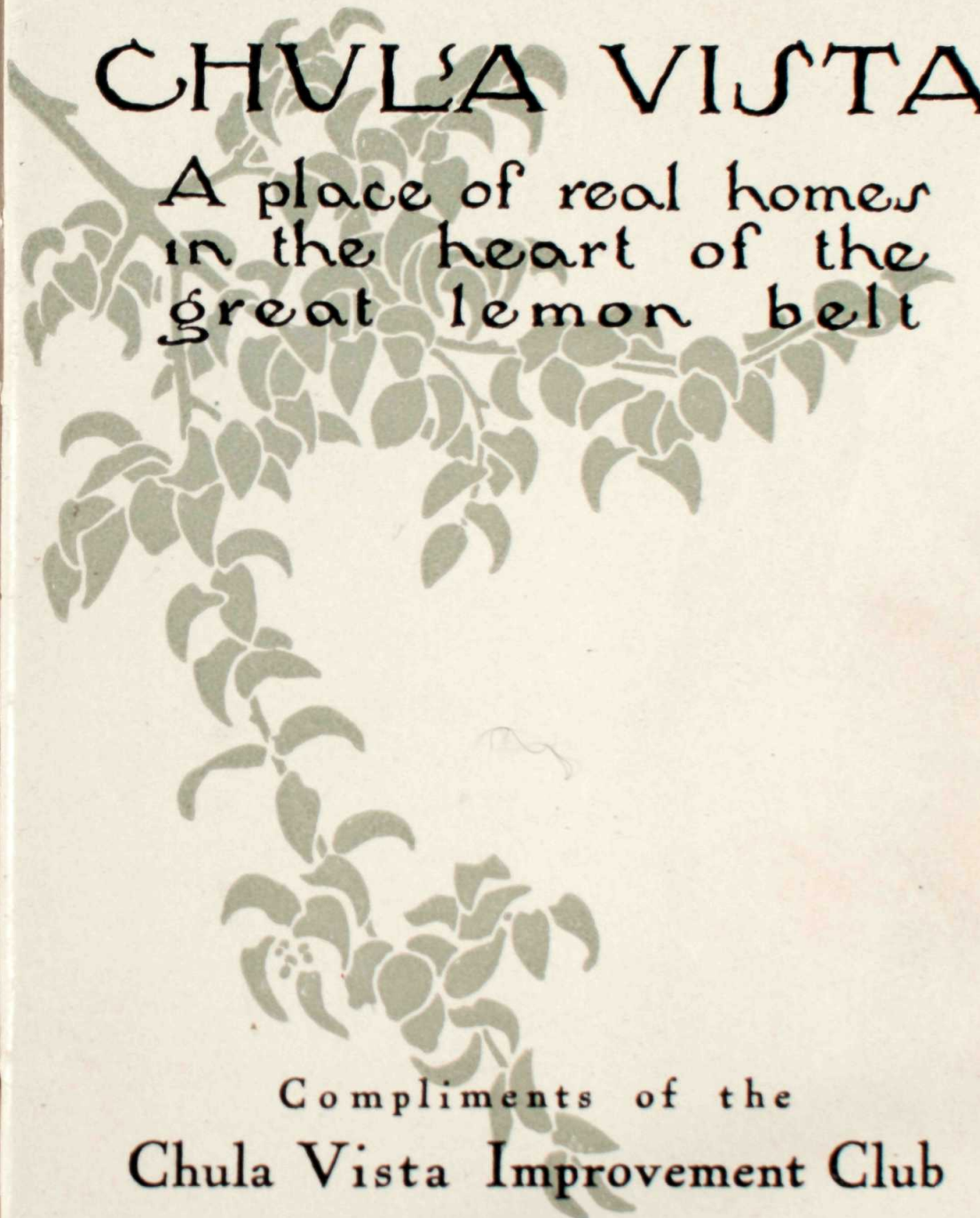


Ease and Comfort



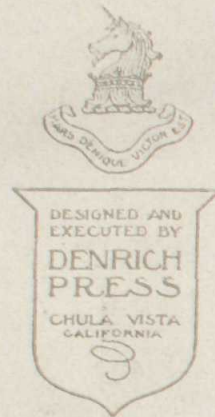
ON FIVE ACRES AT
CHULA VISTA
IN THE HEART OF THE
BEST LEMON DISTRICT



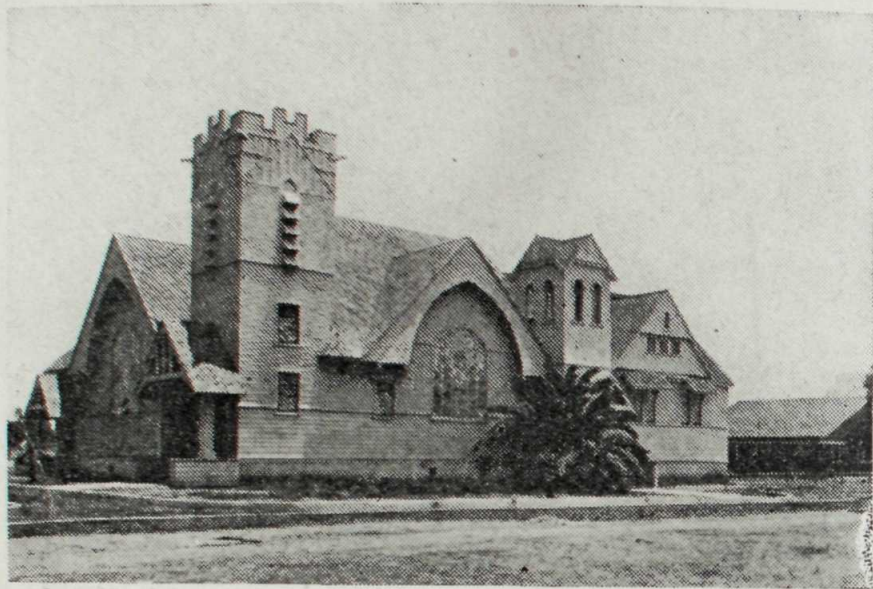
CHULA VISTA

A place of real homes
in the heart of the
great lemon belt

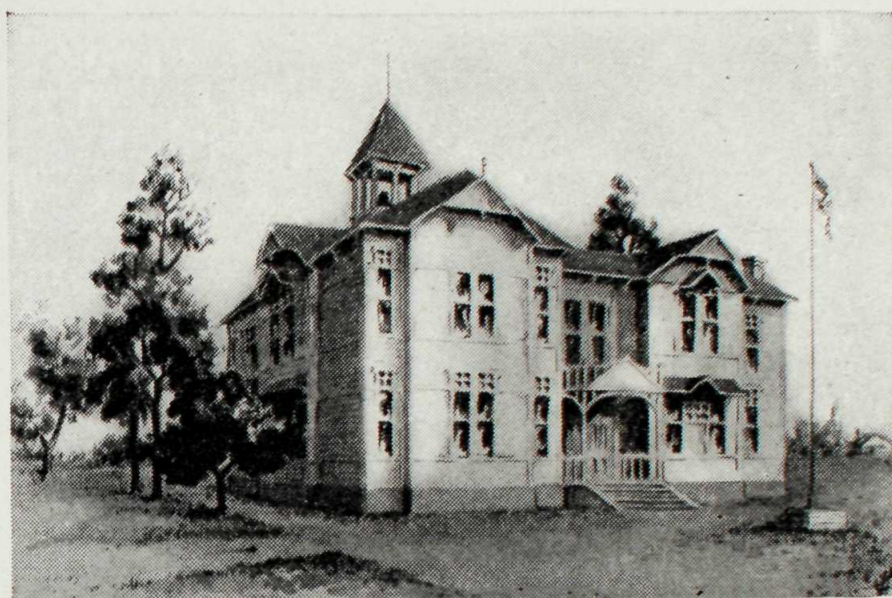
Compliments of the
Chula Vista Improvement Club
Chula Vista, California



THE aim of this little brochure is to give the reader, by pen and picture, a fair idea of the advantages Chula Vista can offer to those seeking "Ease and Comfort." To do this, it will be necessary to specially mention the various business houses and the more important industries, that you may fully realize how completely every need can be supplied within our city limits.



The name Chula Vista means *beautiful view* and fitly describes this very attractive suburb, situated eight miles south from San Diego's center. Lying on a prominence along the beautiful bay, it commands a full sweep of the blue Pacific breakers, Coronado, Point Loma, and the city of San Diego on one side; while on the other, rolling hills climb into the distant mountains,



with shady, tree-filled canyons lurking in their purple folds. All this is a scenic view of rare beauty.

The climatic conditions are pronounced unsurpassed by the most traveled people the wide world over; therefore Chula Vista, with its unexcelled location, the advantages it offers for homes, its proximity to the city, the reasonable prices of good land, and its well known moral and social

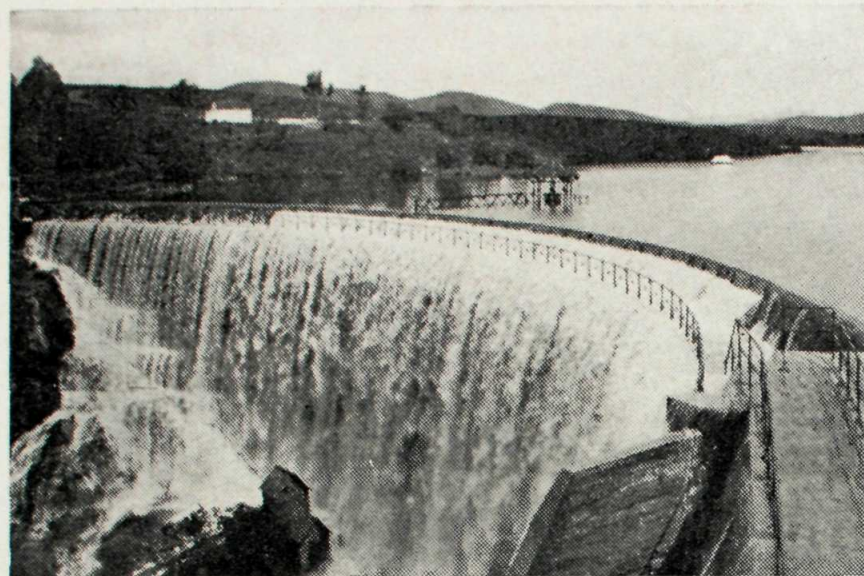


life most persuasively invites as residents those desirous of comfort, congenial surroundings, and at the same time an income under the most favorable and harmonious conditions.

The educational and social opportunities are good. A large school with a well arranged open air building built upon the latest improved plans to insure the well being of the child, provides a graded school.



The city has two new modern churches with handsome parsonages, a public library and free reading room with state and county co-operation, a progressive yacht club with a club house and many private yachts, and a well organized base ball team. These exhilarating sports, together with an all-the-year-round out-of-door climate and yachting season, make life most pleasing.



The water supply—an essential factor to prosperity in Southern California—is from the far-famed Sweet-water reservoir, which has a capacity of about twelve billion gallons. This is a sufficient supply for four years at the present rate of use, even if none were added by winter rains. Additional natural reservoirs can be secured if it becomes necessary; a water famine would seem an utter impossibility.



Now for the industries that bring in the revenue. *The* most important of these are the citrus fruits; one thousand cars of lemons and oranges were shipped in 1911 from the large modern, equipped packing plants, which employ over 350 men. As much as three thousand dollars annually has been realized from a five acre tract of lemons. Probably nowhere in the world do lemon trees yield

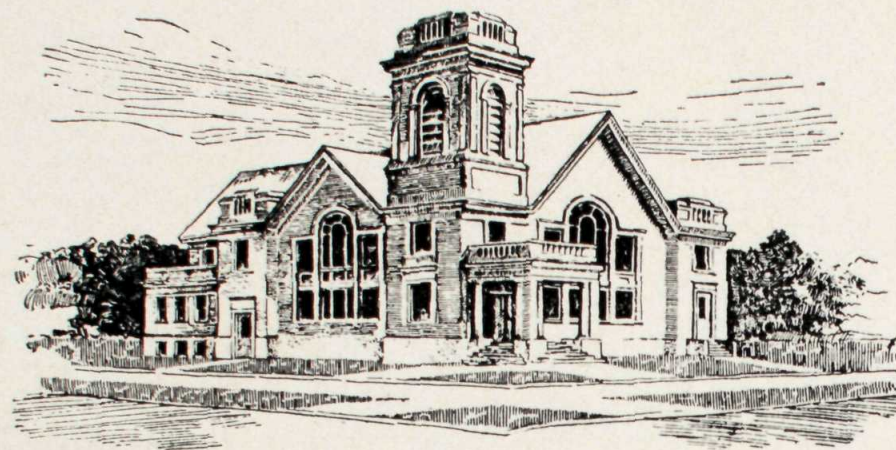


more abundantly; the scientific treatment given to the groves, together with the splendid climatic conditions, being the cause. Fruit and plants grow all the year round; this statement is not applicable to other portions of the United States. There never has been an orchard smudged within the city limits, and the Sweetwater water system is the greatest producer of lemons of any in the world.

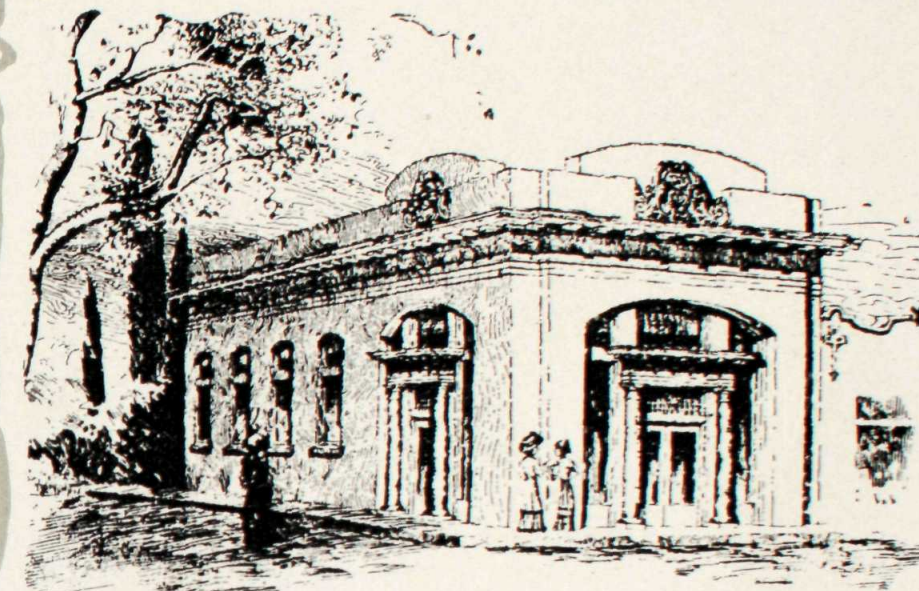


The little incorporated village which commercially supports this community lies in the very heart of this lemon belt, and comprises merchandise stores and shops containing everything needful.

Transportation accommodations are splendid. The San Diego & South Eastern Ry. Co.'s large handsome electric cars, as well as steam trains, afford excellent service at small cost.



The San Diego & Arizona Railway is also building through Chula Vista, opening a direct line to the east. A well organized improvement club, composed of the residents of Chula Vista, meets each month to discuss matters pertaining to the welfare of the town. They advise with the Village Board of Trustees as to the wishes of the majority in carrying through different measures.



The Peoples State Bank is the oldest bank in Chula Vista and has just moved into its new fire-proof building, having outgrown its first location. The capital stock of this bank is \$25,000.00. Surplus \$2,700.00, its deposits being \$150,000.00.

The officers of the bank are: B. J. Edmonds, president; E. M. Fly, M. D., vice-president and Warner Edmonds, cashier.



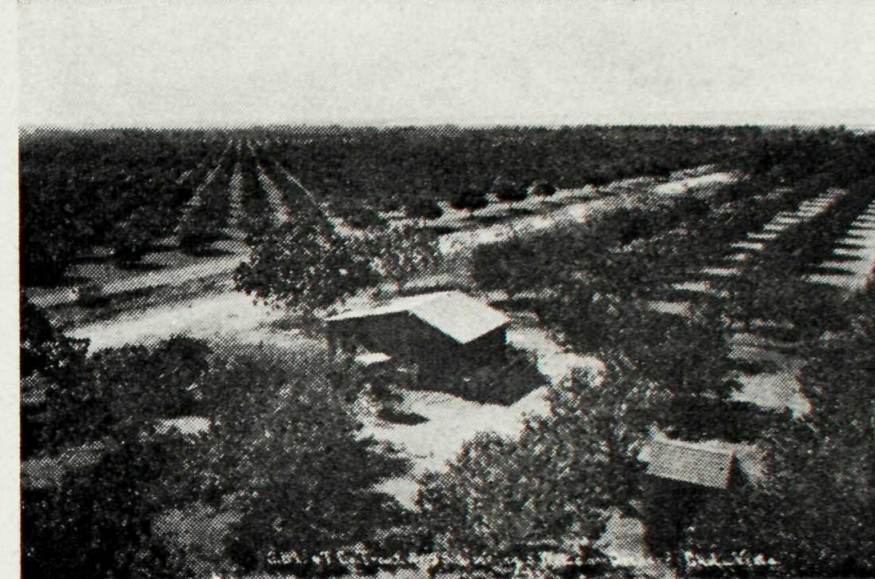
SEA-VALE is a beautiful residential tract in Chula Vista with a commanding view of bay, valley, and mountains—a place of artistic homes, as the above picture, the home of Professor Dibble, shows. If you desire an income lemon orchard or suburban home among flowers and fruits, the Dibble Realty Company, with offices at 1053 Fourth Street, San Diego, will assist you.



Chula Vista has the distinction of having in its midst the Denrich Press, an art print shop of a distinctively high order. The makers of this business have original ideas, practical as well as artistic, and the ability to carry them through so successfully that an almost world-wide reputation is the result. The imprint of Denrich Press means something in the art printing world today.



The Chula Vista Lemon Growers' Association, Inc., is composed of about forty of the largest growers—representing 500 acres in the Chula Vista and Otay lemon district. The management is through a president and board of directors who discuss, advise and co-operate with the shippers, thus facilitating the handling of the fruit. The association shipped 205 cars of citrus fruit last season.



The lemon grove shown above is in Chula Vista and is one of the many beautiful orchards belonging to the San Diego Land Co. Their holdings comprise over thirty thousand acres from which one can select a home of any size—from a city lot to a large orchard. Good water is delivered under heavy pressure to every tract from the Sweet-water system. It's a place of beautiful homes.

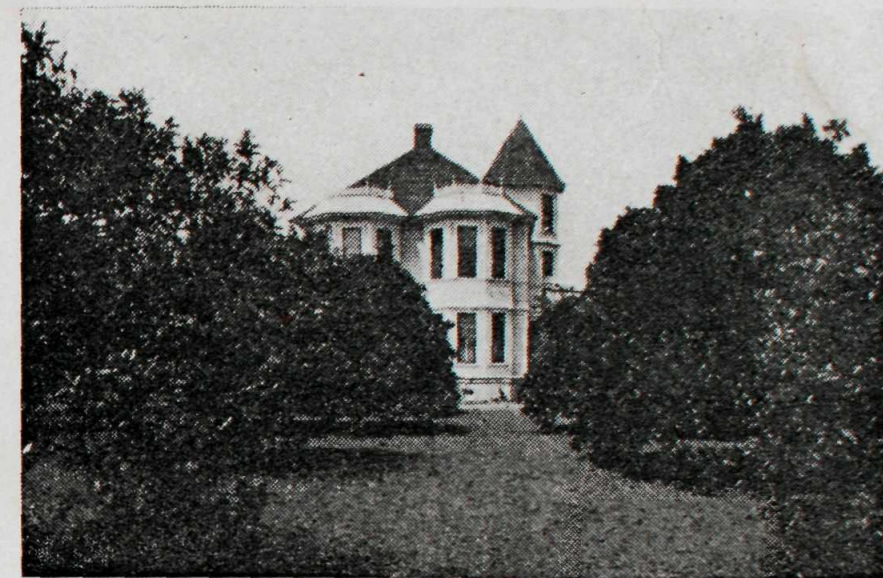


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E. B. Leach is one of the oldest shippers of lemons in this section. His packing plant is new and equipped with all the modern devices and machinery that are required to prepare and ship the fruit in first-class condition.

It requires a force of fifty men to run this plant; this is exclusive of the "picking gangs" which pick the fruit in the orchards.

W. B. Leach

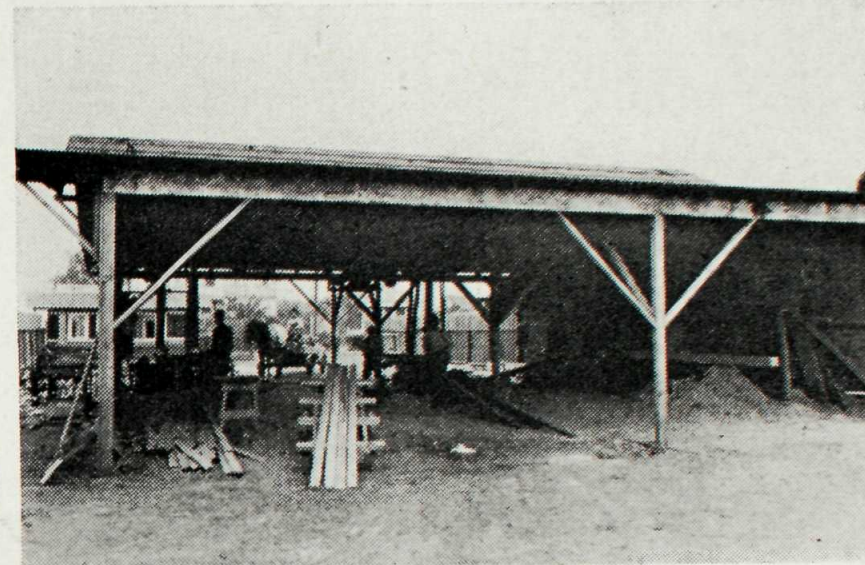


The above is the home of J. H. Ratcliff, senior member of the Chula Vista Realty Co. He wishes it to be understood, however, that "this house is not for sale at any price," but believes that his company can find you something which you would perhaps like as well. They are the oldest realty firm in Chula Vista, and their exclusive business is locating people on beautiful home tracts.

W. B. Leach



The Stewart Fruit Company, called the "Signal" packers, are proprietors of one of Chula Vista's most substantial and best equipped lemon packing plants. The Stewart Fruit Company are the packers and shippers of the celebrated Signal, Niagara, Solano, Symbol, and Sumclass brands. This company maintains its own salaried agents in all the principal eastern markets.



An important factor toward the upbuilding of a community is that of building material. The Chula Vista Lumber Company, under the able management of C. R. Colburn, has forestalled any worries of that nature by keeping in stock a full line of lumber, sash and doors, brick, cement, etc. Their up-to-date plant, with planing mill, assures prompt and efficient service.

Chula - 3



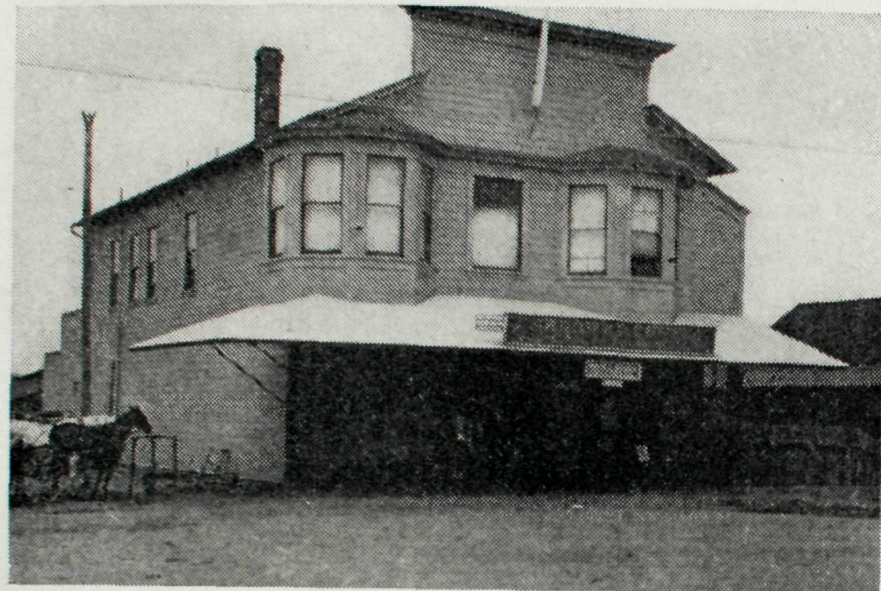
The Chula Vista State Bank with a paid-in capital of \$25,000, is quite a factor in the upbuilding of Chula Vista. This bank does a general commercial banking, loans money on real estate, pays interest on time deposits, and attends promptly to all collections.

The officers of this bank are William E. Otis, president; Charles W. Darling, vice-president; and Charles A. Vance, Cashier.

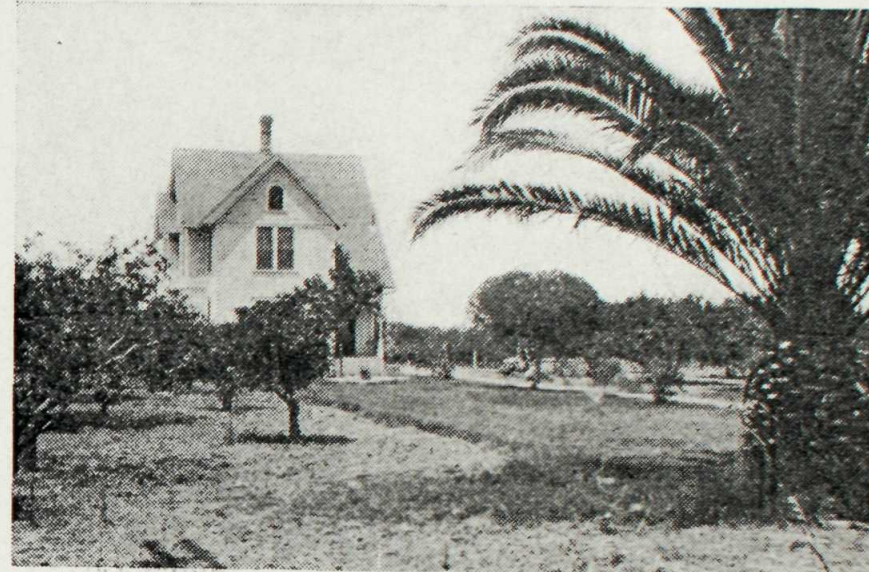
Nursery



The Chula Vista Nursery, corner First Ave. and H St., established 1897, owned by J. H. Smith, is the largest in San Diego County. A specialty is made of citrus and deciduous trees, which may be seen in all stages of development, also ornamental trees; especially interesting are the graceful *Cocos Plumosas* palms. A large contracting business is done in preparing land for, and planting orchards.



The principal grocery business is that of W. B. Farrow, established in 1900. Leader in quality and service. Auto delivery. Departments for soda fountain and luncheonette, candies, fine cigars, and tobaccos. Agent for Western Union and Postal Telegraph companies. The only private telephone booths in the city. An unusually good store, stocking a variety of fancy goods. Excellent service.



The Randolph Fruit Co., packers for the Chula Vista Fruit Growers' Association, have one of the most up-to-date plants in the state.

The Fay Fruit Co., Ira S. Irely, Dist. Mgr., ships the "Sardonyx," "Bunker Hill," and other brands from its large local packing house.

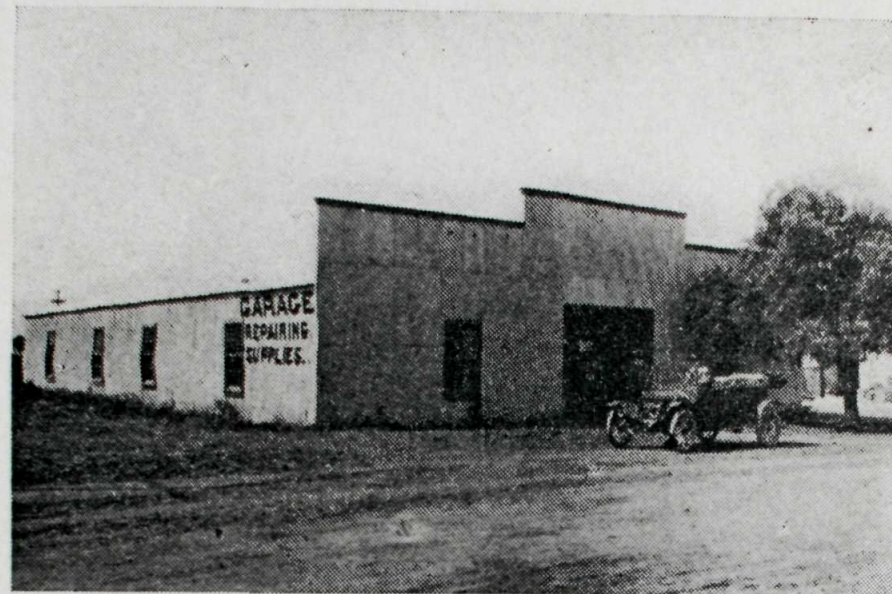
Our growth has outstripped hotel accommodations. Plans are now being prepared for a 30 room addition to the McCoy Hotel.



The Wigginton Pharmacy, centrally located, carries a good stock of drugs. *The* Chula Vista Review, H. G. Rising, publisher, occupies the field of the home paper. *The* H. B. Kindberg Harness & Saddle Shop is well stocked for the needs of the horse. Mr. John H. Downing "opposite the depot," one of our reliable real estate men, is always pleased to furnish information regarding Chula Vista.



Any one coming to Chula Vista desiring to build will find competent builders in Kimball & Damren; while Skinner & Hatten, the plumbers, are in a position to give satisfaction in their line—at San Diego prices. In fact, our stores are a credit to the community, as, for instance, the C. P. Kingman dry goods store which carries a well assorted stock and is thoroughly up-to-date.



The Chula Vista Auto and Machine Company has a large fire-proof garage and well equipped machine shop where automobiles can be stored, and all kinds of auto repairs can be made. They also carry a full line of automobile supplies, including tires, oils, grease, dry cells and carbide.

The garage is open day and night for the benefit of its patrons.

DEKU