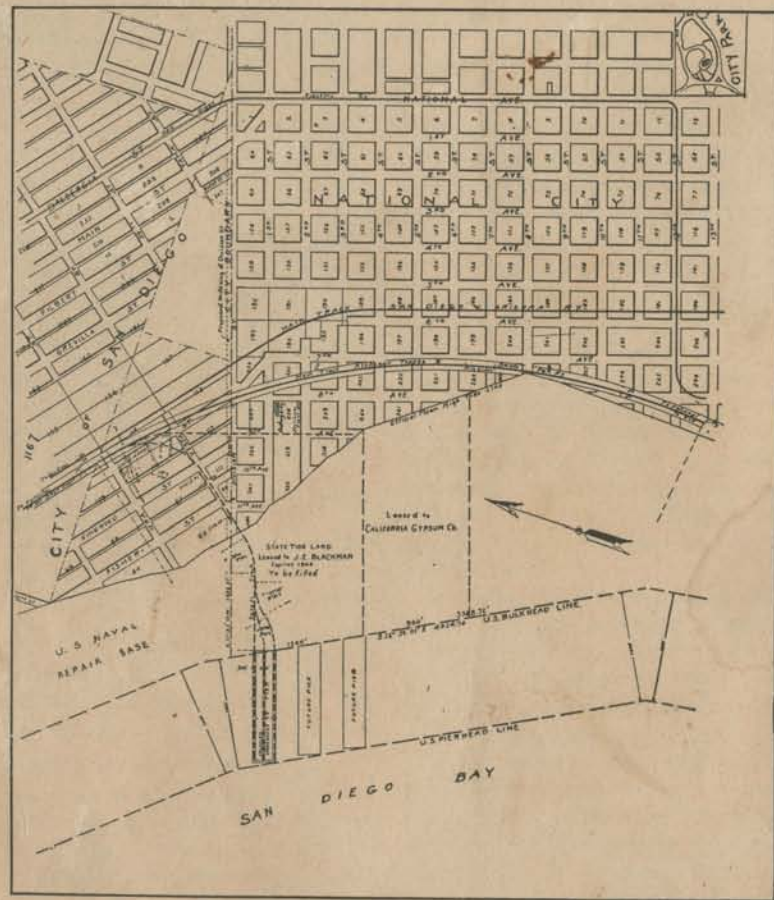
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The assessed valuation of property for the last fiscal year was \$2,415,420.

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The population of National City is estimated at 5000.





Map of Industrial Lands and Naval Repair Base

## Map Showing Industrial Lands

THIS map shows in a concise manner National City's industrial acreage extending to Thirteenth street. It also shows the site of the proposed \$1,000,000 pier with its three railroads one on either side of the warehouse and one on a sunken track running through the center of the building. The map also shows the state tidelands lease of 40 acres to J. E. Blackman which is now being filled preparatory to the construction of the pier and the lease of the California Gypsum company. This Gypsum company owns an immense deposit of gypsum in the Imperial valley and it is their plan to ship the raw material to National City where it will be manufactured into wall board and like products. The factory when built will be located on the lease shown on the map.

It is of extreme interest to know that the company building the big deep water terminal has provided for two additional piers as shown.

The naval repair base and its relation to National City is clearly illustrated on the map. At this base will soon be stationed many thousand sailors. That National City may have easy access to the repair base and terminal the local chamber of commerce

is agitating the opening of Seventh avenue to Division street, the opening of Division street to Fisher street, San Diego, while the San Diego city council is being asked to open Fisher street. These streets can be located on the map.

It will also be interesting to note the position of the industrial lands relative to the Santa Fe and the San Diego & Arizona railroads.

Only a small section of the local residential section is shown on this drawing, the main business street, National avenue is shown, however, as well as the city park.

### Naval Aviation

It is a dull day, indeed, when from one to a dozen airplanes and hydro-aeroplanes are not in the air over San Diego. They come from the government maintained air station at North Island.

### The Navy

More than half the warships of the Pacific fleet make San Diego bay their home port, and their practice cruises and maneuvers are interspersed with dinner dances and parties aboard ship.