

Lines to South Bay

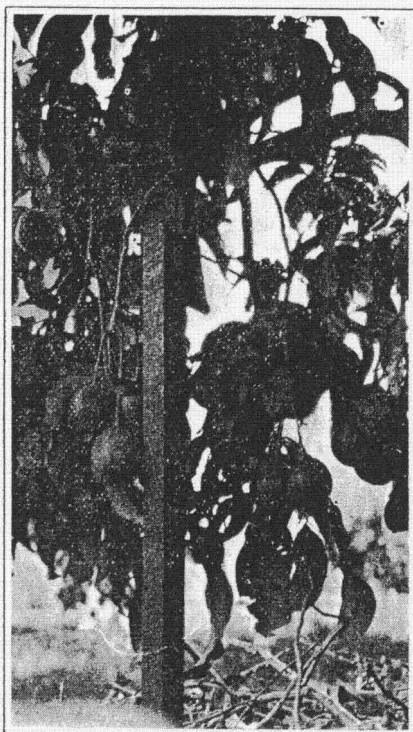
WHEN the graceful peppers lacy
sprays

Hang full of berries red,
The eucalyptus bends and sways
Its lofty tasseled head.

An odor sweet of fruits and flowers
Is a balm for weary thoughts;
While the restful look of alfalfa fields
Sends youth into your heart.

Far from the busy crowded streets
And strenuous pace that kills,
Come to the Valley of Aunt Jane
Near mesa blanca hills.

Where the rays of the Richfield beacon
Keep a watch o'er the Silver Strand;
Guarding o'er our South Bay dwelling
Rarest picture in the land.



NECESSARY TO PROP AVOCADO TREES

PALM CITY CALIFORNIA

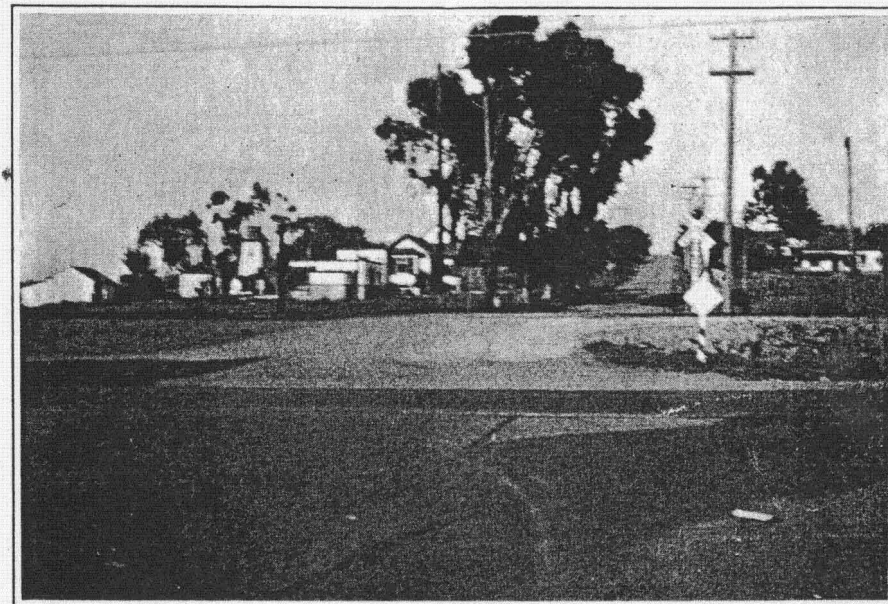
South Bay Has Ideal Year Round Climate

SITUATED at the south of San Diego Bay, where the cool ocean breezes from around Point Loma make this locality ideal, no feature of this district is better worthy of a place in record than this

3. Mountains on the east.

4. The Great Colorado desert still farther east.

The number of northern areas of low pressure sufficiently great, and moving



A VILLAGE STREET SCENE OF PALM CITY

famous climate. In the statistics taken from the weather bureau, four elements enter into a consideration of our climate:

1. Distance from the northern track and southern storms of Lower California.
2. Proximity to the ocean on the west.

far enough south to exert an influence at the latitude of San Diego, are comparatively few. Not one-tenth of these lows have an appreciable effect on the climate. The storms from the south, "Sonoras," as they are locally known,

have but little energy, and probably average two a year. As is the case in all marine climates, the ocean exerts by far the most powerful effect.

The temperature has exceeded 90 degrees 22 times in 34 years. The "desert winds" are responsible for the temperatures above 90 degrees, and are,

therefore, accompanied by extremely low humidity as the sea breeze is stronger than the desert wind. The highest point, reached whenever the temperature is above 90 degrees, usually occurs about 11 a. m. At this time the sea breeze overcomes the land breeze and the temperature drops to normal.



A FIELD OF SPINACH NEAR PALM CITY

Diversified Farming, Citrus Fruits and Berries

THIS section is well adapted to diversified farming on a small scale, five acre units, etc. All kinds of vegetables and fruits are grown, also some small grains. On the lower lands alfalfa is grown and can be harvested ten months in the year.

We have schools, churches, clubs and

many things projecting local sociability.

The climate is ideal, never cold in winter. Ice and snow are unknown, and, being adjacent to the ocean, we enjoy cool breezes at all times. The rainy season begins about the first of November and continues, with many sunshiny days, until perhaps April.

As to fruits—Apples, peaches, oranges, lemons and avocados are being raised very successfully. And in small fruits, there are grapes of many varieties, blackberries, raspberries, strawberries, etc.

The scenery is unsurpassed, the grey mountains at the south, the blue Pacific

at the west, the foothills to the east and a great panorama of prosperous homes, small villages, orchards, etc., to the north of us.

Plenty of water is available for irrigation in the Tijuana River Valley.

Fine Dairies and Milk Products Market

LOCATION for dairying here is ideal on account of uniform climatic conditions, giving the cows regular eating habits, with no loss due to excessive heat

feed the year around, a wonderful help.

During the high water of 1927, when other dairy sections supplying San Diego were cut off by the different streams



POTATOES SACKED AND READY FOR SHIPMENT FROM STEWART RANCH, PALM CITY

or cold. We are close enough to San Diego to enjoy the best market and yet far enough out to have the advantage of large acreage for growing and having green

emptying into the bay, the Silver Strand road was always open and the milk express never missed a delivery.

We have about a dozen excellently

equipped wholesale dairies with a total of 800 Holstein and Guernsey producing cows. A daily delivery of 2500 gallons of milk is made to San Diego.

Barley, oats and corn do well here and will rotate very successfully with two crops per year. Drilling in barley or oats during the months of September, October or November you will have a matured crop to take off in January and Febru-

ary. Corn planted in March or April will produce a wonderful crop of matured corn or corn for silage in early September.

For the benefit of those shipping alfalfa hay and other feeds, the San Diego & Arizona Railroad maintains a service track where hundreds of cars of feed are unloaded, principally alfalfa hay, shipped from Imperial Valley and Yuma.



HOME OF BAILEY J. RUSSELL, PALM CITY

Sports Enjoyed All Year in Frostless Section

THE climate is ideal here where the sun habitually shines. Near the coast flows the ocean current from which a

tempered breeze sweeps over the land every day.

Outdoor life and sports are indulged

in all the year, which is a healthful asset.

Between the first of May and last of October we have our summer season. The days are warm and balmy, and the nights are cool. As a summer resort no place

in the world has its equal, a proven fact.

This South Bay district being frostless, the most delicate plants and fruits thrive throughout the year.

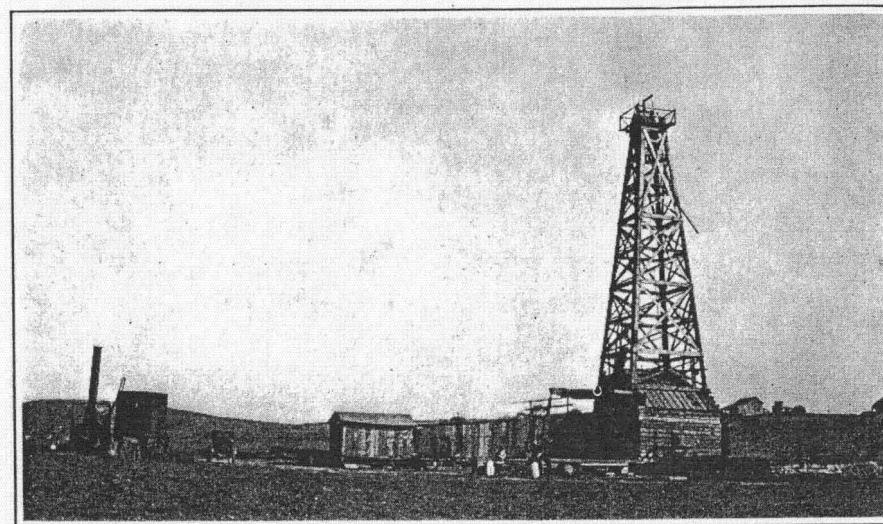
Oil Indications Strong in South Bay

WHY we believe we have oil here in the South Bay District of San Diego County, California:

For many years past, water wells have been drilled in the South Bay District of San Diego County, California, and almost every well has shown a filament of

standing, awaiting further developments.

The following is the finding when the well reached a depth of 2625 feet: Good showings of oil were encountered first at 400 feet, from there down showings of gas and oil were very prominent, all the way to the 2625 foot depth. At about



PALM CITY OIL WELL, 2625 FEET DEEP

oil and gas bubbles coming through the water.

In 1925 a group of local men put up enough money to make a test for oil. They secured the geological advice of several prominent geologists and made a location at Palm City, San Diego County, where the derrick and standard rig is now

1700 feet they found an oil sand 3 feet in depth, saturated with oil, another sand of the same kind at about 2000 feet; another one at about 2300 feet and another one at about 2500 feet.

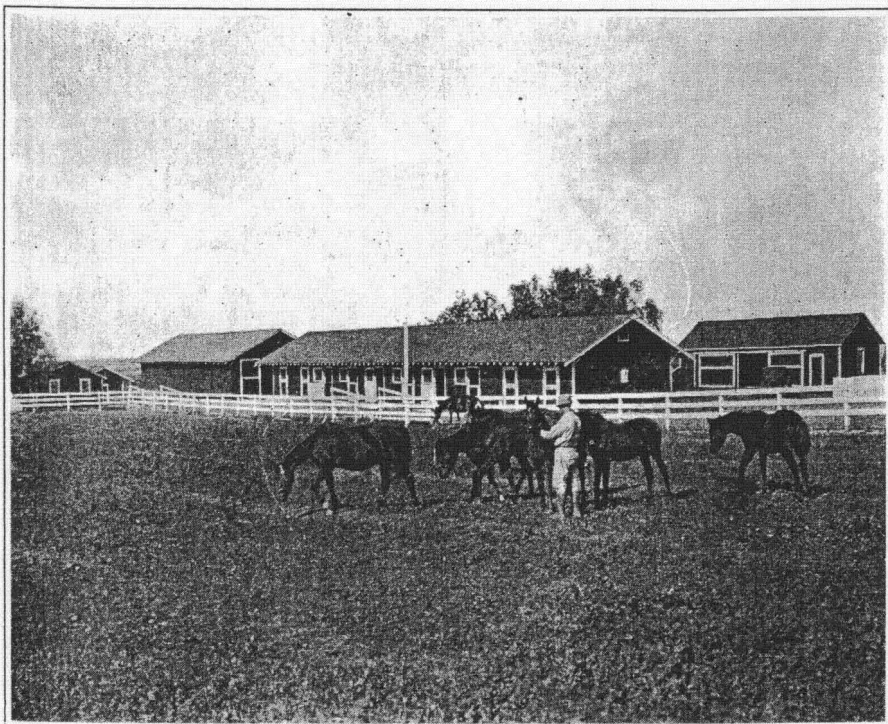
An analysis of each sand tested 36° Parafine Base predominating over the asphaltine base.

There were continual showings of gas in the well from about 600 feet on down. Mud and water was thrown out of the hole some 10 to 15 feet in the derrick by the gas pressure on occasions.

Unfortunately, at 2625 feet, the funds for this project were exhausted and the well could not be finished. The well has

have approved of the location and the surrounding South Bay region, among them being Prof. Watt, Dr. Bickley Freeburg, also Arnold and Pack, Hamilton, Emmons, Penning and others who have unreservedly expressed themselves favorably for this section as a possible oil field.

The following is an abstract from Dr.



RAISING THOROUGHBRED RACE HORSES ON THE FARM OF JAMES N. CROFTON

been shut down ever since. The complete standard rig is still there.

Practically every report that was made of the surrounding territory and at the well (mentioned above) stated that the flowing well was likely to be found at between 2900 and 3000 feet.

Men well known in the geological field

Bickley's report on lands in the South Bay section of San Diego County: "It is very evident that this area had not been moved by any violent disturbance since the major faulting in evidence in the channel of the Otay river, and that its formation carries their possible primary resources generated from the marine like

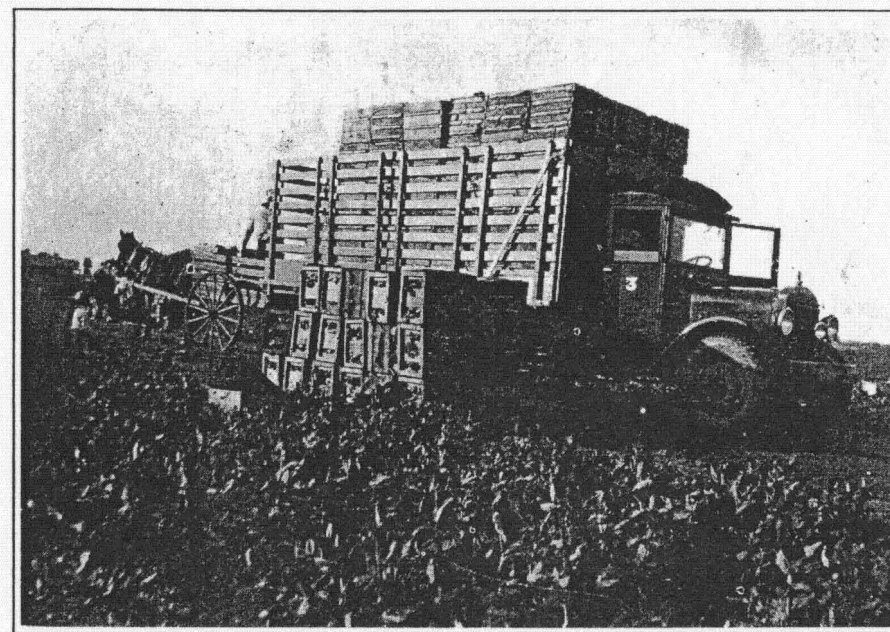
laid down sedimentarily ages ago. Oil seepages are in existence southwest of the area along the Tijuana river.

"In recent field surveys carried on from north of Los Angeles to Point Loma, it was found that the structure had practically risen or been elevated some 1500 feet. In such an event the Bell sand should be found somewhere about 2000 feet and the Meyer

territory on either side of this fault in San Diego county."

The geological conditions prevailing throughout this territory were found favorable for existence of oil and gas and should be sufficient to warrant drilling in this area.

Along with the above geological reports, tests have been made by the seismograph or dynamite test, torsion bal-



HAULING LETTUCE FOR SHIPPING FROM OSCAR LEHNER RANCH NEAR PALM CITY

sand from 2750 feet to 3000 feet in this area, with also possible pay from 4000 to 4500 feet.

"The great continental St. Andras fault courses from Northwest to Southeast and passes into Mexico, along which vast quantities of oil have been produced farther north, and there is no physical reason discoverable why oil and gas should not also exist and be found in the

ance, Dr. Spits' depth sounding device, the Mansfield instrument, also the anticlines determined through the geophysical surveys made by James H. Bach of San Diego, who is eminently scientific. All this has been done in the South Bay section of San Diego county.

We have the San Diego & Arizona railroad running through the South Bay Section; the Santa Fe Railroad terminal

is three miles north of the well and the San Diego bay (abutting these lands) which is one of the greatest harbors on the Pacific Coast.

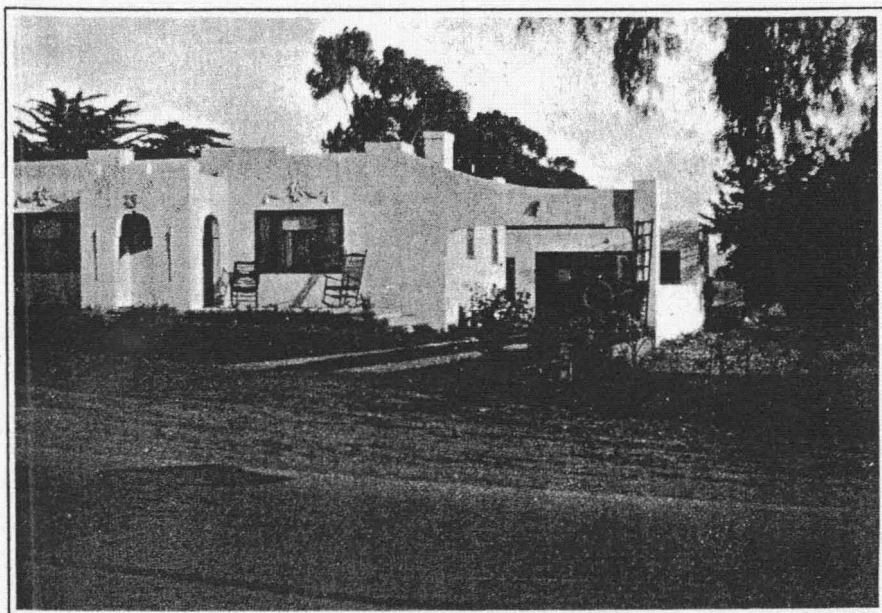
Our greatest and only need at this time is development. We believe that we are located over a vast treasury of oil and feel certain that we have one of the greatest undeveloped oil fields in California, which is a broad assertion.

Be convinced, by coming here to investigate. We are sure that the key to the time lock of this vast treasury field

is in the hands of some developer at this time and is soon to be unlocked.

We invite and promise whole-hearted support to oil field developers. Come and see for yourself, again assuring you, whoever you may be, that you will receive our co-operation 100 per cent. It is here, we believe, from indications shown in the well described above.

For further information address the Palm City District Chamber of Commerce, Palm City, California.



SPANISH TYPE MODERN BUNGALOW HOME OF C. W. STREAM, PALM CITY

A Little Journey Into a Pleasant Land

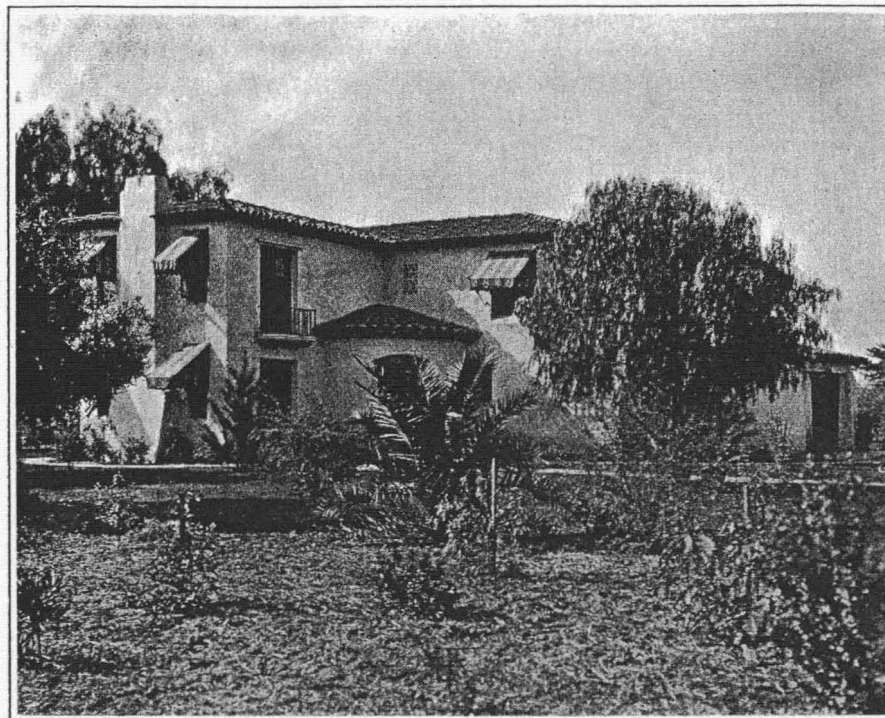
A LITTLE journey into Baja, Lower California, a very pleasant land, easily reached from Palm City and Imperial Beach.

Just to the South of us lies a land known to but few. It is not as yet for those whose exploration must be done by automobile. It is so near us, and still so

unknown. In spite of rumors to the contrary, the few people who live there are most kindly and extend to the stranger an hospitality that would be hard to find in America.

We shall take the road from Palm City to Ensenada, a drive between the mountains and the sea, where the waves of the

leave the automobiles and go over the hills to the southeast to the High Sierras of Lower California. From now it is horses, with burros to carry the packs, up and down long ridges, mostly up, till far to the west is seen the shining silver of the ocean. To the south, and far below, at least 2000 feet, are two bright



HOME OF WILLIAM J. CAVANAUGH, PALM CITY

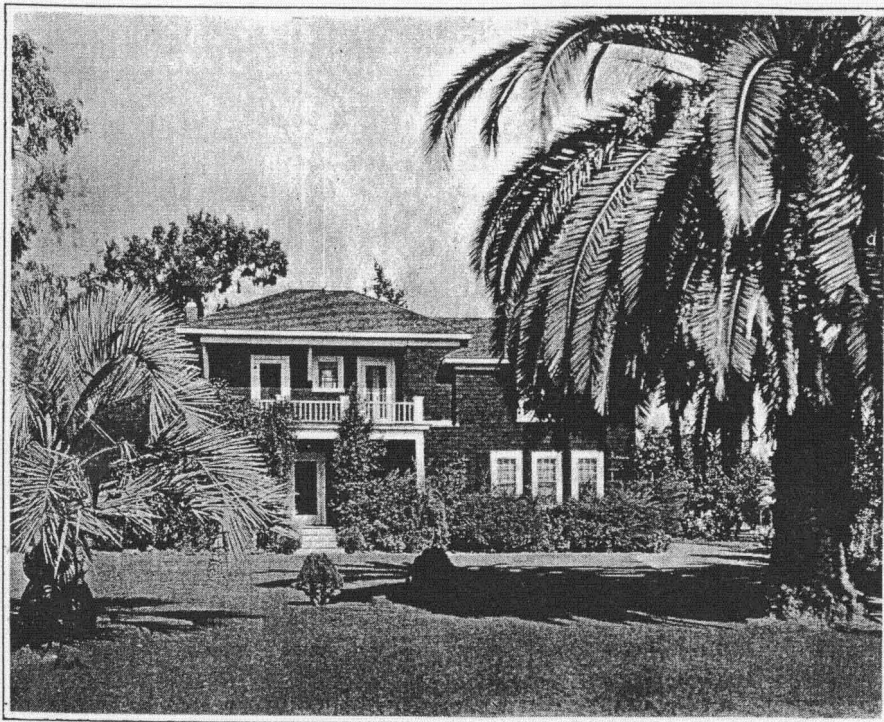
Pacific make white fringes that are echoes of storms far out in the ocean—storms that seldom or ever reach their shores. Thence on to the south, through the famous Santo Tomas Valley with its miles of vineyards, and still farther to the beautiful San Tilmo Valley, with its clear streams and green fields. Here we shall

stripes of green, La Zanja, and the Rio San Antonio.

A scramble down and these are two brawling mountain streams. Cold and clear, and, believe it or not, trout jumping in the pools, lying in the riffles. Great trees over us in the camp, singing waters on both sides of us, quail every-

where. One does not have to choose a fly. Just any one will do, and in a few moments there is enough for a meal. Fine, sporty one, 8 to 12 inches long, and a trout that few have seen. They are the *Salmo Nelsonii*, named for Dr. Nelson, chief of the U. S. Biological Survey, who first described them. To a layman, they

across it to the east is an amazing sight. A great white granite wall going straight up, it seemed, for hundreds of feet above the valley. It is the Sierra San Pedro Marter. Such a majestic range as one could not imagine existed in Lower California. It is a real climb to get a pack train up the western scarp, but it is



HOME OF JAMES N. CROFTON, PALM CITY

seem a cross between a rainbow and a brook trout, and as gamey as either, or both. Imagine trout way down in Lower California.

Again we climb and climb until we feel that we must be on the backbone of the peninsula.

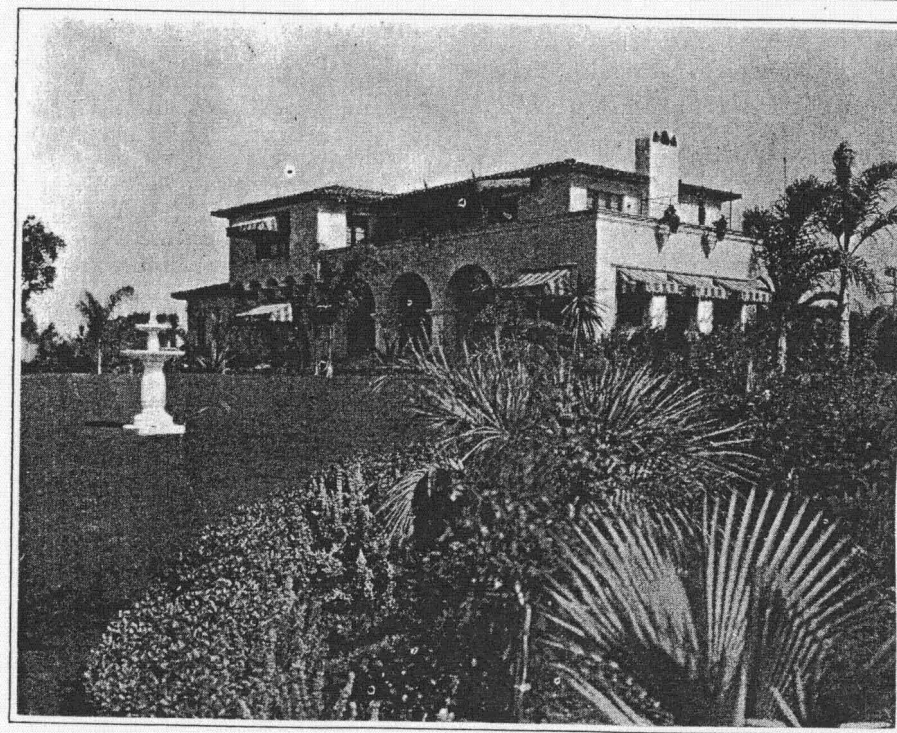
A deep valley yawns before us, but

worth it. On the upper levels, great forests of stately pines abound; huge fellows that tolerate no underbrush beneath them. Level, green meadows, little streams running through gigantic boulders of the most fantastic shape, lakes with myriads of wild fowl. And beside one of these lakes where it overflowed

into a deep pool we made our camp. But wonders were yet to come. We went to the east until we stood at the foot of Encantada (or in some maps Sa Providencia) towering some 12,000 or 13,000 feet, peaks that have been scaled but once to my knowledge. There are three peaks almost straight up and down. I am cred-

the grim desert that borders the shores of that lovely sea, the Gulf of California.

Far to the east, across the Gulf can be seen the low desert coast of Sonora, and the almost unknown Pinacate mountains. One is so impressed that on the long ride back to camp by the beautiful lake, no one says much. Places like that don't



HOME OF WIRT G. BOWMAN, PALM CITY

ibly informed that Ex-Governor Abelardo Rodriguez and Rafael Samaningo, ex-chief of forestry and game, made the ascent by means of iron drills and ropes. But go a little farther, and one comes to the end of the great Sierra San Pedro Martin. It drops down like the walls of the Grand Canyon, thousands of feet to

call for words.

One lives in his bedroll and looks up through the branches of the giant pines and feels very small and humble.

And this is just a little journey into a pleasant land among a kindly and hospitable people.

COL. M. O. BIGELOW.

Poultry and Egg Industry Prospers

IN OUR unexcelled climate here, always tempered by the gentle warm breezes of the Pacific, poultry does exceedingly well under proper care and management.

There are a great many "Ranches" devoted to the production of the Commercial Egg, housing from a few birds to many thousands.

Our markets are of the best in the United States and easily accessible over perfect paved highways, reached in a

very few minutes from all points.

Plenty of reasonably priced land is available which can be bought on most attractive terms.

If you think of California and Poultry, don't overlook the South Bay section of San Diego County.

For further information address the Palm City District Chamber of Commerce, Palm City, Calif.

Scenes from South Bay Hills

AT a distance we see Point Loma Old Spanish Light and Fort Rosecrans,

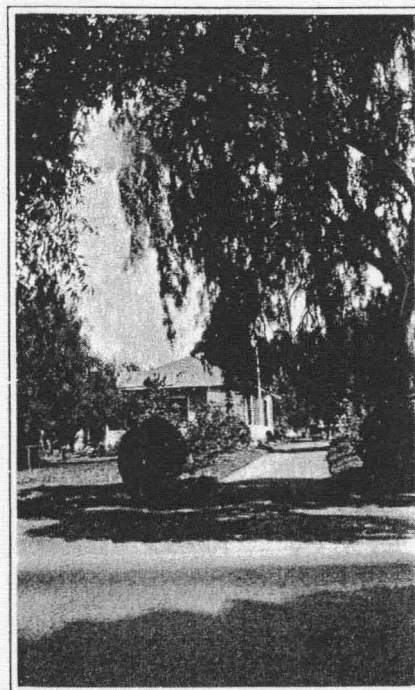
The Naval Air base and North Island
With the Marine Base close at hand.

There is Lindberg Field and Ryan Airport
With a fleet of planes gliding from the
skies

The historic Mission built by the Padres,
Which is San Diego's growing pride.

There is Coronado and Chula Vista,
Their rare beauty your heart will fill
Aided by the Standard Beacons, and
Electric rays from San Miguel.

There is Nestor and Palm City,
Imperial Beach, where the children play
And San Diego—the mother city
Extending outward toward South Bay.



BUNGALOW HOME OF J. C. BOYCE

Fishing and Bathing at Beautiful Beach

THE great pride of Imperial Beach is that it appreciates the gorgeous rich scenery with which nature endowed it, it is FREE OF THE CHEAP JAZZY AMUSEMENT zones so common to the majority of beaches. There's an enchantment about this place that you never weary of—its unusualness, its pleasures and its opportunities come over you like a spell. To visit the village is to want to stay there.

Its unexcelled climate; its air, laden with that "breath of the sea" which we call ozone, invite the seeker of rest and health. Graceful trees that have inspired the genius of so many artists; its sun-kissed bathing beaches so dear to the bathers and the children whose prime joy resides in a bucket and spade.

What other spot boasts so many varied attractions for the lovers of nature? Where else can the tourist find so much to beguile the thought and brace the nerve? The absence of frosts make winter equally as alluring as summer.

The bathing is excellent and is characteristic for its ABSOLUTE FREEDOM FROM ANY RIP-TIDES, UNDER-TOW, VULGARITY OF MORALS OR ROUGHNESS.

Fishermen are delighted with the variety of sport to be found here.

Within a radius of a few miles, only 10 or 15 minutes, one can make a pleasant trip to Agua Caliente, Mexico. Twenty minutes from Coronado, thirty minutes from San Diego, situated at the foot of the Silver Strand, which no writer can describe. One must see it to appreciate. Only three miles from Palm City whose Chamber of Commerce is very proud of Imperial Beach, knowing that in the very near future Imperial Beach will be one of the popular beaches on the Pacific Coast.

You will find most of the convenience that you enjoy in your home are at your service here, and when next you hear the call of the Great Outdoors, come to Imperial Beach.

Address all communications to the Palm City District Chamber of Commerce, Palm City, Calif.

Report of carload shipments of fresh vegetables shipped from this district from June 1, 1928 to June 1, 1929:

Celery, carloads.....	110
Tomatoes, carloads.....	25
Cauliflower, carloads.....	20
Miscellaneous, carloads.....	10

The above does not include shipment of lemons or other fruits.