

THE VISTA PRESS

Devoted to Vista Irrigation District and Northern San Diego County

VOLUME I

VISTA, CALIFORNIA, FRIDAY, OCTOBER 8, 1926

NUMBER 3

NEW TRACT IS FINDING MANY PURCHASERS

Tract Manager Mullen of the new subdivision of lots and acreage along the Escondido highway adjoining the townsite of Vista, reports that the tract is selling rapidly, several local people being among the purchasers. The company is laying out streets, putting in water mains and laterals and otherwise making the tract ready for homebuilders.

The Phillips & Hanbaugh company, who are putting the land on the market, announce that plans are being made to erect a hotel on the north side of the highway overlooking the subdivision. Large bulletin boards and signs have been placed at strategic points along the highways announcing the opening of the subdivision.

Some plans are being made to put up buildings on some of the business lots of the tract in the near future.

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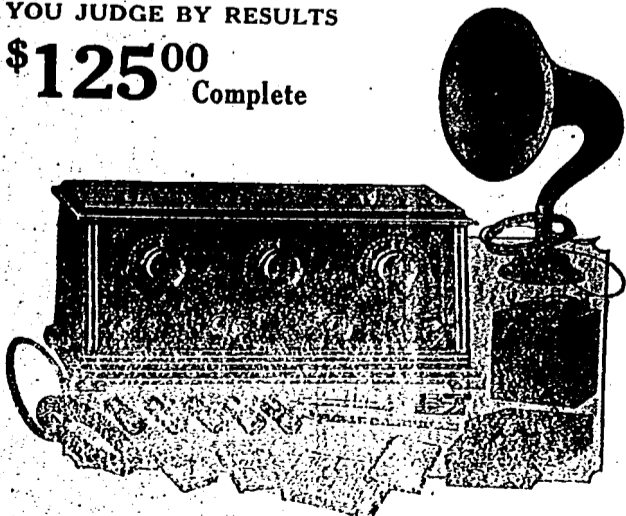
Vista, Calif.

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Vista, Calif.

VISTA BALL TEAM WILL GIVE DANCE

The Vista baseball team is now a full-fledged organization and from now on Vista will be heard from in baseball circles of San Diego county. There are some excellent players in this district and The Press expects that the home team will win laurels for themselves and be a credit to the community and some of these people in San Diego and Los Angeles who ask "Where is Vista?" will know because of the fact that our ball team will impress upon their minds our location on the sporting map, if not as the center of the greatest horticultural empire of the Southland.

At the meeting last week the temporary organization was made permanent and the following officers elected: H. C. Mankin, business manager; George L. Green, secretary; W. H. Clark, chairman finance committee.

The grounds have been finished and are in good shape. Several landowners donated equipment in the way of plows, scrapers, etc.

The fund for providing the team with uniforms and the necessary equipment for the players is growing, and several hundred dollars will be available by the time the men are ready to "go to the bat." Donations will be gladly received by Mr. Clark, so send in your coin and help the boys get ready for the season.

The Vista Land Owners League has subscribed \$25 and various sums of \$5 and \$10 and up have also been given by other citizens to the equipment fund.

Will Give Dance

A dance will be given on Saturday night, October 9, at the school building as a benefit for the ball team and it is hoped a considerable sum may be realized from this entertainment.

ESCONDIDO MASONS TO START PYRAMID

Almost 100 per cent of the members of the Escondido Masonic club have agreed to take the necessary steps to change the club organization to a Scio Pyramid. At a recent meeting of the club, Jack Benning was appointed to take charge of a committee which will take steps to make the change.

REPORTS BUSINESS GOOD

Shelby & Son, who recently purchased the store of T. H. Hall, and who have been adding a fine stock of fresh groceries and general merchandise, report that the patronage is meeting their expectations and that the people in this section are appreciating having a first-class stock of merchandise at their convenience.

GUARD AGAINST BRUSH FIRES BEFORE RAINS

The extreme dryness of the trees and brush on the mountains and hills of San Diego county at this season of the year makes it doubly necessary to use the greatest care in the use of fire and the danger of its becoming beyond control. A destructive and dangerous fire has been raging this week near Escondido and in the Rancho Santa Fe country. It is a sad fact that the public does not realize the great damage done to the country by these fires. Brush on the hills is necessary to hold rainfall until it can seep into the ground and reach the underground reservoirs for storage against the use of farmers and townspeople. Barren hillsides do not store water. It runs away and is much of it lost in the ocean.

HELP PREVENT FIRES.

BEAN SHIPMENTS START

Bean shipments from this section are well under way, the Preston warehouse in Oceanside having shipped six cars in the last few days, which amount will be increased to nine or ten by the close of the week. Shipments so far have been largely mixed cars of limas, baby limas and black eyes. On Monday a car was started to Jacksonville, Fla., and on Tuesday another left for Greenville, Miss.—Blade.

ADOBE BRICKS MAKE IDEAL HOMES AT ALLBROOK TRACT

By WILLIAM G. CAYCE

Featuring exclusive use of adobe bricks in construction of modern homes, several new dwellings have been completed and others are nearing completion at Winterwarm, new subdivision opened three miles from Fallbrook by Raymond Wayman.

The adobe brick, as made by Indian labor, was the first type of material used as far back as 200 years ago in erection of huts and stately California missions by the Franciscan padres who civilized this section of the state.

When Wayman opened Winterwarm to the public he decided the use of adobe brick was to be used in each building in the new tract, which contains approximately 1000 acres, is to be made exclusively of adobe.

Manufacture of the brick, under the method employed by Herbert L. Southworth of Oceanside, is simple. A motor-driven mixer forms the chief machinery use in the manufacturing

CHURCH IS PLANNED FOR VISTA

Rev. Dr. J. E. McGaughey, field secretary and organizer of community churches, held a service at the school house Sunday. After a very fine sermon the question of organizing a community church at Vista was discussed. Mrs. Reynolds very kindly invited all interested in the formation of such a church to meet at her home Wednesday evening for further discussion of plans.

There is a great need for a church organization in Vista and as the community church plan has proven very successful in small centers of population throughout the United States, it would seem that a community church here would be the proper procedure. Such a church would serve the needs for the community in a religious way for some time to come.

Among first questions asked by prospective buyers of lands here for homes is about the matter of church organizations.

Rev. McGaughey has a high reputation in this line of organization work and the people here will be doing a fine thing if they will lend him every assistance possible.

Send in that subscription of The Vista Press today.

THE PRESS WILL HAVE OFFICE IN OLD VISTA INN

The plant and office of The Vista Press will be installed in the frame building on Santa Fe avenue formerly known as the Vista Inn.

Modern materials are being purchased and will be in place as soon as delivery can be made.

It is the plan of the publisher to issue a paper that will be a credit to the town and district, and while the size of the publication will of necessity be in harmony with the support given it, it will have an appearance and individuality somewhat out of the ordinary as small town papers go. It will take time and patience to develop our ideas and no attempt will be made to print the kind of a paper our ideals dictate until our own plant is on the ground and in perfect order.

In the meantime, our friends are asked to help us pave the way. We cannot afford under present conditions to get out from week to week anything but the temporary sheet you see before you. Along with The Vista Press, however, there will be remarkable growth noted in the Vista Irrigation District within the next year or two.

Our plans are well under way, so please keep sending in your names for the list of subscribers and we guarantee that The Press will be a paper you can be proud to read and send away to your friends.

IMPROVING SCHOOL GROUNDS

The front portion of the school grounds has been graded and a modern sprinkling system is being installed by the Babson Mercantile Co. When the plot is seeded to grass and plants are set, the school will present a very attractive appearance from the highway.

REGISTRATION OF MINORS

Parents and guardians of minors over three years of age and under 18 years of age and required by law to see that such minors are registered at a public elementary school house in the school district in which they reside, during the school week beginning, Oct. 4, 1926.

CHARMED WITH VISTA

Mrs. Thoenensonn, Mrs. Clark, Miss Clark, Mrs. Ruth Coons and children, from San Diego were "hurry callers" at the Rennebeck home last Monday. They left, charmed with the picturesque town of Vista.

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Vista, California



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The Vista Press

MORE LAND SALES REPORTED

The Vista Development Association recently opened up a new tract of land of about 200 acres and the past week have sold a good portion of it and among the purchasers are Bert Rudd, and Mr. Zimmerman, of Los Angeles. Two other tracts have been sold to Arcadia and Monrovia parties and another to Anaheim buyers. These five purchases make about 35 acres that will be improved this winter and all will be planted to avocados.

The horticultural department of the company will do the planting and development for the buyers who are city people who do not expect to come to Vista until the tracts are well along toward producing.

The Association have from 15 to 25 men employed here who are kept busy planting and caring for lands for purchasers.

The Development Association are planting a considerable acreage of their lands to avocados and citrus fruits with a complete irrigation system installed and are raising some of their nursery stock, having about 10,000 avocado trees in their nursery.

The Rancho Vista tract, it is said by old residents here, is appropriating the name of Hillside drive, which has long been the name of a drive in the Martin addition on Las Lomas de la Buena Vista.

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CALIFORNIA NEWS BRIEFS

While irrigating on his ranch about three miles northeast of Oakdale, Nelson Collins noticed the stream of water sinking into the ground. Thinking it was a squirrel hole, he went to fill it, but found that the water was running into an old abandoned well that had been covered with timbers and several feet of earth. For many years Collins had plowed and cultivated over the well and had driven his tractor over it many times. The well was eighty feet deep and it took two and a half days' work with a team to fill it.

Declaring that "character as well as roads" is being built at California's prison highway camps, Ben H. Milliken, state superintendent of the camps, announced that the net loss from escapes has been only twenty-six men since the wage system for convict workers on the roads was inaugurated three years ago. The average prison camp saving per man has been 29 cents a day, Milliken said. He added that 98 per cent of the prisoners discharged or paroled from the camps are making good.

The state of California was saved more than \$1,000,000 last year in adjustment of 387 informal complaints and 842 applications for rate changes by the state railroad commission. It was shown in a summary of the commission's activities. Reduction in ferry rates on San Francisco Bay was estimated to have saved \$750,000. The report points out that "utilities were treated with fairness, so that where rates were attacked in legal proceedings the commission's acts were uniformly sustained."

The Glenn county board of supervisors at a special session ordered the placing on the ballot at the November election of the proposition which will determine the fate of the University extension officers in Glenn county. The Glenn county unit, federation of farmers, recently advocated the withdrawal of county support from the extension offices in order to bring about a reduction of taxes. The county board agreed to submit the matter to the citizens of the county.

A slight increase in the number of automobile registrations for August, 1926, compared with the same month of 1925, was reported by the state division of motor vehicles, the totals being respectively 22,422 and 21,367. A registration of 1725,000 is expected next year, according to Will H. Marsh, chief of the department. Total income of the department from all sources for August, 1926, totaled \$182,622, as compared with \$177,237 in August, 1924.

The new \$1,000,000 building of the Bank of Italy, at Fresno, which is declared to be one of the most beautiful in the San Joaquin valley, was officially opened recently. The new structure forced the oldest bank in the valley to close its doors. Organized in 1881 as the Fresno County Bank with stock valued at \$100,000, it became the First National Bank of Fresno on March 16, 1885, and was purchased by the Bank of Italy eight years ago.

The third annual Three Rivers apple festival will be held in this mountain community of Tulare county October 15, 16, and 17. Definite decision to hold the festival this year followed a recent meeting of the women of the community, who have sponsored the program. The apple orchards are loaded this year with an excellent quality of fruit and it is believed the festival will be more successful than either of those heretofore given.

In 1,148 classes throughout the school system of California the practical Americanization of thousands of foreignborn men and women is quietly being effected through the fundamentals of education in the English tongue, and the teachers of these classes, whose work is little known by the general public, have increased the scope of adult immigrant education in California by more than 400 per cent in the last six years.

Water in the Sacramento river is at the lowest ebb in fifty years, says John D. Hubbard, engineer at the Phelan-Parrott pump station, Chico, who states that the water measures 109.08 feet above sea level, compared with 109.25 on August 18 of this year. The turning of water from the rice field in to the river has had but little effect in increasing the flow.

A monument and bronze plaque in honor of California's "mother orange tree" at Bidwell Bar, near Oroville, are to be erected at a ceremonial to be held by the Native Sons and Native Daughters of Butte county on November 27. The "mother tree" is said to be the first orange tree planted in the state.

One of the largest and most interesting buildings in the Yucaipa valley is that being erected on the Ocean-to-Ocean Highway between Redlands and Yucaipa City for the King Beverage company. It is a big cold-storage plant and the home of a cider-making concern.

Dedicated to the American Legion "in appreciation of the silent ones who made the supreme sacrifice, and the living ones who fought for God and country," the new Victory Fountain at Long Beach, occupies a prominent site at the intersection of Chestnut Place and "The Walk of a Thousand Lights."

Dedication of the new \$500,000 Eureka Junior high school, at Eureka, Humboldt county, was conducted recently by members of the grand parlor, Native Sons of the Golden West, with the school officials of the municipality co-operating.

The salmon fishing season has closed. One Ukiah fisherman brought in a salmon that weighed 62 pounds.

The new \$44,000 jail and hall of records for Del Norte county at Crescent City, is now completed and occupied.

Madera county farm bureau has won the third regional prize, a \$100 sow, for the best percentage increase in membership.

The old town of Round Mountain, near Redding, known to early settlers as Buzzard Roost, was wiped out by fire recently.

Plans for the new Marysville union high school at Marysville, which is to be erected at a cost of \$400,000, were accepted.

Formal opening of the new \$750,000 clubhouse of the Pasadena Athletic and Country club at Pasadena, will take place October 19.

The 1927 conference of the California Methodist Episcopal churches will be held in Sacramento, the exact date to be determined later.

A market milk inspection department will be established March 1, 1927, at Merced, under a resolution adopted by the board of supervisors.

To date this season about 15,000,000 trout fry have been sent out from the Mount Shasta Hatchery, at Mt. Shasta to all parts of the state of California.

The new \$50,000 Walnut Grove grammar school was dedicated with the grand officers of the Native Sons of the Golden West taking the leading part.

Arrangements have been completed for the three-day citrus extension school to be conducted at the Chaffey Junior College, Ontario, October 27 to 29.

Mrs. Elizabeth Amaden of western Yolo county has been elected new president of the county board of education, to succeed Mrs. Maud Edison whose term has expired.

Martinez is looking forward to a possible \$200,000 bond election early in the spring to provide funds for the erection of new primary grade school buildings and kindergarten.

Abolition of the county board of school trustees, department of public welfare and county board of appraisers will go to the voters of Butte county on the November ballot.

Visalia chamber of commerce won sweepstakes for best feature display at the Tulare county fair at Tulare, the judges announced prior to the grand closing of the annual event.

Davis farm, State Agricultural College, will entertain 2,000 boys and girls from farm organizations in all parts of California at the annual club conference October 14, 15 and 16.

Evidencing the county's desire to officially promote agriculture through the medium of fairs, the supervisors of Tulare county, have authorized expenditure of \$4,000 for fair purposes this year.

Vineyardists of the Pasadena-Sierra Madre district are finding a ready sale of fresh grape juice on the boulevards near their acreage, and many have set up grape presses to supply the demand.

Petitions are being circulated and freely signed in the Lincoln District of Placer county, asking the board of directors of the Nevada Irrigation district at Grass Valley, to extend the boundaries of the district to include a large area of fruit and grain lands of that section.

More than \$250,000 for expenditure in the extension and improvement to canals and the drainage system is provided for in the budget of the Merced Irrigation district, adopted by the board of directors upon the recommendation of Chief Engineer A. Blakesley.

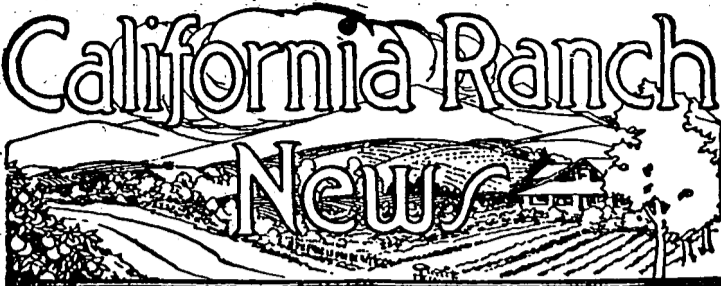
San Bernardino was chosen as 1927 convention city of the California State Federation of Labor, which just closed its convention at Oakland. The selection came as one of the closing acts in the final session and ended a spirited contest between San Bernardino and Sacramento for the honor of entertaining the labor delegates next year.

The Placer County Victory Highway memorial will be mounted on a huge granite boulder that towers at one side of the Placer county auto camp in the high Sierras. This was decided by residents of Placer county, representatives of the Sacramento chamber of commerce, the state highway commission and the Victory highway association.

The county authorities at Red Bluff, are investigating the killing of a steer, a colt and a calf which were found on the Davis place in Finlay Lake district on the Lyonsville road, thirty miles east of Red Bluff. The theory is advanced that they were shot by hunters, mistaking them for deer. The belief also is voiced that the shooting was wanton.

Plans have been completed for further improvement work of the Pacific Gas and Electric company system in Red Bluff. H. B. Heryford, manager of the west side division, says the company has authorized the expenditure of \$13,000 to reconstruct and re-route the distribution lines and street light circuit lying west of the Southern Pacific tracks at Red Bluff.

Discovery of mealybug infestation on tombstones in Evergreen cemetery at Riverside, sent horticultural inspectors scurrying about among the gravestones to find just how far the citrus pest had gone in its peculiar invasion of the cities of the dead. According to E. C. Tutthill, county superintendent of rodent and pest control, who liberated a large number of ladybirds in the cemeteries to dispose of the mealybugs, this is the first time he has ever found the pests on stone surfaces. Usually found only on citrus trees, the mealybug also spreads to ornamentals.



While there are always plenty of chances for "slips" twist the cup and the lip" in the matter of preliminary crop estimates, first estimates taken by California Fruit Growers' Exchange as of September 1st, indicate the largest citrus crop in the history of California. The year just closing will show over 52,000 cars of oranges, lemons and grapefruit picked, packed and sold through the exchange sales system, a record, so far. The 1926-27 season, barring accidents, bids fair to exceed this total. Based on the exchange percentage, the indicated total citrus tonnage for the state is approximately 76,000 cars for next year.

Alkali soil constitutes the greatest undeveloped economic resource in Fresno county. It is estimated that there are 1,500,000 acres of arable land in this county, of which 300,000 acres are natural alkali soil, and 60,000 acres that have become alkali since the introduction of irrigation. There is thus a total of almost one-fourth of the soil of this one county whose productivity is seriously affected by alkali. Very much of this soil is potentially fertile and valuable land.

A truck crop school for San Bernardino county growers will be held October 30 in the offices of the Farm Bureau at San Bernardino. A discussion conducted by specialists of the State College of Agriculture will center about the common diseases and pests of garden crops, while a part of the session will be devoted to seed selection, to get satisfactory yields of sweet potatoes. A feature of the meeting will be in the nature of a question box on vegetable problems.

Manager W. E. Disher of the Chino Valley Apple Growers' association at Pomona, estimates that this organization will ship 20,000 boxes of Gravenstein, Banana, Bellefleur, Jonathan and Greening apples during the apple season which is just opening. Mr. Disher states that a large crop of apples and pears in the northern district has affected the local market and that unless conditions are bettered soon, small profit will be realized by the apple grower in this locality.

Los Angeles has become a profitable peach market for Newcastle and Penryn during the present year, and prices realized there have been better than most of those prevailing upon the Eastern markets. This is the declaration by Newcastle shippers of cling peaches, who have been shipping extensively in lug boxes. The peaches shipped this way to Los Angeles do not have to be wrapped or packed, saving several cents for the grower on every package.

The grape shipments from Napa county are continuing, with some let-up as the harvesting of the grape crop nears its completion. While some growers will be harvesting grapes for several weeks yet, many expect to finish during the first few days of October. The car supply so far has been found to be adequate, and the fruit is moving very regularly. On account of unusual weather conditions the crop is unusually light, but the fruit is of fine quality.

Mr. and Mrs. Water Batterman six years ago, purchased acres of sand dunes at Delhi, Merced county, partly inside the state land settlement and partly adjoining it. The place was a barren waste, inhabited only by jackrabbits. Today they have one of the finest fruit ranches in the whole district, with peach trees of the Palora, Phillips Oling, Tuscan and Lovell varieties, all bearing vigorously and Thompson Seedless and Malaga grapes.

Sol Camp, well known cotton grower of Shafter, had twenty bales of cotton ginned recently at the Shafter Fowler-Comag gin. All of the seed from these twenty bales will be saved for pure seed. It is stated the cotton was of splendid quality. Camp has over 400 acres in cotton this year, most of which is in the Shafter district. Last year this same grower took the first prize for his cotton at the Kern county fair.

The one week extension school for citrus growers which is to be held in Porterville, October 13, to 23, will offer a complete course of twenty lectures, several field demonstrations and an all-day Saturday excursion designed to acquaint the growers with the latest recommendations of the college of agriculture, as they relate to the essentials of successful citrus culture.

Nearly 500,000 pounds of Southern California honey was shipped recently from Los Angeles Harbor, consigned to Hamburg, Germany. The shipment of honey for the fiscal year ending June 30, 1925, from Los Angeles amounted to 810,507 pounds at \$4,512.

Farm advisers of El Dorado, Placer, Yolo, Nevada and Sacramento counties met in Sacramento September 28 for a discussion of deep tillage as applied to orchards and landscape gardening.

Every community needs farmers who profit by their own mistakes and try each year to do better than they did the year before.

About fifty carloads of Arbutle almonds will be shipped from Arbutle this year when the almond crops is completely harvested.

California taught the world that fruit that is packed well will go thru to market in better condition, and will sell quicker for a higher price.

There is a heavy increase in the acreage of fall lettuce in practically all sections of the state. The stands are very good in most sections, and the fields are in fine shape.

C. F. Cheaney of the Durham Colony, Butte county, is in the midst of harvesting his crop of broom corn. His planting, which comprises more than 100 acres, is the largest in the county.

Supt. W. F. Brown of Walnut Acre Farms, a Victor Girard development in the western San Fernando valley, announced that threshing of the lima-bean crop has started in the 700-acre field.

More than a quarter of a million dollars will be expended by the Merced Irrigation district at Merced, in extension and improvement of canals, according to directors announcement of the apportionment of the 1926-27 budget.

An acre of land two miles west of Visalia, planted to sweet corn by W. M. Daniels, sold on the stalk for \$100 cash. Daniels has one and a half acres planted to potatoes and the results from these are being awaited with real interest.

More than three contracts for hops for 1927-1928 and 1929 have been recorded in Santa Rosa. More than 150,000 pounds of hops for each of the three years have been purchased by C. C. Donovan of Santa Rosa for the English trade at 22 1/2 cents per pound.

An experiment in grape shipping has been made by the Earl Fruit company today which packed fifty small barrels of choice Tokay grapes in sawdust and sent them to San Francisco for shipment to the Orient. The barrels contain thirty-two pounds of grapes each and are packed in dry sawdust.

Very few plots of Sacramento county soils are deficient in lime content, but all need more or less nitrogen. This is the conclusion reached by Harold Davis, agricultural chemist of Sacramento, who addressed the members of the Delta Farm Center at their meeting last week in Walnut Grove on soil analysis.

Blick Brothers shipped five carloads of cattle to Los Angeles recently which they had fattened in the mountains on the South Fork this summer. This was said to be the finest bunch of cattle ever sent out of that region. They averaged 1,138 pounds per head and some of the steers weighed 1,800 pounds.

Reports indicate that olive buyers are more numerous than usual in Porterville, this season and an active market is expected, for the quality and size of the fruit are satisfactory and the crop in general is light. It is stated that an assembling and grading plant will be erected within the year, either at Porterville or at Terra Bella.

Seventeen hundred sacks of rice were threshed recently by the Manor brothers, and Cheaney. H. W. Manor has begun binding rice and a number of other rice farmers have started either to bind or thresh. If favorable weather continues, the grain will soon be in the warehouses, out of reach of the rain.

Nearly 100 rice growers, representatives of the large rice-growing district in Sacramento valley, attended the fifth annual Rice day meeting at Cortuna, near Colusa, recently. The growers were especially interested in the experiments, many of which have been carried to conclusion at the station, which has had rice planted for nine years.

More than 200 tons of almonds have been received at the California Almond Growers exchange warehouse in Lodi, where they are being run thru the bleaching plant. Manager J. B. Davidson estimates that there are fully 500 tons more in the Lodi district and expects to handle between 700 and 750 tons of almonds before the season ends.

What is thought to have been the largest peaches ever shipped from Auburn left recently through the Placer County Mountain Fruit company. Fifteen peaches filled a standard box. They were of the J. H. Hale variety. The peaches were grown by Frank Burtcher, well known orchardist, on his ranch just outside of Auburn. They were packed five by three, and were so large only one layer could be placed in the box. Burtcher also had an exceptionally large box of peaches. It contained only forty-two of the Buerre Hardy variety.

Evening Schools of Home-Making Great Help to Women and Girls

By MISS ADELAIDE S. BAYLOR, Federal Official.

EVENING schools for home-making, encouraged by federal aid, have had a great growth in the last eight years in both large and small communities.

Evening classes in home-making reach three groups of girls and women—those who expect soon to have charge of their own homes, those who wish to extend their knowledge of home-making, and those who have responsibility for the home in addition to their regular employment.

Ordinarily one lesson a week is too few, and four lessons a week too many. A minimum of two lessons a week with a maximum of three lessons a week seems to produce the best results, while two hours an evening is a fair amount of time to utilize in one period of instruction. This must all be determined by local conditions in the small town, as well as in the city.

Diversity of methods of instruction from the standpoint of age should characterize small town evening classes because the younger women are found there.

The final goal of all home-making instruction is to build up better homes, to work for such a balance in all home-making activities as will make for family morale.

Life Objectives That Should Be Understood by All, Old and Young

By REV. M. C. PEARSON, Detroit Council of Churches.

The secret of power and nobility lies in the mastery of personality and in the realm of personal achievement.

William J. Kitts, a teacher of more than usual insight and ability, has uncovered the secret of an achieving life in the following life objectives:

- To be so strong, that nothing can disturb your peace of mind.
- To talk health, happiness and prosperity to every person you meet.
- To make all your friends feel that there is something in them.
- To look at the sunny side of everything and make your optimism come true.
- To think only of the best, to work only for the best, and to expect only the best.
- To be just as enthusiastic about the success of others as you are about your own.
- To forget the mistakes of the past and give every living creature you meet a smile.
- To give so much time to the improvement of yourself that you have no time to criticize others.
- To be too large for worry, too noble for anger, too strong for fear, and too happy to permit the presence of trouble.

Possibility That Span of Life May Be Extended to Two Hundred Years

By SIR RONALD ROSS, of London, England.

A famous American doctor has suggested to me that we should all be immortal. Who can tell what scientific investigation will bring? No one can say how long we may live when we are free from the ravages of germs.

Imaginative men predict that by A. D. 2000 men will enjoy an earthly life of 200 years. That sounds fantastic; and yet a man as sane and cautious as the chief of the great Pasteur institute of Paris has stated that, taking all factors into consideration, it is more probable than not that in another century virile men who now live to be eighty-five and ninety will be able to attain an age of one hundred fifty before their cells succumb to the vitality-destroying germs.

This means, of course, a normal life, without such aids to stimulating the cells as monkey gland and other rejuvenating operations. For experience has proved that rejuvenation by way of gland stimulation is a snare and a delusion. The human system, decaying, merely responds to the rejuvenation process like a worn-out horse under the whip; it staggers on with a burst of nervous strength, and then falls.

Diphtheria Now a Conquered Disease; Its Presence Almost a Crime

By DR. S. J. CRUMBINE, American Child Health Official.

Diphtheria is now a conquered disease and its occurrence henceforth must soon be classed as a crime. The time will soon come when every case of diphtheria will be an indictment against the intelligence of parents, and it will not be many years before every death from diphtheria will be referred to a coroner's jury for investigation to fix criminal responsibility.

This new attitude of health officials with respect to diphtheria has come about in the last ten years, during which time most successful experiments have been carried out proving beyond question that diphtheria can be definitely eliminated as a scourge of childhood. The preventive treatment is now within the means of every parent.

One of the most noteworthy examples of a city ridding itself of diphtheria is Auburn, N. Y., a city of 37,000 population. Immunization of school children and those below school age was begun in 1922, with the result that where the cases once reached the 100 mark annually, with from ten to twenty deaths, not a death has occurred since October, 1924.

Modern Youth Chiefly Responsible for the Advancement of Thought

By DR. A. R. CROOK, Illinois Archeologist.

If it were not for the old fogies, hostile to new ideas, the problem of tracing the descent of man would be an easier one.

It is the new crop of young people who are willing to accept that at which the older generation shout "treason." Although they demand the proof for everything they hear they are always ready to listen, which is the fair attitude.

We write articles stating that the Indians who inhabited this country were descended from the Chinese, and exhibit specimens of hair, of both races, exactly identical. What does the average man do? He has been taught to believe something else and will not listen, will not even be accused of skepticism. He is sure he is right and does not want to be corrected.

This information has been gathered, but the trouble has just begun in the effort to put what we know is the truth before the public in light in which it will be accepted. The public loves to be agreed with, and although it loves an argument, it does not like to be convinced.

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The Vista Press

M. Z. REMSBURG
Editor and Publisher

Application made for entry as second class mail matter at the Vista, Cal., postoffice.

Published Every Friday at Vista, San Diego County, California

Subscription Rates:

One Year.....\$1.00
Six Months......65
Advertising rates given on application

FRIDAY, OCTOBER 8, 1926

PRESS WELL RECEIVED

The Press has no complaint to make of the reception the paper has received. The people are showing that they will go the limit in backing a home paper, but until the publisher is at home here and on the ground daily he does not expect the fullest response in the way of support.

Harry A. Reynolds, Walt Witman, H. C. Bowman and W. H. Clark are among enterprising citizens who have rendered valuable assistance to The Press.

SEND THE PRESS TO YOUR FRIENDS

Why not give The Press a boost by having us send it to your friends in California or the eastern states? It will be money well spent and you will be doing a fine thing for the Vista district in spreading the facts about this wonderful place for homes and happiness.

The Vista school has grown from one teacher in 1924 to three teachers in 1926 and it is expected that the increased attendance each year will add another teacher, until in the next 3 or 4 years we will have 8 teachers for the 8 grades.

FROM OUR FRIENDS

It's Good Ground, Too
We are in receipt of Vol. 1, No. 1, of The Vista Press, a four-page paper with M. Z. Remsburg as editor and publisher. Mr. Remsburg sees the possibilities of that district and is getting in on the ground floor. The Enterprise wishes him success.—Fallbrook Enterprise.

We Plead Guilty
The Escondido Times-Advocate makes note of the fact of the advent of The Vista Press into the newspaper field and says that M. Z. Remsburg, the publisher, is "supposed to be the same man" who published the Times-Advocate about 15 years ago.

Kind Words
The Vista Press made its first appearance on Friday, Sept. 24, and was a very creditable paper and a credit to its publisher, M. Z. Remsburg. Mr. Remsburg is a newspaper publisher of long experience, having published weekly papers in several California towns in the past 20 years and has been in the newspaper business for 25 years. He has the necessary experience and training to give Vista a first-class paper.—Oceanside Blade.

From Congressman Swing
My Dear Mr. Remsburg: I am pleased to learn of the establishment of your paper in the new Vista district. I was glad to be present a year ago and participate in the opening ceremonies for the new water system, and I am glad to learn that the community is prospering so rapidly that it can support a newspaper. Your publication ought to be a great help in getting the community before the country, and without doubt it will have the loyal support of the local people.

With best wishes and best regards, I am, sincerely,
PHIL D. SWING.

It's Better Now
The Vista Press is the name of a new publication which made its appearance last week, owned and edited by M. Z. Remsburg. The paper is being printed in San Diego pending the installation of a printing plant at Vista. Mr. Remsburg was a resident of Oceanside for several years in the early days of the city and was at one time editor of the Escondido Times-Advocate. He and W. S. Spencer bought the Oceanside Blade when they were kids, but finding there was not sufficient business to support two

at that early date, he later sold his interest to Mr. Spencer and departed for new fields.—Oceanside News.

Thank You, Old Timer
J. Chauncey Hayes, the veteran real estate man and peace officer of Oceanside, kindly remembers us with his subscription to The Press and wishes us success. The publisher of The Press can remember when Mr. Hayes edited that enterprising sheet, the South Oceanside Diamond, printed in the Diamond building at South Oceanside. Mr. Hayes says:
My Dear Mr. Remsburg: Enclosed find \$1. Hope your paper will become a permanent fixture. And with best wishes and pleasant remembrances of "old times."
Your friend,
J. CHAUNCEY HAYES.

VISTA WINS MORE PRIZES AT POMONA FAIR

The Vista horticultural display, which won prizes at the county fair and at Riverside, and which was moved to the Pomona fair, received six first prizes as follows: Sub-tropicals, Feijoa, Carissa, Queensland, Jujube, White Sepota and Cheremoya. Also a special prize was given Vista of a fine silver cup for its display of sub-tropical products. The Farm Bureau also won a prize for its exhibit.

LARGE SHIPMENTS OF CELERY AND TOMATOES TO BE MADE

Tomatoes from the Vista-Escondido district are going out at the rate of a carload a day and this will increase to several cars daily when the tomatoes are in full production the latter part of this month and in November and December. The shipments are going to eastern cities.

About the last of the celery has been planted and the first car shipments will be made from Vista in December and continue until March and during the winter about 80 cars of celery will be shipped to Eastern points.

Send in that subscription of The Vista Press today.

NEW TRACT AT CARLSBAD
A 60-acre tract at Carlsbad is being subdivided by F. H. Tolle. The streets are to be made to widths of 60 and 80 feet, and water will be obtained from the system of the Oceanside Mutual Water Co. The land is fertile vegetable land and the tract offers many idea homesites.

LOCAL AND PERSONAL

Vista Inn has all rooms taken many nights with visitors a home-seekers.

H. C. Bowman is moving his real estate and insurance office to the old club house opposite the park.

Mass was celebrated in Vista Sunday by Father Albert of San Luis Rey. There was a large attendance.

Vista is growing as never before. There is an unconfirmed rumor that another business block is to be built soon.

Miss Mary E. Kelsey has returned to Vassar for her sophomore year. She spent several weeks of her vacation at home in Vista.

Mr. and Mrs. Douglass Campbell and daughter Kaelin of Los Angeles are visiting with Mrs. Campbell's parents, Mr. and Mrs. R. N. Martin of Vista.

Mr. and Mrs. F. G. Cruickshank of Pasadena spent the week end at their bungalow on Las Lomas de la Buena Vista, which is the name of the ridge of hills on which it is located.

George Henry spent the week end at Vista and has returned to Hollywood, where he will continue to reside until Mrs. Henry returns from the east the last of this month.

C. E. Kelsey spent the week end at Vista. He has been with the Southern Pacific Land Department for a number of years, which keeps him on the road most of the time. He has been remodeling his home here, making extensive changes.

Mrs. Georgia F. Whiting, chairman of the art department of the Woman's Current Events Club, will have a studio tea every Friday afternoon at Hill-top home, which will be open to club members and their friends. At these teas will be exhibited pictures sent by

Mrs. Maurice Braun, of Point Loma, chairman of the art department of the county federation.

Mrs. Isabelle S. Bowman, president of the Woman's Current Events Club of Vista, and vice president of the County Federation of Woman's Clubs, attended a meeting of the president's council at Fontana last Friday and on Saturday attended the regular board meeting of the County Federation at San Diego.

Henry A. Stearns and wife of Pasadena have been in Vista for a few days at their home on the hill, but have returned to their Pasadena home. Mr. Stearns is a partner of the Frederick Stearns Co. of Detroit, Mich., one of the largest wholesale chemical firms of this country, having branches in many of the foreign countries.

MAY IMPROVE AND PAVE MORE VISTA STREETS

A second improvement district is being formed at Vista for the purpose of paving the remaining portion of the streets and if the necessary signatures are obtained, as now seems probable, this will pave nearly all the streets of the town.

The present improvement district of about two miles of streets will be finished in the next few days and this has paved half of the streets, making Vista with the largest percentage of paved streets of any town of its size in the state.

Send in that subscription of The Vista Press today.

Many Vistas attend Avocado day at Carlsbad last Saturday and report a very profitable day.

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.

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The Vista Press
Vista - - - California

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.

The
First
National
Bank
of
Oceanside