

# THE VISTA PRESS

Devoted to Vista Irrigation District and Northern San Diego County

VOLUME I

VISTA, CALIFORNIA, FRIDAY, OCTOBER 1, 1926

NUMBER 2

## ASK HELP TO REBUILD TOWER

The historic old bells that for more than a century have rung out over San Luis Rey valley are at last silent. The old Campanile of Mission San Luis Rey has split, and a large part of the base and belfry has crumbled to the ground. For some time the tile shell encasing the adobe base of the tower has been cracked and attempts to repair the damage were unsuccessful, and early in the morning of July 22 it collapsed. The bells were hurled to the ground and the belfry, perhaps one of the most perfect pieces of Old Mission architecture in California, was left a shattered ruin. Engineers who have gone over the damage say

(Continued on Page Four)

## Shelby's A Modern Store

WE ARE ADDING NEW LINES IN

## Dry Goods and Dress and Work SHOES

We can supply most of your everyday needs in the above line.

## Our Stock of Fresh Groceries

—FRUITS AND —VEGETABLES Is very complete

The Quality is High and the Prices Low!

## Shelby's Grocery

Vista, Calif.

## GREEN TOMATO HARVEST STARTS IN ESCONDIDO

Wrapped green tomatoes are moving from this section at the rate of a carload daily, the first shipment of the season having gone to market from Escondido Sept. 17.

With the advance of the season daily shipments of the choice vegetables are expected to reach five carloads. About 100 cars of tomatoes will be moved from the district in the two-month harvesting period, it is expected.

## TOMATO OUTLOOK GOOD

The outlook now for a fine tomato crop is good and it is estimated from 80 to 100 cars will be shipped from Vista. This is destined to become famous as a winter vegetable producing center.

## BUILDING AND PLANTING IN VISTA DISTRICT

It does not require a confirmed optimist to realize that much in the way of development is under way and about to take place in the Vista Irrigation district. The discerning person can find evidences of it on every hand and each day reveals new plans for the utilization of Vista lands and water.

A conservative estimate of proposed plantings between now and the early spring includes approximately 12 acres Valencia oranges, 10 acres lemons, 6 acres avocados, 25 acres tomatoes, 8 acres bell peppers, 5 acres lettuce, 40 acres cauliflower. Some of these products are already planted.

Mr. Westcott is planting 1500 avocado trees and is building a small dwelling on his place.

Mr. Anderson is improving 20 acres with a home and is setting 5 acres to oranges and avocados.

Several new families are locating on their tracts in the foothill section northeast of town and are building homes and improving their holdings.

Mr. Weighmeyer is planting 20 acres to tomatoes adjoining El Toro ranch lands.

Edgehill ranch plantings comprise 40 acres winter tomatoes and 25 acres Kentucky Wonder beans.

Los Angeles investors have purchased 30 acres of Edgehill ranch lands. Old olive trees are being removed and the ground prepared for more profitable crops. Two sales, 5 and 10 acres, have been made to a local party and to a San Jacinto family, and 1300 feet of pipe is being laid for water supply.

These lands are located about three miles east of town.

Oh yes, Vista is growing, and as her fame spreads she will grow faster.

## MUCH ACTIVITY MAKES FOR PROGRESS IN THIS DISTRICT

Among the large tracts that are being improved for marketing is the Century Tract just southeast of Vista townsite. Here some 360 acres are owned by the Phillips & Hanbrough Realty Co. Streets are being graded, water mains laid, and the tract surveyed into small tracts. This tract is known as Rancho Vista and it is expected about 125 acres of avocados will have been set out on these lands by spring.

W. C. Witman, Charles Gunn, W. E. Pelly and O. L. Simpson, recent buyers in the tract, contemplate the erection of homes there at an early date.

Extensive work is going on near Buena on a portion of the property owned in the irrigation district by Charles Victor Hall of Los Angeles. Mr. Hall, who owns 1100 acres in the irrigation district, has begun the improvement of a slightly slope and hillcrest near Buena townsite. A handsome adobe house is being built, the streets on the tract are being graded, water lines laid on the property and other preparations made for its development. On the north slope an avocado orchard of about 15 acres has been planted and an overhead irrigation system is in operation. A cover crop is well up in the orchard and this will be turned under to lighten the soil, which in that section is a strong adobe impregnated with marl, which makes it extremely fertile. Three acres near the house have been laid out as demonstration gardens and trees, plants and vegetables are now growing on the tract. The 1100 acres has a frontage of nearly a mile and a half on the state highway, and a store and other business enterprises may be established.

The Meadow Lark ranch nearby is another of Mr. Hall's holdings, and the property has many magnificent homesites with ocean and mountain view. Water mains are to be laid everywhere over the extensive property, and Mr. Hall plans to subdivide and sell the lands all improved, possibly with an overhead irrigation system installed on each tract.

The Vista Development Association is engaged in the planting of about 50 acres for several owners to avocados. The land is being graded on the contour system so that the water follows the rows of trees in equal amount and with just the proper penetration. The trees are taken from the big nursery where the association has 9000 avocado trees growing and which is in charge of the association horticulturist, Frank Halm. After

being planted out the trees will be given scientific care and attention to insure success.

Some of the owners of this property being thus developed are Chester Ames of Santa Rita, New Mexico, 8 acres; Roy Keyes, Wilmington, 5 acres; Joseph Schillinger, Los Angeles, 7 acres; William Kelm, Los Angeles, 5 acres; and others. Among those building or having recently completed homes in this tract or on adjoining property sold by the association are Fred Wallace of Pasadena; Guy Whetstone, Vista; A. P. Vaughn, Vista; Harry Patous, Vista; A. W. McRea, formerly of Pasadena; G. E. Spencer and C. N. Bell. Harvey Briggs, another recent purchaser, is preparing to build two houses.

Just northwest of the townsite the Vista Development Association is planting four acres to celery. The tract is in charge of Mr. Carroll, well known celery man of Chula Vista. It is planned to prove out the heavy adobe lands on the lower levels, said to be ideal for celery growing. While it costs about \$200 an acre to plant celery, returns are said to be large. Much land in the Vista district is adapted to the growth of celery.

The Vista Development Association also has a demonstration tract on which there have been installed weather observing equipment with rain gauge, thermometer and barometer and other instruments for keeping a record of climatic conditions. Three types of irrigation are being demonstrated—overhead, sub-surface and ditch irrigation. The tract has magnificent scenic roads and much of it will be terraced before being placed on the market for homesites.

As a result of the vista display at the county fair many parties of home-seekers and investors came here to look over the district.

It is estimated more than 500 acres will be set to avocados in this district this winter and the early spring. Announced plantings include Phillips & Hanbrough, 135 acres; Fotheringham & Ormsby, 60 acres; J. S. Webber, 10 acres; Bennett Investment Co., 100 acres; H. G. Shaug, 15 acres; Charles Victor Hall, 20 acres; Vista Development Association for other owners, 50 acres.

The landowners are engaged under the leadership of the chamber of commerce in raising an advertising fund. It is proposed to secure a voluntary assessment of 50c an acre. The raising of this fund is in charge of a committee representing the chamber of commerce, the Land Owners' League and the Farm Bureau.

## AVOCADO DAY AT CARLSBAD OCT. 2

Much interest is shown in the fourth annual avocado day at Carlsbad, Saturday, Oct. 2, when a valuable program will be given.

Among the speakers will be F. W. Popenoe, Geo. B. Hodgkin, Dr. Frank McCoy and others.

The speaking program will begin at 1:30 following the free avocado luncheon. Last year at a similar luncheon more than 4000 persons were served as the guests of the avocado industry. In the afternoon automobiles will be furnished for inspection trips to the groves of northern San Diego county. An invitation to attend has been extended to all who are interested in the avocado industry, whether members of the association or not.

## ANOTHER NEW HOME

Thomas Westcott is building a nice 5-room house on his land, which is a part of the Pechstein ranch.

## MORE INTEREST SHOWN IN OIL LEASES

A special correspondent of the San Diego Union says:

"Further steps are being taken toward developing oil in San Marcos valley with the letting of leases on all the land available in the western part of the valley. The leases cover oil operations and development and provide that drilling must be started within one year from date.

"A feature of the leases is that quitclaim deeds are given and placed in the bank along with the deeds, providing automatically for the clearing of the title to the land in case the development lapses or fails to be carried through."

Geologists seem to agree that profitable oil fields will be found in this county. Many surface formations and other indications give foundation to the faith that oil lies beneath many portions of the coast section.

Drilling has been under way at Oceanside, San Diego and near the Mexican line for several years, but to date no producing wells have been brought in. Some of the more optimistic delvers for the useful fluid believe if the proper depth is reached the petroleum reservoirs will be tapped, and they are pouring many thousands of dollars into the gamble for oil riches.

## BASEBALL CLUB FORMED HERE

An enthusiastic meeting of baseball fans was held Friday evening and steps taken to organize a Vista team. Nearly 20 players were lined up and plans were discussed and formulated for financing the team. A small sum is being raised to buy equipment for the team and there will soon be a bunch of players here in active practice ready to meet other teams of the county.

Vista many years ago had a team that had no mean reputation among her neighbors.

The fans got busy Sunday and graded and laid out a diamond and will soon be ready to do their stuff.

## \$25 SUITS

High Quality Fabrics, Highest Grade Tailoring and Trimmings. Blue and Grey Serges. Three shades Bankers' Grey Worsted.

Young Men's Suits a Specialty.

HUFFMAN'S GOOD CLOTHES SHOP Escondido, Calif.

Let Us Supply Your Needs in

# Job Printing

The Vista Press

## VISTA EXHIBITS GET PRIZES AT RIVERSIDE FAIR

The exhibits made at the Southern California Fair at Riverside last week of products of the Vista Irrigation district attracted much interest and comment among the thousands of visitors. The variety and quality of the fruits and vegetables was noted by all, and the judges awarded Vista first honors on sub-tropical fruits and second prize on her Farm Center display.

There was much interest in the exhibit at San Diego fair and this kind of advertising is proving to be a wonderful investment of effort and money.

The exhibits were freshened and re-arranged in place at Pomona fair, and thus the good work goes forward. The enterprising citizens of Vista district can look forward to a busy winter in taking care of the influx of visitors, buyers and settlers in this section.

## CARDIFF SITE CHOSEN FOR HIGH SCHOOL

A branch of the Oceanside-Carlsbad Union high school is to be built immediately at Cardiff and will be ready when school opens next year. The high school trustees have accepted a 12-acre site offered by J. Frank Cullen. The school when completed will serve the communities of Del Mar, Solana Beach, Encinitas, Cardiff, South Coast Park, Green Valley and Olivenhain.

## SIXTY DAYS IS TIME SET FOR BUILDING STORES

A more definite statement can now be made regarding the building to be erected by W. B. Pechstein at the corner of Indiana street and the Highway. As reported to the Press the building will be 60x100 feet, with the front of pressed brick and plate glass. The frontage of 100 feet will be on the highway and there will be two 25-foot stores and four 12 1/2-foot stores.

The estimated cost of the structure has been given as \$15,000, and the building will probably be ready for occupancy within 60 days.

Several applications have been made for space in the building and it is quite possible the rooms will all be leased long before completion.

## WILL OPEN PIER BIDS ON OCTOBER 27

Bids for pier construction will be opened on October 27, the plans and specifications being ready for awarding of the bids. Work is expected to start early in November and with favorable weather can be kept up during the winter so that the pier can be completed by early spring, according to estimates.

By the time the pier is completed the driveway on the strand with its ornamental lights is expected to be completed, entirely changing the map of the beach.—Oceanside News.

## Hayward Lumber & Investment Co

Vista, California

A COMPLETE LINE OF Lumber and Building Supplies PAINTS, OILS, LIME, CEMENT, ETC.

## Vista Sign and Advertising Service

REAL ESTATE, STORE AND DISPLAY SIGNS

GOLD LEAF AND PAINTED WINDOW SIGNS

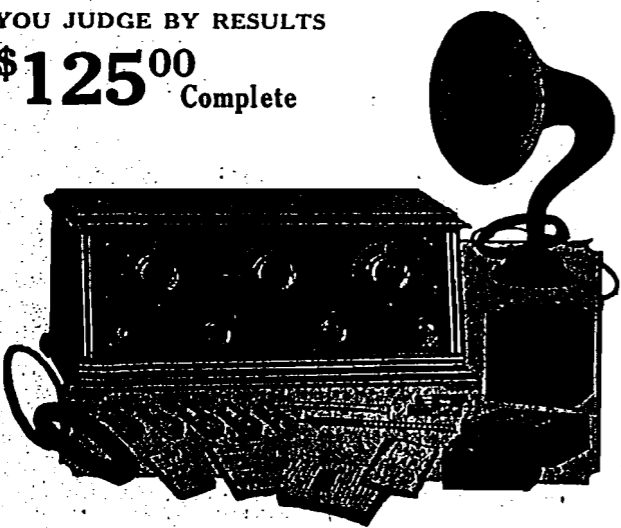
OFFICE WITH The Vista Press

## Splendid-Grand Radio

"Tone Quality" "Easy of Tuning" "Volume Without Noise" "Less Interference" "Great Selectivity"

YOU JUDGE BY RESULTS

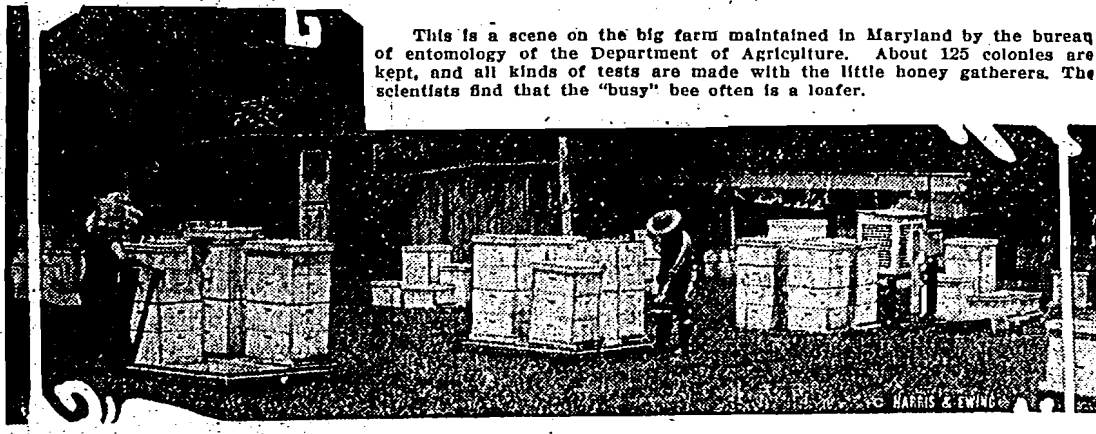
\$125<sup>00</sup> Complete



FOR SALE BY

Babson Mercantile Company Vista, Calif.

On the Government's Bee Farm in Maryland



This is a scene on the big farm maintained in Maryland by the bureau of entomology of the Department of Agriculture. About 125 colonies are kept, and all kinds of tests are made with the little honey gatherers. The scientists find that the "busy" bee often is a loafer.

Army Officers Taught by Mail

Correspondence School for Reservé Military Service Proves Success.

Washington.—A "West Point correspondence school" is now run by the United States army to train reserve officers for duties they may be called upon to assume in time of war. There has been nothing like this in the previous history of the country; there is nothing like it anywhere else. More than 23,000 men took the courses last year, most of them reserve officers, who knew that their civilian training was inadequate for regular field work. Many took them for promotion to a higher rank in the reserves.

They are the adjutant general's department, the air service, the cavalry, the chaplain's service, the chemical warfare, the coast artillery, the engineers, the field artillery, the finance department, the infantry, the judge advocate's office, the medical department, the military intelligence, the military police, the ordnance, the quartermaster corps, the signal corps, the command and general staff.

Branch schools are located in various sections of the corps area. The United States has various service schools where regular army officers go for specialized post-graduate work. The infantry has a school at one place, the cavalry at another, the artillery at a third, the air service at a fourth and so on for every branch of military work. Each school is in charge of experts. It is these men who are writing the text of the correspondence courses. Some of them are complete at present, giving courses starting with lessons for civilians who want to enter the reserve corps as second lieutenants, and ending with the highest rank in the reserves. Other courses are still in the making.

To be eligible to take the correspondence-school courses a man may be a member of the reserve officers' training corps or the citizens' military training camp. He may be a member of the National Guard who wants to educate himself in some special branch of service with no thought of becoming a reserve officer. He may be a regular army officer on detached duty of a nature to preclude his receiving instruction through other agencies. He may be a citizen who qualifies for training without definite preparation for reserve work.

How the Plan Works. An outline of one branch of service will show what is being done in all. A chemical engineer, let us say, is interested in becoming an officer in the ordnance department. He may have had service in the war, he may have been with the reserve officers' training corps or the citizens' military training camp. In any case, to become a first or second lieutenant he must possess a knowledge of military fundamentals. A basic officers' correspondence course gives him instruction in organization and methods of administration of the ordnance department.

The subjects he takes are: (1) organization of the army; (2) administration, discipline and courtesies; (3) ordnance engineering; (4) military hygiene and first aid; (5) map reading; (6) general information on ammunition; (7) property accounting; (8) ordnance provisioning system; (9) military law; (10) commercial law.

Each subject has a number of lessons, at the completion of which a correspondence examination is given. When the work is completed satisfactorily the man gets a certificate of proficiency, which exempts him from taking any further examination to show he qualifies. He gets his rank as second lieutenant or first lieutenant and is sent to a training camp for 15 days where he works out in practice the theories that he learned in his course. All reserve officers must put in at least 15 days of practical army training before they get a new rank.

A lieutenant in the ordnance reserves who has passed this stage of his military career can now prepare to become a captain in one of the three branches of ordnance. They are ammunition, depot, maintenance. If it is his hypothetical chemical engineer, he may choose the ammunition service. Twelve subjects will complete his course and qualify him for promotion to the rank of captain. These subjects are (1) ammunition depot organization; (2) ammunition depot administration; (3) ordnance provisioning system; (4) transportation of explosives; (5) storage, surveillance and maintenance; (6) demolition; (7) ammunition supply regulation; (8) supply in the zone of the interior; (9) supply in the theater of operation; (10) tactical employment of ammunition companies; (11) the army corps; (11a) the field army.

A man preparing to become captain in the maintenance branch of ordnance will get a different series of subjects, as follows: (1) shop administration; (2) methods of machine shop work; (3) field maintenance; (4) maintenance regulations; (5) small arms and automatic weapons; (6) and (7) artillery material; (8) automatic equipment; (9) tanks and tractors; (10) tactical employment of the ordnance company.

The depot department has still other subjects. In every instance a certificate of proficiency issued by the correspondence school will qualify a man for promotion. Fifteen days at an ordnance camp, where he is taught to use his knowledge of the specific duties of an ordnance captain, complete his training.

Attaining Rank of Major. An advanced course in ordnance trains a man for the rank of major. An ordnance captain, preparing for promotion will take courses in combat orders and the solution of supply and maintenance problems, and the duties of division, corps, army and general headquarters ordnance officers. Majors also go out for their practical training of 15 days for the completion of their work.

Training for ranks in the command and general staff is the same for all majors in all branches of the service. What is done for a man preparing for the officers' ranks in the ordnance department is done for the 17 other branches of the army. An infantry officer, for instance, will get courses in platoon management when he trains for lieutenant, courses in company management when he trains for the rank of captain, courses in battalion management when he is preparing to become a major. A man may go just as fast as he is able when he takes the courses. He must, however, meet a minimum of 39 hours of work a year. Each lesson is credited with a certain number of hours. A student need not take all the subjects in his course. When he takes a course for information only he may choose what subjects he wants. If he is fitting himself for promotion, he takes what new subjects he needs and submits to a test on the others.

All of the regular officers connected with the correspondence school are heartily in favor of it. Their experience with men who had technical knowledge of civilian subjects but were ignorant on military matters has shown them the need of training reserve officers in time of peace. At present there are approximately 90,000 reserve officers in the United States. The correspondence courses add to their number all the time. In time of war these men will step out of the civilian ranks and take their positions as lieutenants, captains, majors or staff officers, with the same duties and pay as officers in the regular army.

TO PHOTOGRAPH ROBBERS WITH CONCEALED CAMERA

Burglars Will Set Machine in Motion by Entering Building at Night.

Rochester, N. Y.—A new camera film developed for use by the air service and which has the power to penetrate the land haze which has made it difficult to obtain detail in aerial photographs, may be used also in a newly developed camera designed to photograph burglars and hold-up men, it was learned.

Pillar of "Fire" Tops World War Memorial

Kansas City, Mo.—A pillar of cloud by day and of fire by night, thrust heavenward atop a giant shaft of stone, soon will be a living reminder of the sacrifices of Kansas City's soldier dead of the World War.

Experts in color effects have labored for weeks to produce the correct effect of fire at night, and at last have succeeded. Steam and electric lights are used. On the cloud of steam, swaying gently in the night breeze, is reflected through lenses of the proper color the light from electric lamps. The effect is that of a cone-shaped pillar of fire. In the daytime the effect is that of a pillar of smoke.

The steam floats from a great bowl borne aloft by a gray stone shaft 217 feet high. The bowl is supported by the upstretched wings of carved angels. The shaft rises from a wall more than 400 feet long, flanked by large buildings. The massive liberty memorial is located on a hill directly south of the Union station.

Small Hats the Style

New York.—Small hats will be in style for fall. A convention of milliners, mostly men, has so decided.

CALIFORNIA NEWS BRIEFS

DOG PROTECTS BODY OF ITS DEAD MASTER

Yuba City, (Sutter Co.)—A dog's invariable faithfulness to his master was given added proof a short time ago when Deputy Coroner Hugh Price Jones was called to the Bogue section to take charge of the remains of Charles A. Bonham, bachelor farmer who had died unattended during the night. On approaching the cabin of the dead man, Jones was driven back several times by Bonham's dog, the animal gnashing his teeth and growing more defiant at each attempt on the part of Jones to reach the door. Finally a neighbor of Bonham was able to appease the dog sufficiently to permit entrance, but the dog went to a defiant position over his master's body, which he retained until again appeased. Bonham's affection for the dog stood in the way of his seeking medical attention in San Francisco. He told a neighbor a week ago that before he could make a trip to San Francisco to visit a specialist he would have to kill the dog, as he was convinced the animal would not stay with any other human being.

A mining scene duplicating the old gold days of the San Andreas section can be witnessed these days on the pioneer Demerest property, seven miles east of San Andreas where John C. Benson has a crew at work washing rich gravel at the junction of Cherokee and San Domingo creeks. The early-day miners found this ground rich, but were unable to attain depth at this particular point owing to the flow of water underground. Benson is handling the water with a gasoline-driven pump and is washing gravel daily in sluice boxes. As much as \$2.50 to the pan is being recovered, it is said.

An appropriation of \$150,000 for the purchase of a permanent encampment site and an increase of \$249,090 in the maintenance of the California National Guard are contained in a budget estimate submitted by Adjutant General R. E. Mittlesteadt to the state board of control for the next biennial period. The total amount asked for is \$315,000, as compared with \$515,000 allowed during the biennium ending in January. Mittlesteadt hopes to establish a small yearly allowance to enlisted men and seeks to have the strength of the national guard increased from 5,300 to 6,300 by 1928.

California may have a great sculptor of the future in Helen Turner, 16-year-old high school girl of San Andreas, Calaveras county, according to art experts who are enthusiastic over examples of the girl's work on exhibit in Sacramento. Miss Turner's clay group "Gold Diggers" at the state fair won high honors at the state fair art display and, despite the fact she has never been given instruction in modeling, three of her other sculptures aroused such interest that they were taken to San Francisco to be cast in bronze.

The possibility of submitting a bond issue proposition to the voters in the near future to pay off indebtedness upon two of the city fire trucks of Dunsuir and to provide the city with a fire alarm system, is being considered by the board of trustees. It is probable that three separate propositions will be submitted. One would be a proposal to issue bonds for \$125,000 to pay off indebtedness on the two fire engines, another would be \$7,000 for the purchase of a fire alarm system and another \$7,000 for a service truck.

The old San Luis Obispo Mission, built in 1772, was broken into by vandals, who looted the altar and tabernacle, taking several valuable articles of faith, and maliciously destroying a part of the old altar. A jeweled gold chalice, a gift to Father Daniel Keenan, the pastor of the mission, at his ordination, the altar cross, brass incense bowl and silver plate for the censor were taken. Father Keenan stated the chalice was worth approximately \$500, but would have no particular commercial value.

Workmen have begun pouring concrete on the creek bridge on the east side highway just south of Red Bluff. A rather rough, but passable detour across the old creekbed and skirting the Sacramento river has been opened. All north and south traffic in the valley must pass over this bridge. It is expected that the bridge will be completed before the fall rains fill the creek-bed.

Wiping out the memory of a marital quarrel which led them into divorce court 23 years ago, Austin P. Matteson, 69, and Mrs. Ellen Ford, 65, Sacramento, were remarried at Red Bluff and are now on their second honeymoon in northern California. They were first married 39 years ago in Wisconsin and lived together for 16 years.

The tax levy for Mendocino county was set this year by the supervisors at \$2.80.

Graveling will be done on the state highway near Colfax Springs, Tuolumne county, it is announced.

The total enrollment in the Watsonville high school this year is 723 as compared with 533 for 1925.

The Christian church, Healdsburg, will build a new structure at Fitch and Matheson streets to cost 25,000.

Ninety-five and the oldest man ever lodged in the city prison—such is the "honor" attained by John Wilston at Stockton.

There will be no regular county fair in Kings county this year, but one on a small scale is to be given in Lemoore, October 20 to 23.

The purchase of a permanent maintenance station site at the northerly limits of Merced has been authorized by the California Highway commission.

Voters of Oroville, Butte county, may be asked to approve an annual appropriation for support of a municipal band at the city election next April.

The prune harvest is about two weeks earlier than usual in Tulare county this year. Damage from red spider has been negligible.

Approximately \$2,500 is to be expended by the Pacific Telephone and Telegraph company in increasing its telephone facilities in the city of Mt. Shasta.

The tax rate for Sebastopol for the year has been set by the board of trustees at \$1.60 on the \$100 assessed valuation of property, the same as last year.

The city trustees of Lincoln, Placer county, set October 5 as the date for the sale of \$30,000 bond issue voted for the purpose of additions to the sewer system.

William Durbrow was elected president of the Glenn county unit of the California Rice Growers association at a meeting of the Glenn county members at Willows.

Miss Clara Cowgill, Visalia, will begin her duties as home demonstration agent for Tulare county on October 1, and is in the county now, preparing for her work.

Under the ownership and operation of the students of the Chico State Teachers' College, a book store handling new and second hand books and supplies has been opened.

The tax rate of Solano county the coming years will be increased 8 cents to provide a fund of \$200,000 to provide for the erection of seven American Legion buildings.

The supervisors of Humboldt county have commissioned architects to prepare plans for hospital buildings at Eureka to replace the structures destroyed by fire to cost \$300,000.

John F. Miller, in charge of the bureau of entomology at Stanford University, is in Susanville arranging tests in an endeavor to completely exterminate worms which are doing considerable damage to lumber and trees.

Workmen are engaged in the erection of a new mill upon the property of the No. 9 Mines near Morritos, Mariposa county. Recent development work at this mine indicates that extensive bodies of milling ore have been blocked out.

Ben Santl, Merced dairy owner, has been notified that his exhibit of Pasteurized market milk at the state fair in Sacramento has been awarded first prize, a gold medal. The medal is the second won by Santl's dairy, having received a similar award two years ago.

Despite the flat refusal of the directors of Merced Irrigation district to adopt the one-man managerial plan of operation recommended by the Merced county farm bureau, the directors of the bureau passed a resolution supporting their irrigation and drainage committee, and delegated the committee full power to proceed with its plans.

The first step toward constructing a new disposal system at Truckee, for which bonds were recently voted, was made when S. G. Whittlesey, the engineer chosen by the new board to supervise and estimate the work, in company with State Sanitary Engineer Gillespie, went over the ground carefully to choose a proper place for the tanks.

Announcement is made by E. H. Maggard, president of the Petaluma and Santa Rosa Electric Railway, that plans have been completed for a reinforced concrete passenger station, depot and freight warehouse to be erected at Santa Rosa, to replace the present frame structures. The buildings will be of the mission type of architecture and will cost about \$35,000.

A movement to obtain a modification of the state primary election law with reference to a given candidate for office on more than one party ticket, has been started in northern California, according to word received in Sacramento and the central committees of both the Republican and Democratic parties in Tehama county are actively concerning themselves with the matter.

The San Joaquin valley probably has the most progressive and enterprising farmer of recent vintage in the west, one who thought he had "gone wrong" to a considerable extent in a grape-planting venture, went to Spain and found out what his failings were, and says now he is going to make enough of the information he gained in Europe to pay all the expenses of himself and family on the trip to Europe last year. B. F. List, mayor of Exeter and a prominent fruit grower and shipper of that Tulare county city, told the Hanford Kiwanis club about it in an address.

California Ranch News

The outlook for a fine cotton crop is very favorable in the Dos Palos section and cotton is opening and maturing rapidly.

The Van Nuys branch of the Fred B. Neuhoff Cannery company, is putting up tomatoes and expects to can 100,000 cases before the season ends.

Reports from field representatives made to the California Lima Bean Growers association indicate the lima yield this season, in San Fernando, will be larger than last year's.

Walnuts throughout Tulare county will run short this season, according to careful estimates which have just been made by growers, who assert the crop will be about 60 per cent of normal.

W. C. MacFarlane, Hanford, has made a contract with the Wilmar Hatchery of Wilmar, Los Angeles county, to furnish it all of his eggs the hatchery desires, commencing delivery the middle of September.

During the past few days many thousands of dollars have been distributed by hop growers to hundreds of men, women and children employed in hop picking in Sonoma county. The growers paid \$1.25 per 100 pounds for picking and the harvest has finished.

Snails and Argentine ants have the garden and flower growers of the Redlands district busy this year. In fact, the two pests have done more damage in this one year than in several years before. It has meant a continual fight to keep the gardens free from them.

The first raisins of the season went from the McFarland district recently. Loy and Freevert shipped 11,022 pounds and the Greeson ranch sent out 13,320 pounds. These ranches are three miles east of Famosa and shipped the first green grapes of the district this year also.

Picking of grapes for raisins is well under way in McFarland district. The crop is rather light, but of good quality, and the weather has been favorable to drying. It is estimated that 90 per cent of the local crop will be dried for raisins. These are practically all Thompson Seedless.

Grape growers of Visalia, believe that the outlook for good returns from vineyards this year is excellent. Shipments of fresh fruit began two weeks earlier than usual this season. The market has been satisfactory, but remembering the slump of last year, many are drying their grapes.

Cotton growers of Corcoran are hesitating over rates for picking this year. Some believe that 1 1/2 cents a pound is enough while others think the rate should be 1/4 cent higher. A bonus system will probably be used, within an additional 1/4 cent to pickers who complete the first picking.

Ten acres of sunflowers which John Hill of McFarland is growing this year for the Morse Seed company are now being cut. The agent for the Morse company says they are of very fine quality. Only the main large heads are being cut and they will be allowed to dry on the ground until they have no moisture in them.

Despite the fact that prohibition has now been the law, of the land for seven years, the acreage and production totals for California wine grapes continue the steady increase which began directly after enactment of the dry law. The wine grape area in the state this year amounts to 156,945 acres, as compared with 137,749 last year.

The Gus Spangler ranch in the Jasmine district reports the olives grown on the place are very large. Mr. Spangler believes that this is due to the fact that he grows four varieties and that the cross-pollination resulting is beneficial. New receiving tanks and a grading machine for olives have been installed at Terra Bella to help market the crop.

J. S. Richards, who owns a fine sixty-acre ranch at the edge of McFarland, has some of the best "roasting ears" ever raised in this section. The corn is called June, or Eight-Row in Oklahoma. The seed was brought from there by Richards, who was on a visit to his old home last spring. It grows there to the height of a man, but with McFarland soil and irrigation and sunshine it grows to the immense height of thirteen feet. It was planted last June, and has been bearing since August, and keeps producing a fresh crop of ears.

Thrips have made their appearance in cotton plantings near Corcoran, Helm and Coalinga. The horticultural commissioner's office reports that the appearance of the pest has caused some anxiety, but that so far the infestation is not extensive.

Each day an annual affair with Stanislaus county peach growers will be observed throughout the county on Thursday, October 28, according to plans arranged for by a committee of orchardists, held at the farm bureau office in Modesto.

### Chemicals May Alter Whole of the Present Scheme of Healing Science

By MAJOR L. L. SEAMAN, Army Surgeon.

WARS of the future may bring about the development of an entirely new medical science.

The development of chemical warfare constitutes a new enemy for the medical world to tackle. Soldiers' wounds in future wars probably will be of a nature little known today.

The greater knowledge of antiseptics is medical science's greatest stride in saving the lives of those brought down in battle.

Where raw carbolic acid, available on rare occasions, formerly was the best that medical science could use on mortifying gunshot and sword wounds, today a whole gamut of antiseptics can be brought to the aid of nature in keeping a wound clean.

Though wounds are worse now than formerly, they are in many ways more merciful. Unless a man is torn to pieces by the cruel new inventions of war and killed instantly, the newer knowledge of medical treatment may hope to save him.

Good rationing has cut down the deaths from preventable war-time diseases almost to nothing.

In the war with Spain, twenty American soldiers died of preventable diseases to one of wounds. It was a bloodless war, an opera bouffe, except for the hideous tragedy of these disease losses.

Today the body's need of the mysterious vitamins contained in different sort of food has been learned and the soldiers' greatest enemy in war time has been conquered.

### Brotherly Love Only Real Cure for the Manifold Ills of the World

By DR. JOHN McDOWELL, Presbyterian Mission Official.

The time has come to get rid of "industrial quacks" and to go directly to the greatest of all doctors on industrial ills, Jesus Christ. Industry has suffered almost as much as medicine from quacks—from "industrial doctors" treating symptoms and not disease.

Love, and only love, will make industry work together for good; nothing else will. Every form of industrial organization based on force or selfishness has failed. The law of sympathy, of consideration, of helpful love, should be the law of all human association.

When this principle of love is applied, slavery comes to an end, traffic in intoxicating liquors is stopped, child labor ceases, workers will not be underpaid, limitation of production will be lifted, industrial autocracy both in capital and labor will end, and self interest will be diverted.

Love will insist that a man's daily work shall be recognized as his divine calling; that adequate provision be made for the laborer when he is aged or otherwise unfit for work; and it will contend that the fruits of industry must be guaranteed alike to employer, employee and consumer.

### Sovereignty of People Contingent Upon Upholding Majesty of Law

By FRANK O. LOWDEN, Ex-Governor of Illinois.

Successful self-government in the smallest political unit is the only guaranty of successful self-government in a great country such as the United States.

The duty of every political division, no matter how small, is to keep its house in order. In a republic the only majesty is the majesty of the law. Whenever a town permits the due and orderly processes of government to be interrupted by a mob that town is no longer an asset, but becomes a liability of the republic.

In every nation there must be some one or something supreme to whom or to which all must yield obedience. In an empire, it is an emperor. In a kingdom, it is the king. In a republic the only majesty is the majesty of the law. Whoever does violence to the law is laying profane hands upon the sovereignty of the people.

Let it be remembered, however, that every time outside force in any community is employed, it is a confession of weakness in the foundations, in fact, of our institutions.

### Boys' Clubs One of Most Effective Weapons in War Against Crime

By WILLIAM EDWIN HALL, President Boys' Club Federation.

Crime cannot be cured by the enactment of new laws. The controlling cause of our present crime wave lies in the failure of our people to recognize that the piling up in cities of humanity in tenements and four-room houses without yards provides a menace to boys that must be met. Congestion has destroyed the play places of boys. Their spare-time energy has no outlet, especially in the after-supper period.

I hope that the business men of this country will begin to use the same principles that they apply if their manufactured products are coming through with flaws—namely, to see that the raw material is of the proper quality. The cure for crime lies in the raw material from which our citizenry is made. The boys' club as an agency to reduce crime pays rich dividends to the community.

The boys' club, where a boy may meet his gang every night in the gameroom, gymnasium, library and vocational classroom, play his way under trained supervision into good citizenship, is a real weapon with which to fight crime.

### Mankind Constantly Engaged in the Process of Character Building

By PROF. C. JUDSON HERRICK, University of Chicago.

The brain of man has developed slowly out of the brain structure of lower animals.

I have traced this progression, from the fishes and amphibians, through reptiles, birds and mammals. But somewhere in the history of primate evolution an elaboration has taken place, leading to the facilitation of rapid learning and thinking.

There is no truth in the old theory that man is a puppet whose acts are foreordained from without his own personality. Man is engaged in character-building as a purposeful enterprise, and his own foreknowledge of probable future consequences of his actions is a strictly biological process in one of its aspects.

We have found place in our national system for purpose, imagination, appreciation, sentiment, ethics, religion, faith, hope and charity. I need these things in the serious business of living and I find pragmatically that in proportion as they are integrally woven into my life as a whole, this life develops in satisfying patterns.

## Orchard Information

### APPLE STORAGE IS QUITE IMPORTANT

For 18 years the pomology section of the Iowa agricultural experiment station at Ames has been investigating the control and prevention of apple storage diseases, and the fourth report in the form of Bulletin No. 222, which may be secured by anyone interested who will address his inquiry to the Bulletin Section, Iowa Agricultural Experiment Station, Ames, Iowa.

This report, containing 64 pages, covers internal breakdown, apple scald, Jonathan-spot and soft-scald. It describes each of the diseases and reports what measures were found most effective in the control of each.

The investigations reported were carried on mainly with Jonathan and Grimes apples. It was found that apples of either variety should not be held after January 1, because Jonathan-spot is likely to affect Jonathan after that date and because of the danger of internal breakdown attacking Grimes.

Jonathan-spot was best controlled on Jonathan when they were picked before becoming too mature and stored immediately at about 32 degrees Fahrenheit and a relative humidity of 80 to 90 per cent was maintained. Although early picking reduced Jonathan-spot, it also increased soft-scald on Jonathan apples and the authors of the bulletin, H. H. Plagge and T. J. Mauey, feel that more experimental work is necessary to determine the best picking date for Jonathan.

Jonathan-spot affects deeply red colored apples most and occurs on Rome Beauty, King David and Esopus as well as on Jonathan. It occurs as greenish tinge to blackish colored spots which range from one-sixteenth to one-fourth inch in diameter.

Apple scald on Grimes was best controlled by delaying the picking date and by wrapping the apples in oiled wraps, but here again internal breakdown was most extensive if picking was delayed too long. The best control methods for internal breakdown were to pick Grimes before they had become too mature and then to store them immediately.

Apple scald is said to be most likely to affect the Arkansas, Grimes, Rome Beauty, Sheriff, Yellow Newtown, York Imperial and Winesap varieties, and that the Willow Twig, Northern Spy, Jonathan, Missouri Pippin, and Rutls varieties are practically immune.

### Plan for Growing Apple Seedlings During Fall

In the growing of apple seedlings the usual practice is to secure apple pounce in the autumn and sift out the coarser material and then wash the balance until the seeds can be separated. The pounce will rise and the seeds sink in the water. They may then be mixed with dry sand and sown in a cold frame or in the field. Some nurserymen store the seed in sand or sawdust until spring but they should never be allowed to become dry and hard or the germination is very slow and uneven.

Excellent seedlings may be secured by removing the seed from apples at the present time. Sow in rows in a flat and place the flat in a greenhouse or in a favorable place in the house where the temperature is fairly uniform. The seeds will germinate almost at once and when the ground is ready to work, plant these little seedlings in a fertile place where they can be worked by hand through the season. Good plants can be secured in this way.

### All Raspberries Require Some Kind of Protection

The black raspberries require protection. This is provided by covering the canes in the fall with earth. The red raspberries need similar protection but if you are sure of having sufficient snowfall to cover the plants all winter, less protection would be required. However, it is safer to protect them.

The Latham red raspberry is one of the hardest varieties. The Minnesota State Horticultural society recommends the following black raspberries: Cumberland, Plum Farmer, and Gregg. Red varieties: King, Cuthbert, Sunbeam, Ohta, and Latham. In buying plants be sure to get them from companies having disease-free stock. This means that the mosaic disease has been injuring many of the red varieties. The state nursery inspection office is trying to eliminate the disease by carefully inspecting the growing plants twice each year.

### Horticultural Facts

We are raising the majority of our insect pests.

Between 200,000 and 400,000 cars of fresh, canned and dried fruits are shipped annually from California.

The time to kill chewing and leaf-sucking insects is when they are there.

## OUR COMIC SECTION

### Events in the Lives of Little Men



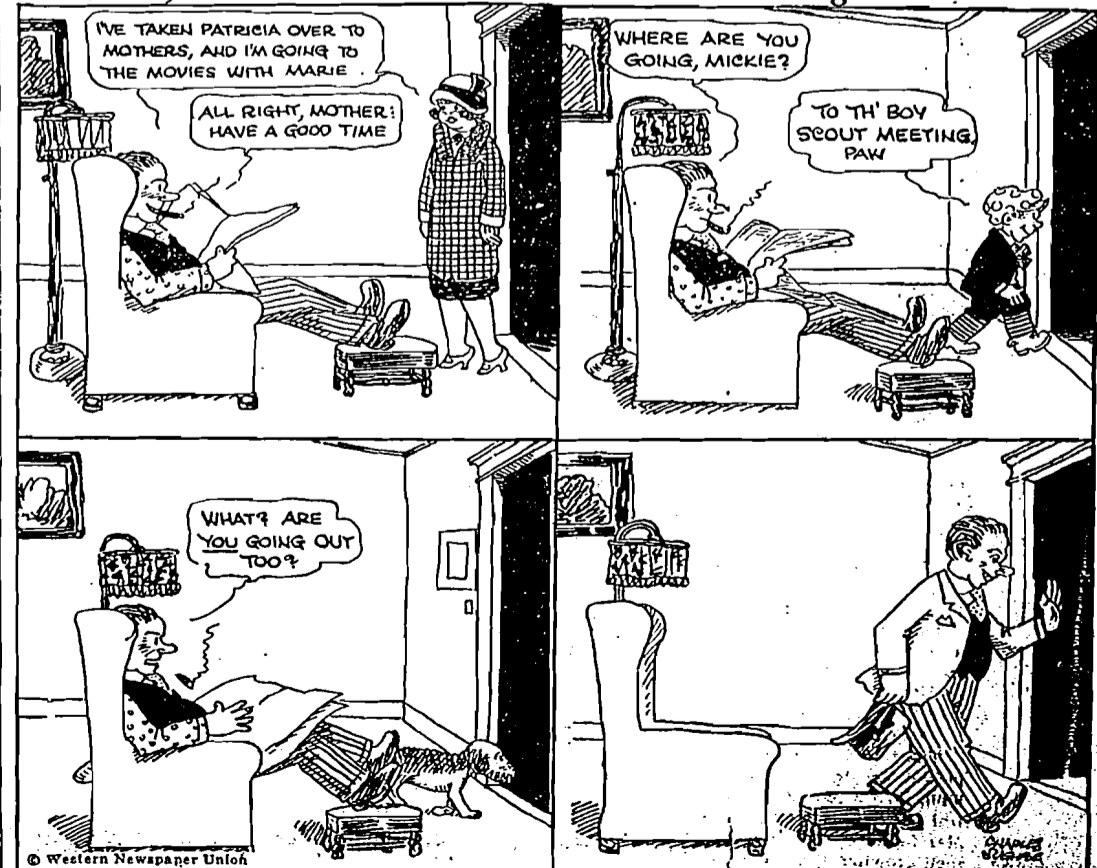
### THE FEATHERHEADS

### Robert Thinks Things Are Slipping



### MICKIE, THE PRINTER'S DEVIL

### Making It Unanimous



# The Vista Press

M. Z. REMSBURG  
Editor and Publisher

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## BUILDING ACTIVE REPORTED AT CARLSBAD

Keeping step with other Pacific coast communities, Carlsbad has started an intensive building campaign, which, when completed, will mean several new homes and business houses.

Building activities here during the last few weeks have shown a marked increase and it was announced today that Robert W. Baird soon will start construction of a store building on Elm street. Baird also will erect a dwelling in the residential section.

H. de Pingree of Los Angeles, recently purchased a beach site here and will erect an exclusive sea foods restaurant. He plans a dining room for the building that will overlook the ocean. A roof garden will also be a feature of the new place.

Construction was started this last week on a reinforced concrete theatre building by R. C. Struve of Pacific Beach. The theatre will have a seating capacity of more than 600. The second floor will be given over to two suites of offices. Two stores will occupy a part of the ground floor.

## OCEANSIDE HIGH SCHOOL JOINS COUNTY LEAGUE

Oceanside, Point Loma and Mountain Empire high schools have been admitted to the County High School league.

Guy Hudgins of Sweetwater was elected president of the league and C. B. Quicksall of Grossmont high, vice-president. B. F. Enyeart of La Jolla is the secretary-treasurer.

Eight teams, Sweetwater, Grossmont, Coronado, Escondido, La Jolla, Oceanside, Mountain Empire and Point Loma will be entered in the football championship race which opens October 1, with four games on the schedule. Four games will be played each Friday until the round robin is completed.

Games to be played at Oceanside are scheduled as follows:

- Oct. 1—Oceanside vs. Mt. Empire.
  - Oct. 8—Oceanside vs. Pt. Loma.
  - Oct. 29—Oceanside vs. Grossmont.
- Oceanside will play at Coronado October 15; at Escondido October 29 and at Sweetwater High, National City, November 12.

## ESCONDIDO BANKS MAKE CHANGES

Recently, F. E. Manning, who has been manager of the Northern San Diego bank at Escondido since its opening a few years ago, resigned and accepted a position with the Southern Trust & Commerce bank. He is employed by that bank in the local branch. His place was filled by J. J. Rutherford, who for many years had been cashier of the Escondido National bank.

Lee Coutts, cashier of the Northern San Diego bank, tendered his resignation and is employed by the Robertson & Casson company. Coutts is known throughout the county as an athlete and sportsman.

## ESCONDIDO ENTRY WINS PRIZE AT RIVERSIDE

Escondido's exhibit in the Riverside fair last week won first award as the best display entered by any community.

M. E. Salasberry, formerly local representative of the county horticultural commission, supervised the arranging and planning the exhibit. He was assisted by Mrs. S. A. Claggett, secretary of the chamber of commerce.

Besides being of great publicity value to Escondido, the award, which is \$175 in cash, will greatly compensate the chamber of commerce for promoting the exhibit.

The Escondido exhibit, with alterations, was taken to Pomona to be entered in the competition of the Los Angeles County Fair.

## ESCONDIDO MAN HAS RARE PINE TREE

That the Torrey pine can be grown in Escondido valley is indicated by the fact that one of these trees, a 35-foot tall and 18-year-old specimen is now thriving in the front yard of O. H. Alexander on "College Hill."

The tree is from one of five seeds picked up by a former Escondido man, B. G. Garrett, under the pines which have made the coast at Del Mar famous. Mr. Garrett started the seed growing in flower pots.

## ASK HELP TO REBUILD TOWER

(Continued from Page One)  
that the part of the tower which still remains standing cannot withstand the rainy season. If the immediate repairs are not made the fine old campanile of San Luis Rey is doomed to sink into the dust as have so many of the other Mission structures along the Camino Real.

The old bell tower was raised in 1812 by the famous Fray Antonio Peyri. Its unique grace and proportion stood as a monument to the genius of this clever Padre-architect.

According to a number of architects and engineers headed by Mr. R. Benton of the California Landmarks club, the tower can be saved by binding it with steel beams and encasing the adobe base in a shell of concrete. The cost for carrying out this plan according to these experts will come to approximately \$6000.

Within the last few years the Franciscan Fathers have done restoration work at San Luis Rey to the amount of \$40,000. They are now unable to meet this new necessity and they look confidently to the people of San Diego county for help. This county was the cradle of Christianization, civilization and development in California, and it is the rich possessor of many priceless vestiges of the days of the Padres and the Dons. Old Mission San Luis Rey is among the jewels of her picturesque old landmarks, and this appeal to save the beautiful old Campanile of San Luis Rey from complete ruin must appeal to the civic pride of the citizens of this county.

The old tower of San Luis Rey has fallen. The Padres appeal to you. "Help to save it."

Address all contributions to The Franciscan Fathers, San Luis Rey Mission, San Luis Rey, Calif.

## START CONSTRUCTION ON SCHOOL BUILDING

Preliminary work for construction of a new school building for the Orange Glen elementary district was started last week. The school site is about three miles east of Escondido. The building will be constructed of hollow tile and cement bricks and stuccoed on the outside and plastered within, and will be one of the finest schools in the Escondido vicinity.

Several citizens of Orange Glen are donating work and building materials to the school trustees.

## WE WANT YOU ON OUR LIST

The Vista Press must secure a large list of regular subscribers and in order to meet you half way we are going to take subscriptions until further notice at \$1 for the year, so mail at once your order on the blank to be found in another column. A prompt response will not only be much appreciated by the publisher but you will be doing a part toward the success of the paper and at the same time help to spread the good news to the world of this wonderful section and its attractions.

Mail the blank or phone to Clark & Pilgrim, realtors, or to Mr. H. C. Bowman. Mail addressed to The Vista Press, Vista, Calif., will reach us.

## SITE IS GIVEN FOR HIGH SCHOOL BRANCH

At a meeting of the board of trustees of the Oceanside-Carlsbad Union High School district last week it was voted to accept the offer of J. Frank Cullen for a site at Cardiff for a proposed branch high school building. The donated site comprises three blocks of land east of the coast highway and just north of the present Cardiff grammar school.

It is the plan of the board of trustees to place before the voters for their approval a project for the construction of a building on the site to accommodate the ninth and tenth grades.

## DROP IN ANY TIME

The Vista Press hopes to soon have an office established where our patrons and friends can come in and leave news notes and talk over plans for progress. We will be glad to meet any of you at any time.

## THE VISTA PRESS, Vista, Calif.

Please add my name to your subscription list for ONE YEAR at the Special Rate of \$1.00 for the year.

Signed .....

Address .....

## CARLSBAD ALSO WINS CUP AT RIVERSIDE

The Carlsbad exhibit of more than 100 varieties of avocados, all grown in Carlsbad and placed on display at the Southern California Fair at Riverside, was awarded first prize in its division.

D. S. Wethern, chairman of the committee, said also that the management of the fair was so well pleased with the exhibit that they are presenting a special silver cup in appreciation.

## RUSSELL COX WINS AT RIVERSIDE FAIR

Russell Cox of Twin Oaks, near Vista, made a clean sweep of prizes in two lines at the Riverside county fair. Among the Guerneys he carried off 15 first prizes, six second prizes and all champion and grand champion prizes. In the Hampshire hog division he took all first and grand champion awards; also two prizes in the Chester White hog division.

## OCEANSIDE MAY TRY TO SECURE WARSHIP AS ATTRACTION

Oceanside, on the suggestion of Bernard MacDonald, may endeavor through Congressman Swing to secure one of the U. S. warboats that is no longer in practical use in the navy. The boat would be anchored off the new pier as a further attraction of Vista's neighboring seaside city.

The idea is being considered by the Rotary club and others.

## ENCINITAS PLANS NEW STREET LIGHTS

With the view of outlining a plan to form a modern street lighting system for the entire community the Encinitas Business Men's association held a meeting Monday night. The need of street lights has been considered for some time.

## CITY ASSESSMENT LIST SHOWS GAIN

City assessment figures as shown by the books of City Clerk John Speer show a substantial growth in Escondido. The total of assessed valuation in 1926 is \$2,244,420, while for 1925 the total was \$2,152,575. This shows an increase of \$91,845 for the year.

Within a week Encinitas is expected to have street paving from curb to curb. Approximately 3500 bags of cement and 100 truck loads of sand and gravel already are on hand to be used in the paving.

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# VISTA---A Virgin Empire With Unlimited Possibilities For Wealth!

Providence Has Showered Its Most Precious Gifts on Vista. Here There is Good Health and Wealth and Opportunity for All---a Splendid Destiny

With \$1,500,000 of its bonds, the district has constructed an irrigation system of steel and concrete, mostly buried underground. Water for irrigation and domestic use is now flowing on these rolling hills and through sunny valleys for those who have already found the way, and for those who are yet to come to build their bungalows, to plant their groves, to raise their flowers and to thus transform these broad acres into a prosperous "home orchard" community.

Due to its rare climate and excellent soil conditions, the Vista district is destined to be known as the "Home of the AVOCADO" for here is found the largest area of land in California thoroughly adapted to this highly profitable and important fruit.

For many years the numerous lemon plantings which have been maintained by pumping plants, have shown this locality to be particularly adapted to successful lemon raising, being a very profitable business when conducted under the favorable conditions here.

Oranges, especially the Valencia variety, thrive and will be raised successfully, for with the protection from frost enjoyed by this favored section, orchard heating (smudging) is not required, which is a heavy item of cost in many citrus growing localities in California.

A great and exceedingly profitable industry is already springing up---the raising of winter and off-season vegetables. This is due to the mild winters and favoring summer temperature.

A wide range of valuable sub-tropical fruits, shrubs and plants finds congenial conditions in the Vista district and offers splendid opportunities to those who desire to specialize.

Bulbs and flowers grow luxuriantly here and a ready market for cut flowers is offered by Los Angeles and the immense adjacent populations. With the closing to entry of foreign bulbs into the United States, the Vista district furnishes a most inviting field for this fascinating and very profitable business.

Certainly the opportunities for "one man" gardening or fruit raising existing here cannot be excelled anywhere and deserve special investigation and consideration on the part of the man or family of moderate resources but with the desire for business and financial independence.

Within this great Vista Irrigation district, nearly at its center, is the town of VISTA where is destined to be, a city in which the business and social life of this developing country will focus. Beautifully situated and surrounded by the rolling hills from whose tops the sparkling Pacific may be seen to the westward, and the glistening San Jacinto and San Bernardino peaks to the north, VISTA will truly become the "City Beautiful." Here already far-sighted and experienced city planners are laying out broad avenues and curving streets and winding roads with a deep appreciation of the value of beauty combined with utility in the city-to-be!

The great paved Inland Highway passes through VISTA on its way to San Diego less than two hours to the south.

To the west lies the Pacific ocean only 15 miles away, soon to be reached over a broad paved highway on which work has commenced. By a slightly longer route, the attractive and growing beach town of Oceanside on the Coast Route may be reached entirely over paved highway. Escondido, center of a flourishing citrus and poultry section, is a thriving town 12 miles to the east and connected by paved highway.

Surrounded by this last and largest undeveloped citrus territory in southern California which will one day be the home of many thousands of busy people, and within sight of the ocean, VISTA faces rapid development and a brilliant future.

Here opportunity for investment and enterprise awaits the man of energy and foresight as well as for the man of large or small means desiring to invest for the sure enhancement of values, for, as experience in southern California has conclusively demonstrated, when lands are settled and planted in citrus groves a town or city increases in population in direct ratio.

VISTA has good roads, good schools, electric light and telephone, the Vista Inn is rapidly becoming famous for its delicious food and excellent service. It has good stores and is on a branch line of the Santa Fe railway.

With its delightful summer weather---rarely above 85 degrees---and mild winters with a maximum of sunshine, with its nearness to mountain and sea, a rarely beautiful country and a charming community---beckon to those who want "life in the open"---who desire to join in the thrilling experience of "community building" in that part of glorious California where romance and opportunity may still be found---VISTA and the VISTA IRRIGATION DISTRICT.