

VISTA

SAN DIEGO CO.
CALIFORNIA

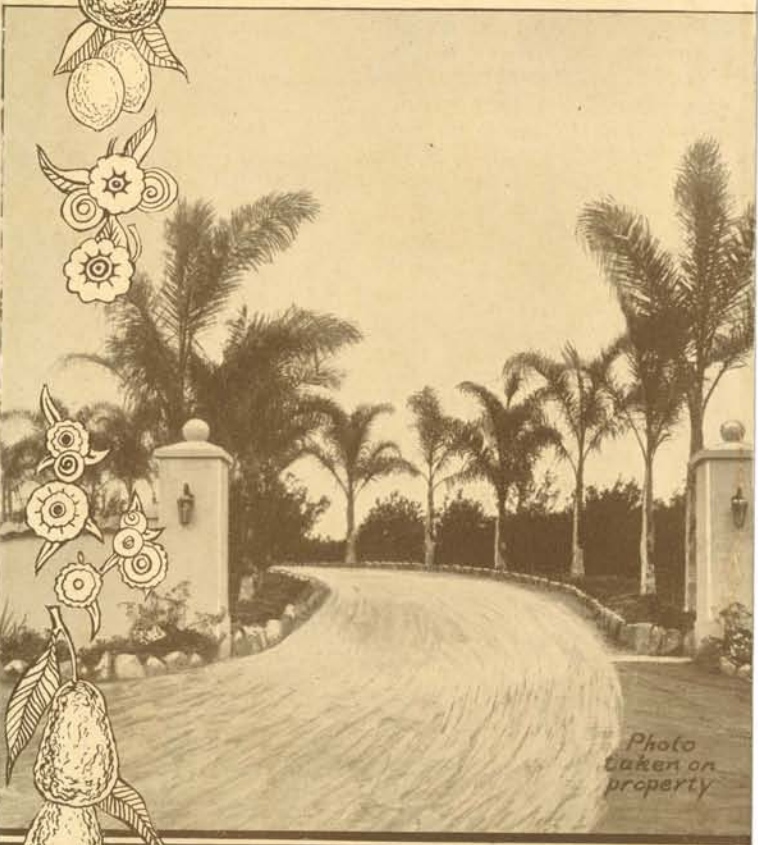


Photo taken on property

Edwin G. Hart Inc
Offices ~ Los Angeles & Vista

Income Lands





View of Town of Vista and Orchards from Vista Orchard Owners' Grounds

Vista—the town—and the Vista Irrigation District are located in northern San Diego County, California, about forty-five miles north of San Diego, one hundred miles south of Los Angeles and eight miles inland from Oceanside and the Pacific Ocean. The Inland Highway from Los Angeles, Corona, and Riverside to San Diego runs through this orchard district for a distance of ten or twelve miles. The nearest major city on the south is Escondido, and on the north Fallbrook, each of which is approximately twelve miles distant from the town of Vista.

The name of this town and district are not entirely new, as there were a few scattered avocado and citrus orchards and a small town, depot, school, and post-office, here prior to the year of 1926, yet the major portion of the horticultural development of this district, as well as its large growth of population, has taken place since the supply of gravity water from the Henshaw Dam for irrigation and domestic purposes was brought into this section in 1926.

There was only a population of about 337 people and 170 acres of scattered orchards in this district in the Spring of 1925 but a survey by the officials of the Vista Irrigation District shows that at the end of the calendar year of 1935 there were 1,006 homes and 3,061 people in the community, about 6,351 acres of

orchards and vines, and an additional several hundred acres of irrigated land used for growing in-and-out-of-season vegetables, berries, bulbs and flowers.

The Vista area has the largest acreage in avocado orchards of any section in the United States (3,647 acres), and it also has a large acreage in orange, lemon, grapefruit, lime, and miscellaneous fruit orchards (2,508 acres).

Vista has a live Chamber of Commerce, a Woman's Club with their own Club House, a well edited weekly newspaper, a local bank, churches, up-to-date Elementary Schools with 416 pupils and 14 teachers, High School and Junior College facilities, and every other essential service.

The Vista Irrigation District embraces some 14,715 acres of gently rolling hills and valleys with a definite water right. Of this acreage the Vista Development Association, Inc., first subdividers and developers of the district, under management of Edwin G. Hart, Inc., selected 2,100 acres of the choicest land in the section surrounding the town of Vista, and subdivided this property into tracts ranging from 1 acre up to tracts of 5, 10, 20 acres, or estates of larger sizes. Many of these tracts, both small and large acreage, have fine scenic homesites from which there are wonderful views of the Palomar mountain range to the east and the Pacific Ocean to the west.



Woman's Club House at Vista



One of Vista's School Buildings



Showing Dam and Wooded Country—Lake Henshaw—Source of Vista Water Supply

Water Supply

The irrigation and domestic water equalizing and distribution system was installed in this district at a cost of about \$1,700,000.00 but the district now only owes about \$937,500.00 on the principal, which is payable over a period of thirty-three years, beginning January 1st, 1941, and with an interest rate of 4 per cent per annum.

The Irrigation District has a contract approved by State officials to purchase water in perpetuity from the owners of Lake Henshaw at a cost of \$17.50 an acre foot for water delivered to them at the intake of the district's canal below Lake Wohlford, a supplementary storage and equalizing reservoir. The Irrigation District is a public non-profit organization, which delivers water, both domestic and irrigation, to lands and residents of the community. Costs of water delivery and overhead are met by land owners and water users in accordance with rules and regulations established by the District and the Irrigation District Act. The district is managed by a Board of Directors elected by the voters living within its boundaries.



Water Flume Line—Between Lake Henshaw and Vista



Outlet Water Measuring Gate—Lake Henshaw

Soils

The major portion of the soils of the Vista Irrigation District are of granitic origin, which were formerly classified by Government and State soil experts as Sierra Loams and Sandy Loams.

Besides the granitic soils of the Vista District, there are also a number of other soils classified as clays, clay loams, adobe, and semi-adobes. As a general thing, clay and adobe soils are richer soil and require less fertilization and irrigation water than do granitic soils yet it is necessary to use more judgment in irrigating and in working the heavier soils than is required in handling the granitic soils.

Climate

The San Diego County coastal district has a marine climate which is temperate and has but slight variation in the season and daily range of temperature. The Vista foothill orchard district, therefore, being only a few miles back from the ocean, but with an elevation ranging from 300 to 800 feet above the sea, is favorably effected by its proximity to the ocean climatic influence, as well as its elevation and air drainage.



*Scene on and from Vista Orchard Owner's
Landscaped Grounds*



*Vista Orchard Owner's Residence with Other Developments
in background*

Transportation

Transportation of products and materials to and from Vista is handled by the branch line of the Santa Fe Railway which runs from Escondido through Vista to Oceanside, where a connection with the coast line of the Santa Fe is made.

In Southern California, also, on account of our great net work of paved boulevards, a great portion of all produce is hauled by trucks.

In the matter of passenger transportation, bus lines operate daily from Los Angeles to San Diego through Vista over the Inland State Highway Boulevard, and other special busses run from Riverside through Vista to San Diego. A major portion of the traveling in Southern California, however, is done by private automobile.

Taxes and Assessments

County Taxes—Based upon the assessment and tax rate for 1935, the taxes on unimproved acreage, approximately range from \$2.75 to \$5.50 per acre, while commencing the fourth year an additional tax is levied on tree improvements ranging approximately from \$1.50 to \$7.50 per acre, depending on the age and quality of the trees.

Irrigation District Assessment—The average assessment for 1936 was \$8.57 per acre. This covers administrative, operation, and maintenance expense, bond interest and bond retirement requirements. It is expected that for the immediate future the assessment will range from \$8.50 to \$10.00 per acre. In addition, water actually used costs \$17.50 per acre foot.

(N. B.)—Exact taxes and assessments on specific parcels will be furnished on request.)



Rest and Repose at Vista Orchard Owner's Home



*Bearing and Young Orange Trees on Our Vista Development
with Cover Crop*

Prices and Terms of Sale

Besides selling unplanted lands in this district at prices ranging from about \$300.00 to \$750.00 per acre, according to location, proximity to town, and the size of the tract, the Company also has for sale properties planted to young to producing avocado, orange, lemon, lime, or grapefruit orchards, and some of these properties are planted to two or more varieties.

Our general terms of sale for the unplanted lands are one-fifth cash and on the planted orchard properties one-third cash and the buyer can pay off the balance in monthly, quarterly, semi-annual or annual payments over a period of five years if desired.

If the purchaser spends in improvements on the property purchased, either in orchard or residential development, not less than 30 per cent of the property cost, within one year from the date of purchase, and wishes to have us do so, we will spread the balance of the payments out, after the down payment is made, for eight years instead of five years.

Interest charged on deferred payments is at the rate of 7 per cent per annum.



Cooperative Avocado Growers Packing House at Vista



Bearing Lemon Orchard and Rainy Season Cover Crop

Profits From Avocado and Citrus Orchards

The owners of citrus and avocado orchards of Southern California have undoubtedly realized larger and more consistent profits on their investments in their orchards than have investors in any other branch of horticulture or agriculture in this State.

There are approximately 275,000 acres of citrus orchards in California—oranges, lemons, grapefruit, and limes—and there are probably some twelve to thirteen thousand acres of avocado orchards in this State from young to bearing age.

A trip through the subtropical orchard districts of Southern California will make it evident to anyone that these are prosperous industries and a personal acquaintance with the orchard owners will convince the visitor that they are a fine and intelligent group of people.

The "Calavo"-avocado growers cooperative marketing organization has a modern packing house at Vista and the fruits from the Vista citrus orchards at present are packed and marketed largely through the citrus growers cooperative packing houses at Escondido under the "Sunkist" brand. In a few years, however, a citrus packing house will, no doubt, be erected at Vista.



Bearing Avocado Orchard on Our Vista Developments



Vista Office—Edwin G. Hart, Inc.

Hart Company and Service

Edwin G. Hart, Inc., is Southern California's oldest and most successful developers of orchard-income properties. Over twenty-five years of success has been built solely on the success of our clients . . . which is your assurance of reliability and a conservative, genuinely helpful policy.

The Company has an experienced organization for developing, planting, and caring for their orchard properties and they also do all or any portion of the planting and caring for properties of their purchasers who desire this service.

Our method of handling this is to charge the purchasers the actual cost of materials such as trees, pipes, etc., then charge the cost of labor and team hire, plus enough to cover insurance, wear and tear on tools, superintendent's wages for overseeing the work and the expense of handling the accounts through the auditing department. We do not plan to make money on our development or orchard care work as it is our desire to do this work for our purchasers at as low a cost as we possibly can and do the work properly. This service enables the non-resident to buy a piece of land and have it improved at the lowest cost while he remains at his present employment—to move onto the property when it suits him. The development and orchard care service is also extended to resident buyers who wish to have an experienced organization look after their work.

Non-residents, who are not familiar with the standing or operations of this company, are invited to investigate us, if they so desire, and 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.



Fishing Scene, Lake Henshaw—Source Vista Water Supply

Vista's Back Country

In the northeasterly portion of San Diego County there are a number of mountain ranges which form a background, as well as a protection from the eastern electric winds, for the Vista orchard and home district and adjoining coastal sections.

The general local name applied to these mountain ranges is the Incopah Range, and includes such mountain groups and peaks as the Laguna, Volcan, Cuyamaca, Palomar, Pine and the Aqua Calientes.

These various mountain sections are accessible by automobile and can be reached from Vista in from one-half to two and one-half hours, depending on the particular location.

The scenery in many of these mountain areas is very beautiful, and in some sections there are forests of pine, fir, cedar, hemlock, magnificent oaks, wild fern, and other native growth, and the fisherman and hunter find this region a delight. There are trout, bass, wild duck, quail, dove, and even deer to lure hundreds of sportsmen to the streams, lakes, and mountains.

In these mountains there also lie buried treasures—gold, silver, copper, tourmalines, kunzite, topaz, spinel, beryl, garnet, rock crystal, amethyst, aquamarine, hyacinth, molybdenum, nickel, and marble in varying shades. Some of these deposits have been and are being worked but mineralogists declare that the surface has only been scratched, so-to-speak, as far as the development of these metals, precious and semi-precious stones are concerned.

It is also on one of the peaks of this mountain area, Palomar Mountain, which rises to a height of 6,100 feet above the sea, that the World's largest telescope—a 200-inch lens—is soon to be erected.

Poultry and Rabbits

In raising poultry and rabbits, it has been found that extremes of temperature, either hot or cold, effect health and mortality, and while our Company has not



*Beach and Ocean Scene—Only a Few Minutes' Drive
from Vista*

tried to specialize in the development of a poultry or rabbit colony at Vista, yet we do believe that there is no better section of the State for this business, and a number of very successful poultrymen have already located here.

Conclusion

It would require considerably more pages than this folder contains to give a complete description of the resources, advantages, and possibilities of Vista and the Vista Irrigation District, but any additional information desired by those who might be interested in locating in this district will be supplied on request.

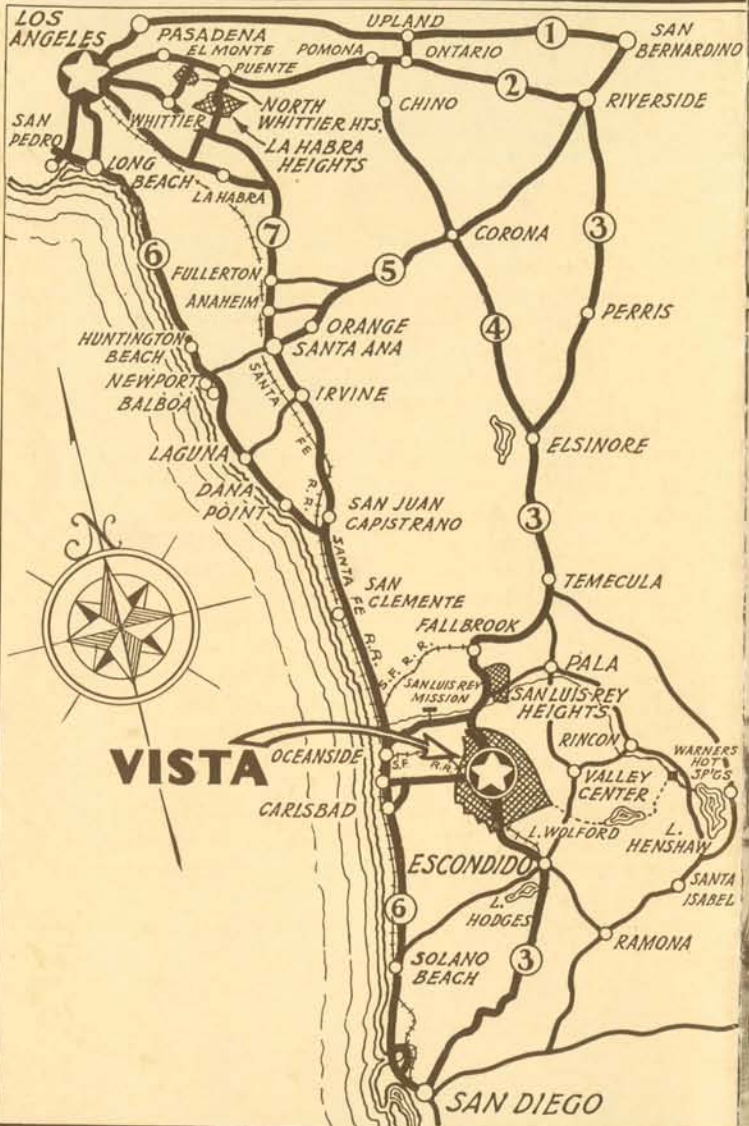
This district has already made a remarkable growth in population and horticultural development since the water from Lake Henshaw was delivered into the district in 1926, but it still needs more man power to absorb the balance of the some 14,715 acres of land with water rights, and we feel confident that there are thousands of persons throughout the United States who will be thankful for having been located in this community of ideal climate, wonderful scenery, and agricultural opportunities—where health, wealth, and happiness may be found.



Vista Business Street Scene

VISTA

The New Sub-Tropical Empire
in Northern San Diego County



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