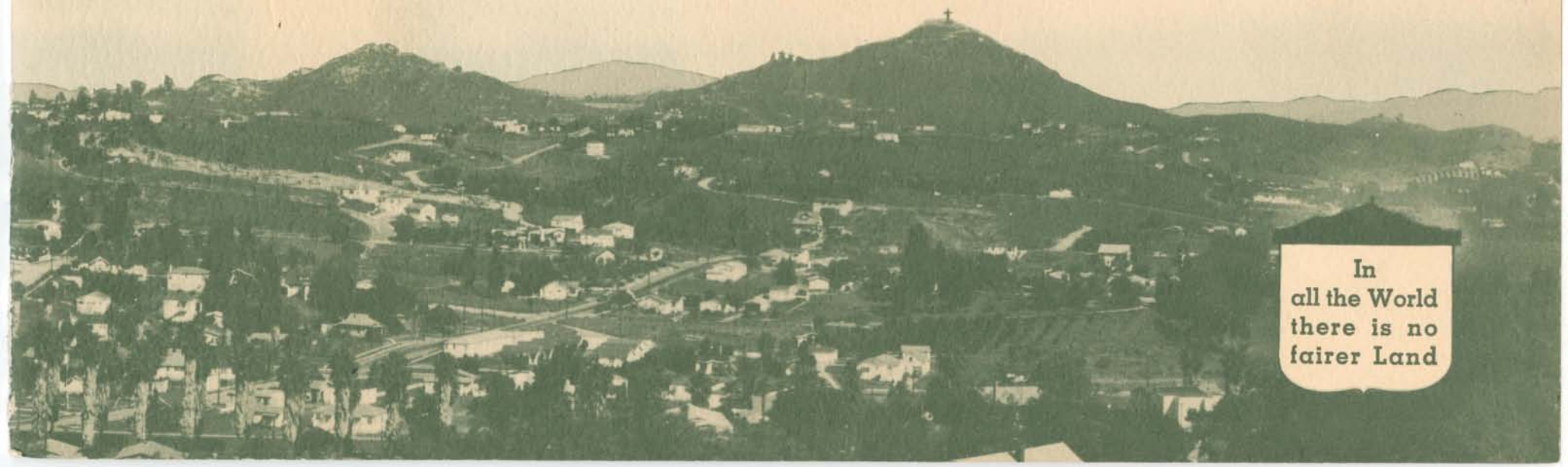


# LA MESA

*Jewel of the Hills*



In  
all the World  
there is no  
fairer Land



A pictorial glimpse of that verdant area comprising La Mesa, Lemon Grove, Spring Valley and El Cajon districts served by the NEW HOME of

THE  
**FIRST NATIONAL BANK**  
TRUST & SAVINGS  
OF SAN DIEGO

at La Mesa, California





**In all ages** men have dreamed that there was somewhere an ideal spot, fairer than their own. California was such a land. Those who settled there forever lost their desire to return whence they came. Those who entered San Diego, the Harbor of the Sun, found a new land on which to feast their senses, a new love in their heart—stronger than the old.

There is no brighter estuary on any shore than the Bay of San Diego, and it is there that California began. It is the place of first things. It is the first port of home on the shores of the Pacific. Here were reared the first cross, the first church and the first town. It was here, too, that sprang from primeval wastes the first cultivated field, the first palm, and the first vine and olive tree to blossom into fruitage beneath a wooing sun from the life-giving waters of the first irrigation ditch.

It would seem that San Diego has more than a share of good fortune in her Bay and the charm that environs it, yet she has in reserve a charm fully as great in the mountains and valleys that lie within the clasp of the mighty hills above and all around her.

Over vast sunlit passes and down through many winding trails of glory these marvelous vales and mesas lie in wait for the traveler with an endless delight. One of these trails leads the wanderer to a wonderful valley with uplifted hills, with memories still lingering of the romantic past. Juan Rodriguez Cabrillo, Father Junipero Serra, Don Gaspar de Portola and many other great men of the early history of California must have followed this trail over a tableland — now the city of La Mesa.

So the years rolled by. . . .

While the soil was rich and rain abundant it was not until the latter part of the 19th century that a handful of sturdy pioneers settled around La Mesa, tilling the soil from early morn until late after sunset, encountering many hardships, building homes and inviting others to share in freedom and glory.

La Mesa today is a prosperous, rapidly growing community, inhabited by people with a love for art, music, literature — men and women who believe in the glorious traditions of a free America.

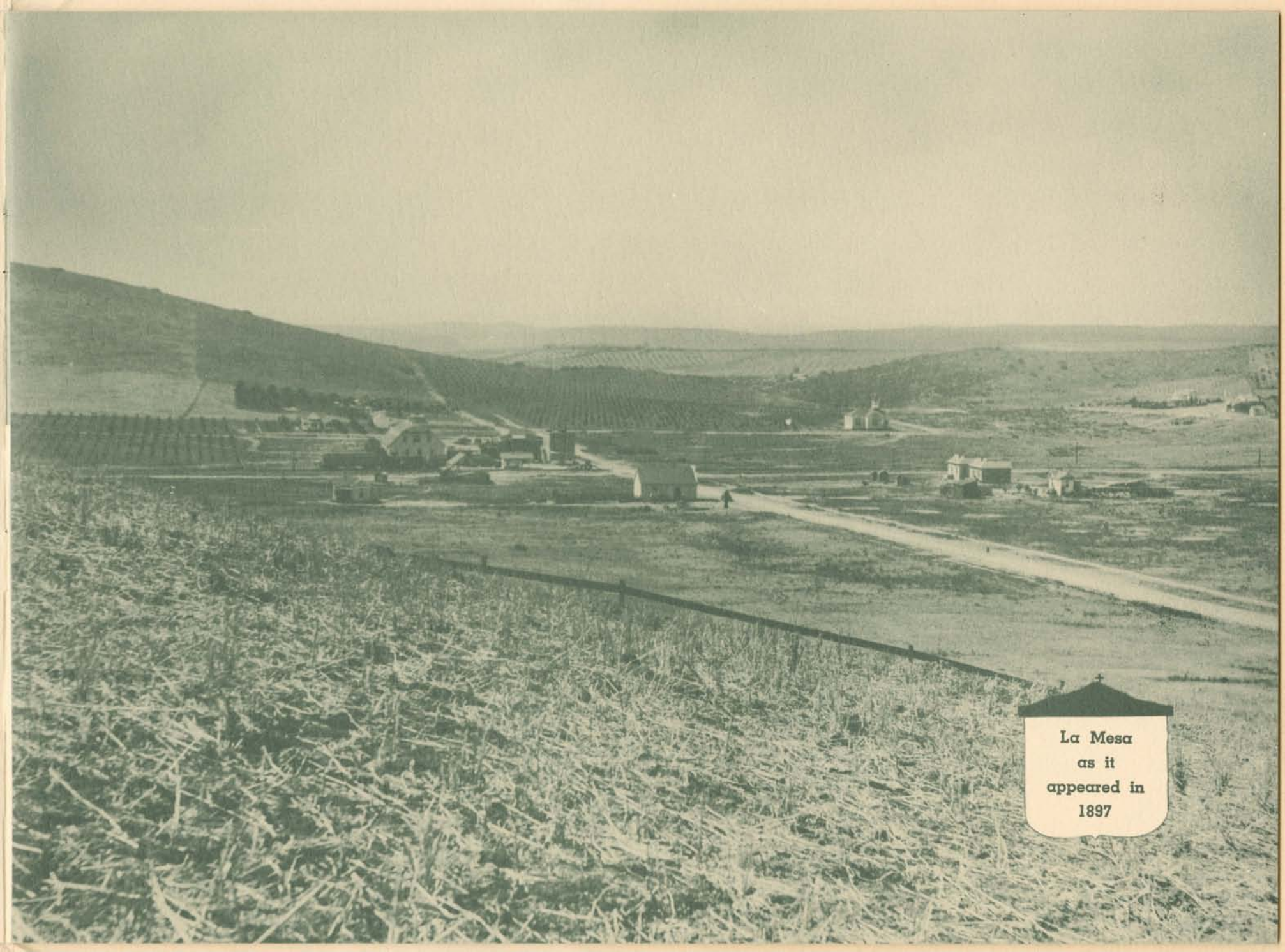
To the founders of La Mesa, Lemon Grove, El Cajon and Spring Valley, to those early settlers who never faltered in their belief that their beloved soil would some day become a thriving city, a mecca for seekers of homes and beauty, this booklet is dedicated with profound respect and admiration.

La Mesa, April 18, 1942.



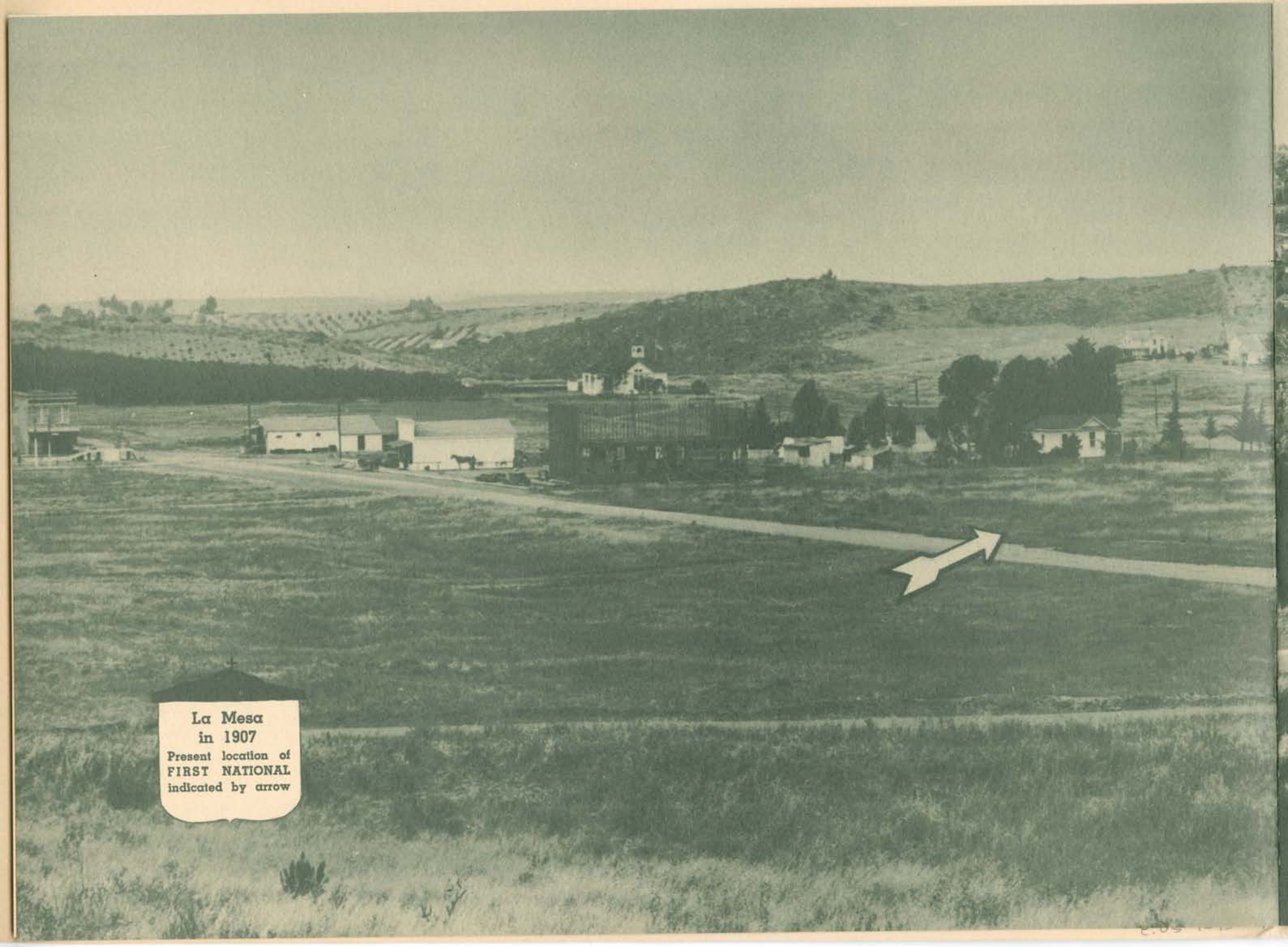
Cross on Mount Helix





La Mesa  
as it  
appeared in  
1897



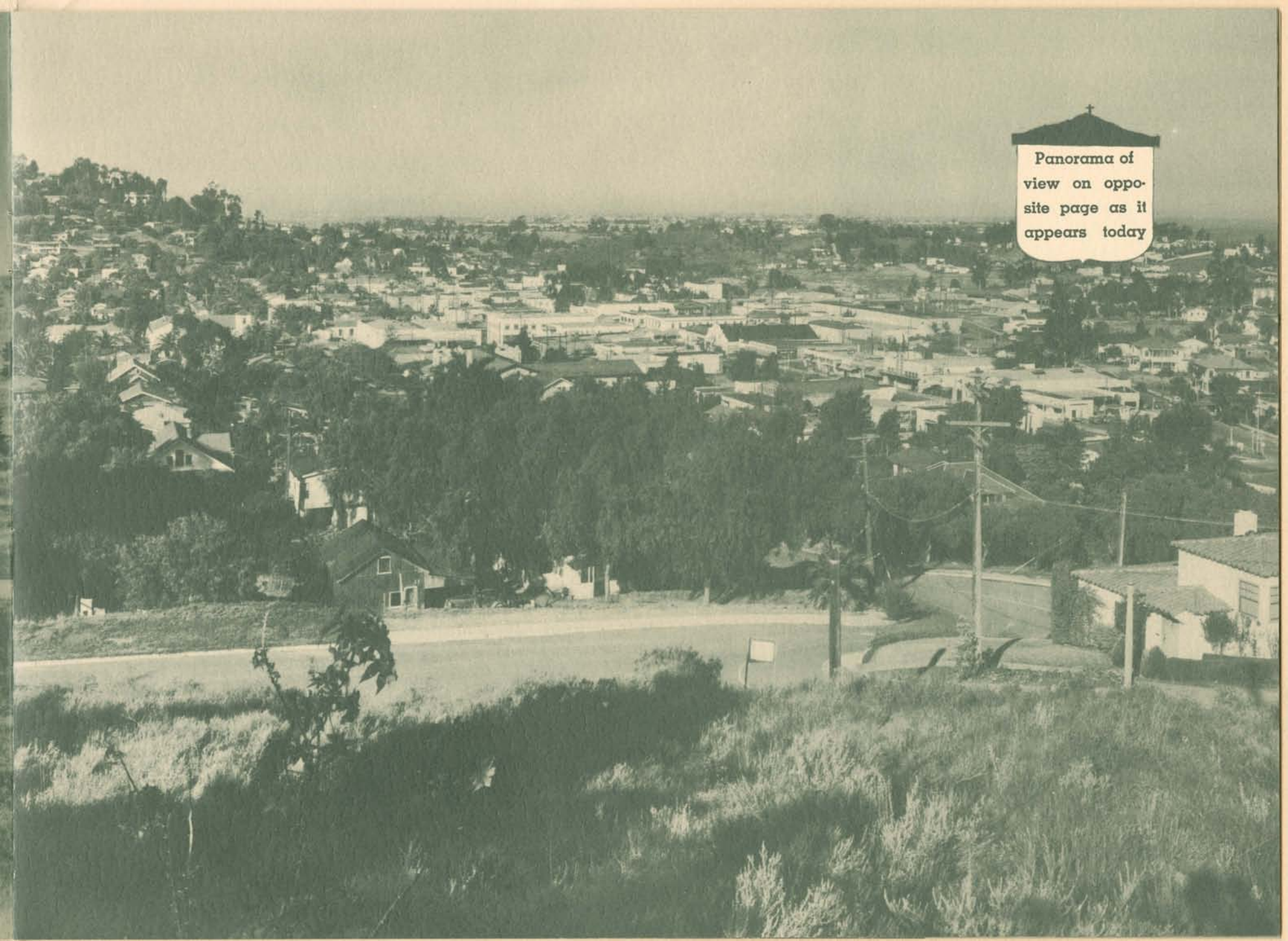


La Mesa  
in 1907  
Present location of  
FIRST NATIONAL  
indicated by arrow

205 111



Panorama of  
view on oppo-  
site page as it  
appears today





## Lines to La Mesa

By Mary D. Garfield

If you'd find a quiet haven,  
Far from storm and stress of life,  
Where sweet peace and love abideth  
And no thought of restless strife.  
Seek La Mesa, beauteous suburb,  
San Diego's child, alone,  
Nestled in among the foothills,  
Near the vale of El Cajon.

Where the ever watchful mountains  
As on picket duty stand,  
Guarding o'er the cozy dwellings,  
Fairest picture in the land:  
When the sun in dying splendor,  
Sheds its glory everywhere,  
Tinting all with radiant beauty,  
Happy homes and gardens rare.

There the peak of Grossmont riseth  
Dark against the azure sky,  
And the stately head of Helix,  
With old San Miguel close by:  
Looking westward in the distance,  
Dimly seen the ocean blue,  
With the wondrous mother city  
Lying plainly in the view.

Seek La Mesa, perfect jewel,  
In a setting most sublime,  
And you'll choose to live your life there  
In the Southland's gentle clime:  
And if from its friendly borders  
You should ever chance to roam,  
In your heart you'll hear it calling,  
Calling you to come back home.

Where the birds all wish to tarry,  
Far from gale and tempest roar,  
And are evermore returning  
When their wanderings are o'er:  
Where the flowers are always blooming  
'Neath the California sun,  
You would love this little city  
And its people, every one.





# A Cottage in God's Garden

By Carrie Jacobs Bond

Written in her home at Grossmont, California

There's a cottage in God's garden,  
Upon a mountain high,  
Away from strife and turmoil  
And all life's din and cry.  
Away from care and sorrow,  
From all life's tears and woe,  
A cottage in God's garden  
Where I am free to go.

There's a cottage in God's garden,  
Where my tired feet may rest,  
And weary though my soul may be,  
My spirit there is blessed.  
The wild birds chant their carols,  
And wild flowers bloom galore  
Out in God's lovely garden —  
How could I ask for more?







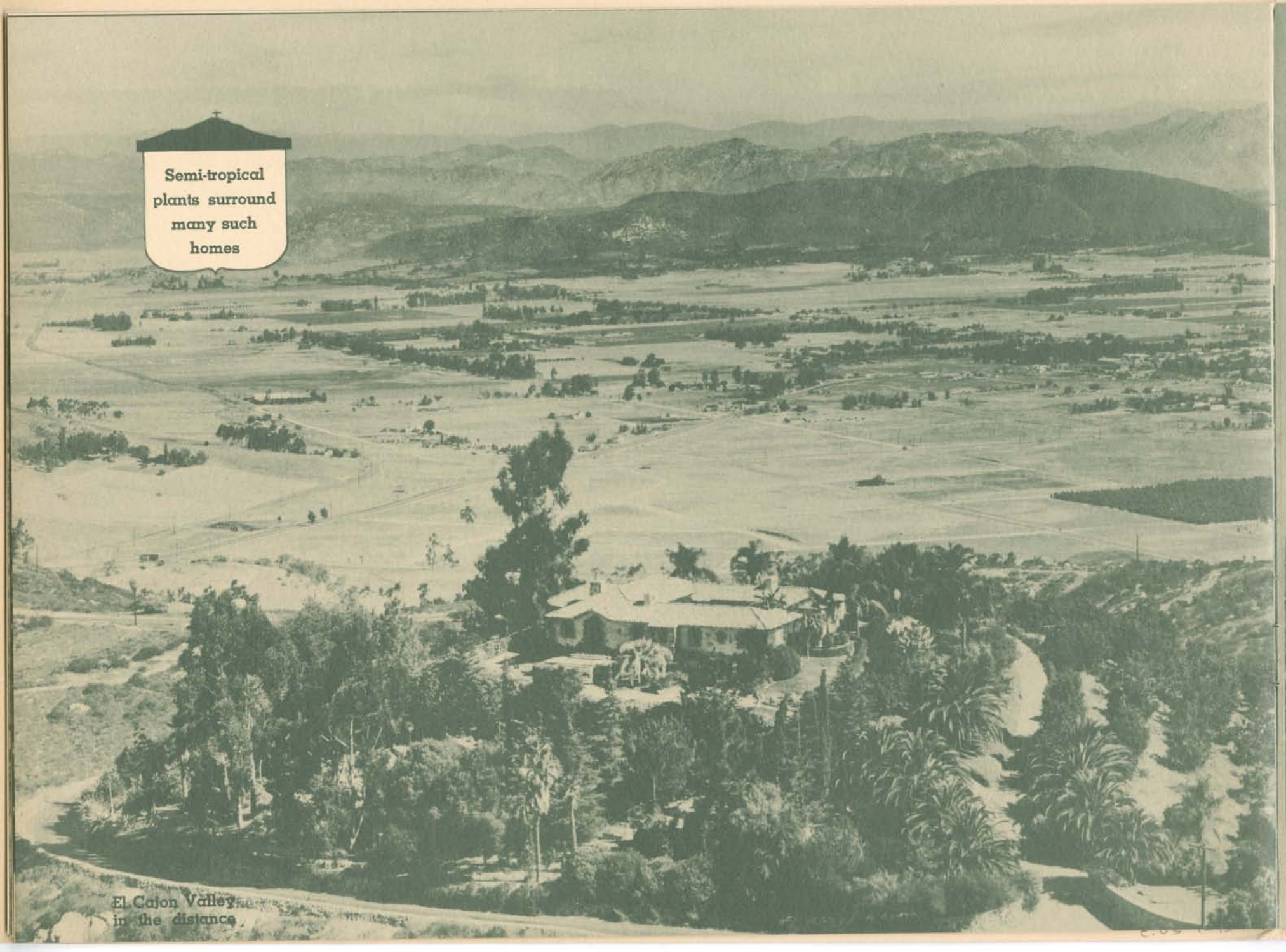
A glimpse  
of  
Spring Valley



El Cajon Valley  
from  
Grossmont







Semi-tropical  
plants surround  
many such  
homes

El Cajon Valley  
in the distance



Lemon Grove  
and  
San Miguel  
Mountain





Scenes like  
these may be  
enjoyed from  
almost any  
window







Homes  
on the  
Hillside





## THE HOMESEAKER'S HAVEN

The La Mesa area is truly a year around paradise for those who enjoy the sun and the soil. Offering to its residents all the traditional advantages of Southern California, this district is particularly blessed in its climate, its topography and its water supply.

Located in rolling country with adjacent higher hills, and an eastward background of the Coast Range mountains, this territory enjoys the tempering effects of the Pacific but escapes the fogs found closer to the ocean. The soil is chiefly a deep, rich, decomposed granite, with good drainage, due to the slopes of the hillsides. The water supply is pure, ample and reasonable.

Under these exceptionally favorable conditions it is obvious why many of the best avocado groves in California are in the La Mesa region, and why this vicinity has gained national fame from its oranges, lemons and other citrus fruits.





## AN ADVENTURE IN GLORIOUS LIVING

La Mesa and its environs lie at altitudes ranging between 600 and 1000 feet. Although situated 20 miles from the ocean, many residents of the area are able to view the Pacific from one window and turning, view the rugged terrain of the Coast Range from another window in the same room.

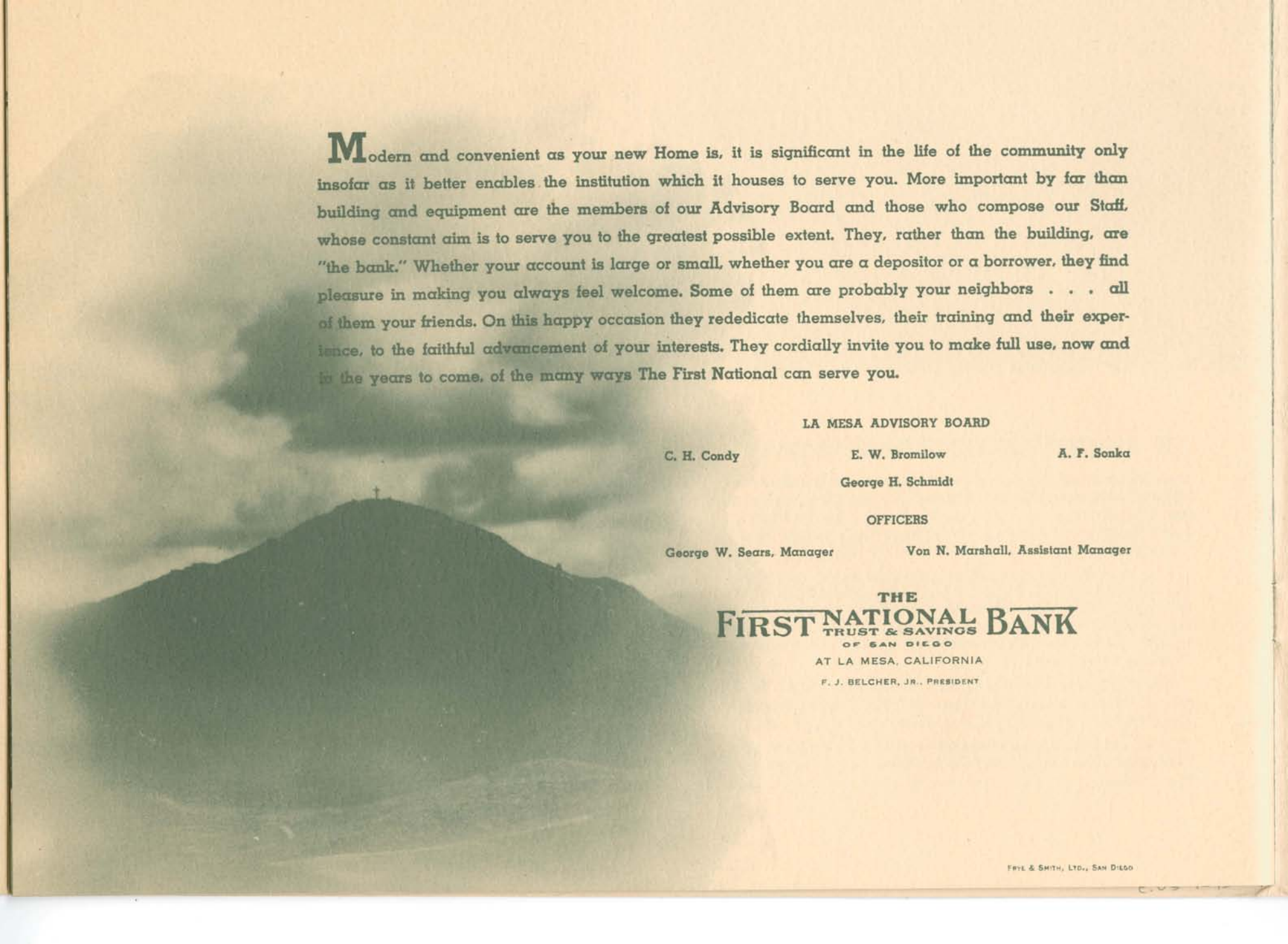
It is a district of magnificent panoramas, of palm-lined streets and beautiful homes. It is an area possessing all the advantages of a rural, suburban community adjacent to a busy metropolitan area. The educational facilities are exceptionally good with transportation supplied to school children in the outlying territory.

The cultural tone of the locality is established, the recreational centers, clubs and lodges are active, and the people are friendly.

In all ages men have dreamed of an ideal spot, fairer than their own. Those who live in the La Mesa area have attained this dream.







**M**odern and convenient as your new Home is, it is significant in the life of the community only insofar as it better enables the institution which it houses to serve you. More important by far than building and equipment are the members of our Advisory Board and those who compose our Staff, whose constant aim is to serve you to the greatest possible extent. They, rather than the building, are "the bank." Whether your account is large or small, whether you are a depositor or a borrower, they find pleasure in making you always feel welcome. Some of them are probably your neighbors . . . all of them your friends. On this happy occasion they rededicate themselves, their training and their experience, to the faithful advancement of your interests. They cordially invite you to make full use, now and in the years to come, of the many ways The First National can serve you.

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F. J. BELCHER, JR., PRESIDENT



