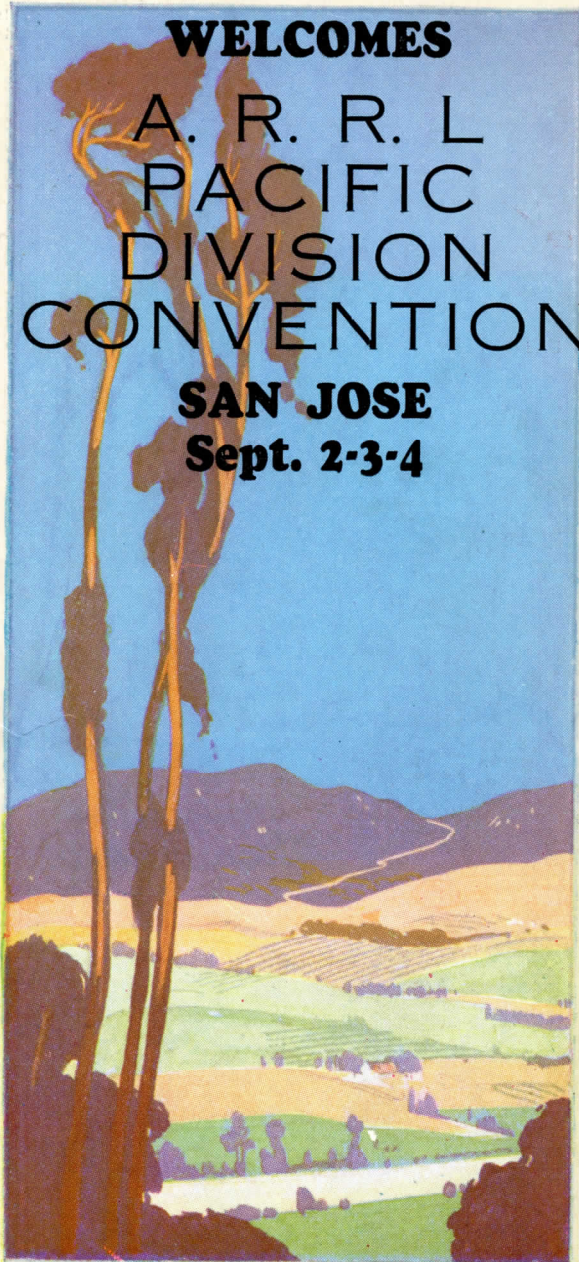


SANTA CLARA
COUNTY
CALIFORNIA

WELCOMES

A. R. R. L
PACIFIC
DIVISION
CONVENTION

SAN JOSE
Sept. 2-3-4



SANTA CLARA
COUNTY
CALIFORNIA

WELCOMES

A. R. R. L
PACIFIC
DIVISION
CONVENTION

SAN JOSE
Sept. 2-3-4





SAN FRANCISCO

PACIFIC OCEAN

SAN JOSE

MONTEREY BAY



Distance from San Jose

CHAMBER OF COMMERCE
SAN JOSE - CALIFORNIA

LEGEND

- HIGHWAYS
- RAILROADS
- SANTA CLARA COUNTY

PINNACLES NATIONAL PARK



“THE VALLEY OF HEART’S DELIGHT”

SANTA CLARA COUNTY, CALIFORNIA



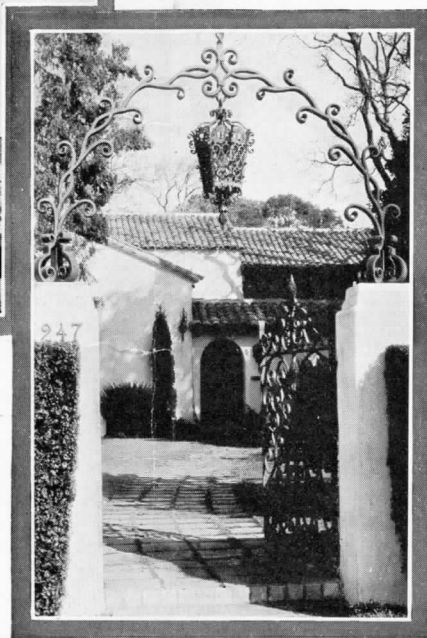
SANTA CLARA VALLEY lies just south of San Francisco, between the Santa Cruz Mountains, which parallel the western coast, and the Mt. Hamilton range, which stretches southward between Santa Clara Valley and the great San Joaquin Valley; it trends southeasterly for 60 miles, with an average width of 20 miles, and its northern section is penetrated by San Francisco Bay. It is 1305 square miles in area. This topography accounts for the mildness of its climate, as it is sheltered by the redwood-forested summits on the west from the coast fogs and winds, and by the eastern range from the heat of the vast interior of California, and the waters of San Francisco Bay temper the winter cold and modify the summer heat. The result is an equable climate and no abrupt seasonal changes, one season slips unnoticed into another. Government weather reports covering a period of twenty years show a mean annual temperature of 57.2 degrees; mean maximum, 69.4; mean minimum, 45.1; there are comparatively few summer days that reach 90 degrees or over, and then only for three or four hours of the day; the mornings, evenings and nights are comfortably cool; and there are few winter days that have an early morning temperature lower than 32 degrees above zero.

SANTA CLARA VALLEY is a valley for homes, health, recreation, and enjoyable living. Every home in the valley has its flower garden and there are several extensive nurseries, several rose nurseries growing nearly a million and a quarter budded roses of approximately 325 varieties. These are some of the largest rose nurseries on the Pacific Coast, and probably in the world. The Santa Clara County Flower Lovers Club and its many branches, with a membership of more than 1500



in all parts of the county, put on in the halls of the San Jose Chamber of Commerce seven wonderful flower shows every year, and there are also local flower lovers clubs at Los Gatos, Gilroy, Los Altos, Mountain View, Palo Alto, and other valley communities. The County's annual Fiesta de las Rosas held at San Jose in May is Northern California's premier floral event and millions of flowers in their natural state are used in the decoration of gorgeous floats.

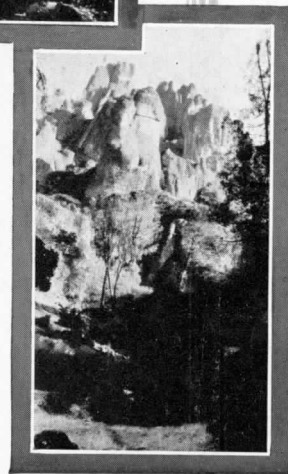
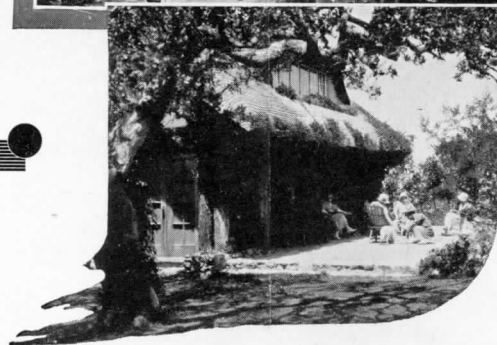
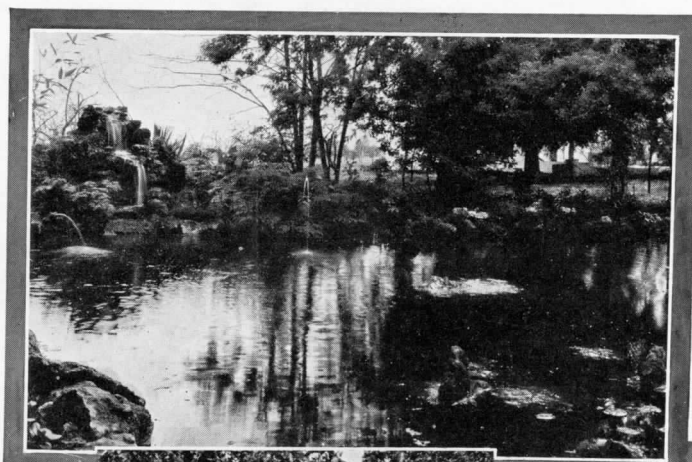
The domestic water supply for Santa Clara County comes from pure mountain streams flowing into reservoirs and from deep wells, and for its quality, Dr. William Simpson, for many years County Health Officer, says: "For all concerned, water is pure, plentiful and wholesome. Falling as snow in the Sierras or rain in the hills and valleys, it is filtered through sand and gravel in natural filter beds many feet below the impervious strata which separate it from the surface water, and it comes to the surface bubbling with oxygen from the spring or deep well, safe, cool and refreshing. No typhoid in its sparkle, for no germ can reach its sparkle. It is the possibility of outdoor life every day in the year that makes the children of Santa Clara County vigorous, the young men and young women models of strength and beauty, and the elders so sturdy and well preserved."



There are few cities, if any, that have better water for residents than that water which is used by citizens of Santa Clara County. Its quality is vouched for by leading physicians and authorities.



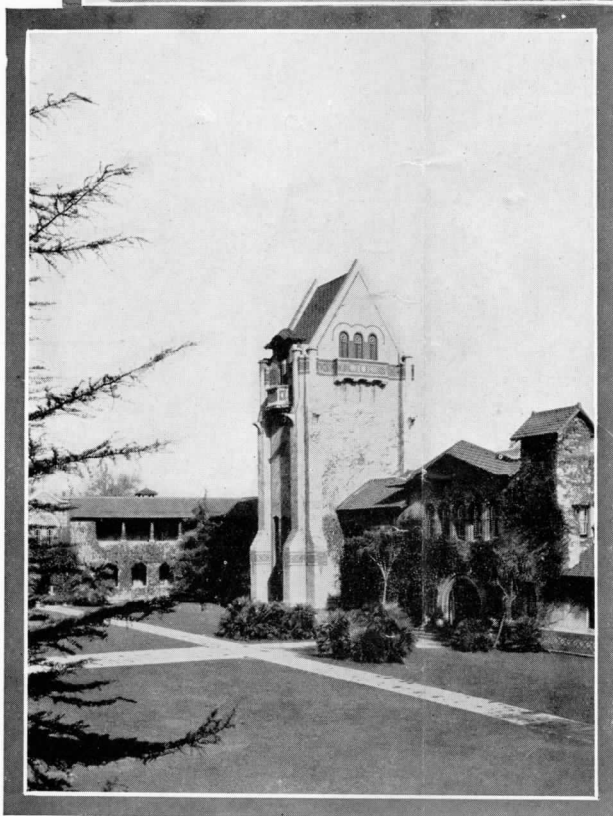
The public educational system in Santa Clara County, exclusive of those institutions providing education above the high schools, comprises school properties valued at \$10,583,530. There are nine high school buildings, four junior high school buildings, and eighty-six elementary schools, all of which are up-to-date and modern structures. There are 92 principals and 1192 teachers in the public schools of the county, and a total enrollment of 39,393 students. Enrolled in the elementary schools are 20,311 pupils; in the high schools, 13,748; in the junior high schools, 3,122; in the kindergartens, 1,410; and in the Junior College, 802. The various Parent-Teachers Associations in the county have a total membership of 9,958. A high standard of education is maintained, and Santa Clara County citizens carry out in a practical manner their opinion that there is nothing too good for their children.



The County Free Library, carries its helpful and valuable service into all parts of the county through its headquarters in San Jose, 30 community branches, and its 64 branches in the rural schools. The library serves 32,000 adult patrons or all citizens in the county except those living in San Jose, Palo Alto, Sunnyvale and Los Gatos where city libraries are maintained. All school children in the county — 10,000 — except those in San Jose, Palo Alto and Santa Clara — are served by this library. There are more than 165,000 volumes in this library and the circulation of books is well over a million annually. Through the service of the State Library at Sacramento, cooperating with the County Library, the use of more than 300,000 books of the former is made available to every person in the county. San Jose, Gilroy, Campbell, Los Gatos, Mountain View, Palo Alto, Santa Clara, and Sunnyvale all have independent public libraries, and in addition Campbell, Gilroy, Mountain View, and Saratoga have branches of the County Library in connection with their own. The Library staff is composed of 40 members—ten are at the headquarters and thirty who are custodians of the branches throughout the county.

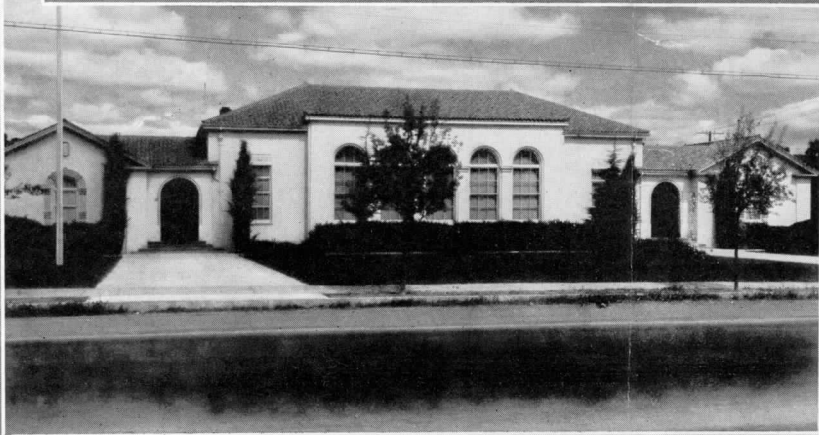
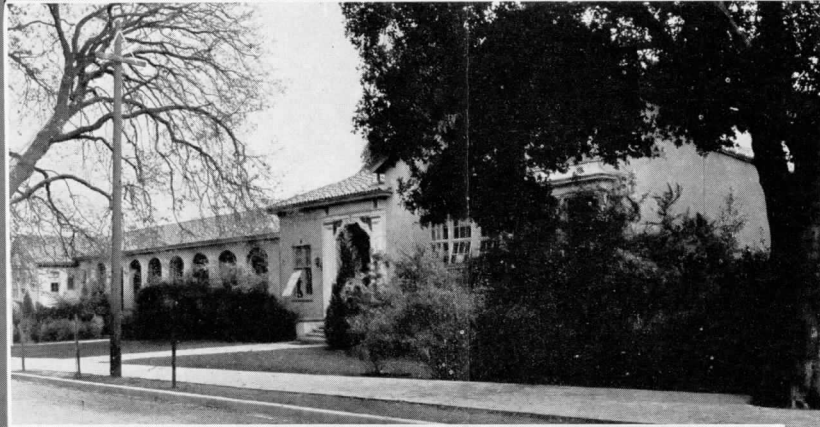
Santa Clara County, fifth county in population in California, had a 51 per cent increase in population during the past ten years according to the 1930 census.

Santa
Clara
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In the Santa Clara County Law Library as maintained by the county there are more than 9,000 volumes which are in constant use by the lawyers of the County. The Library, located in the Hall of Justice, is also open to the general public for reference.

The San Jose Free Public Library has shown a remarkable growth in circulation during recent years, its "turn-over" of books more than doubling in the past six years. This library has a total of 35,000 volumes with an annual circulation of more than 260,000. This growth of the library is an excellent indicator of community progress. More than two-thirds of the Library's books are non-fiction volumes, the fiction circulation of nearly 175,000 being maintained with only 10,000 books. Approximately 11,000 patrons use the Library regularly. The Library has a staff of thirteen and is located in Washington Square, San Jose, near the State Teachers College, at Fourth and San Fernando streets.



Upper: Saratoga Grammar School.
Middle: Montezuma School for Boys near Los Gatos.
Lower: Morgan Hill Grammar School.

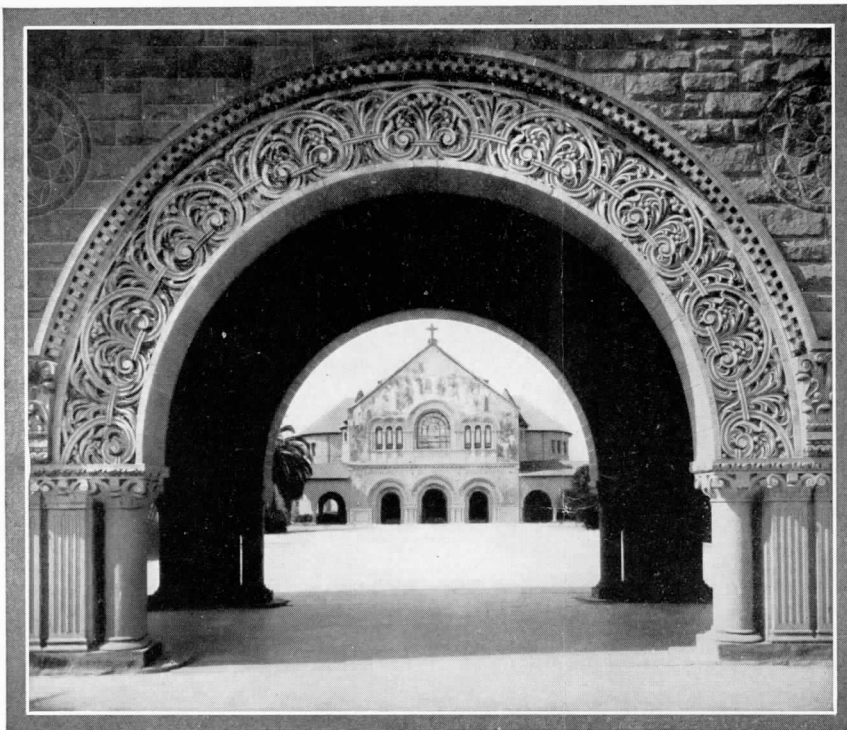
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SAN JOSE STATE TEACHERS COLLEGE The San Jose State Teachers College, oldest state public educational institution, which was opened in 1862 as the then one state normal school in California, occupies a series of modern buildings in architecture reminiscent of the Spanish Missions in a beautiful park of twenty-six acres. The College, has a faculty of one hundred and forty-three, and a student body of nearly 2600. Degrees or certificates are granted in the following fields: Education, English, the Natural Sciences, the Social Sciences, Commerce, Speech, Music, Art, Home Making, Physical Education, Industrial Education and Librarianship.

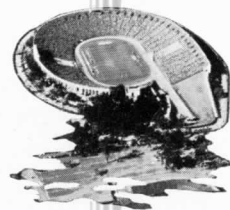
STANFORD UNIVERSITY Stanford University, at Palo Alto, stands with its numerous imposing structures in what is known as the "Stanford Farm", a picturesque estate of 8,800 acres in the rolling hills of the Santa Cruz range, 18 miles from San Jose and 32 miles from San Francisco. It is one of the world-famous universities, and in all the world there is no similar institution so beautiful architecturally or favored with such delightful natural surroundings. The present-incoming producing endowment of the University exceeds \$42,000,000; its annual expenditures are approximately \$4,500,000; and the value of the educational plant is about \$13,000,000. The University was founded in 1885 by Senator and Mrs. Leland Stanford as a memorial to their only son, Leland Stanford, Jr. It received its first class in October, 1891. This great University has a yearly average attendance of approximately 3,500 students. At the University is housed the Herbert Hoover War Library, the most complete collection in any country of material concerning the World War. The University was one of the first and few designated by the Guggenheim Foundation to receive certain sums each year for aeronautical research work. The Harris J. Ryan High Voltage Laboratory has enabled the University's staff to carry out valuable experiments in high voltage especially with regard to power transmission. One of the most attractive buildings in the West is the Stanford Memorial Church built by Mrs. Stanford in memory of Senator Stanford.





The most interesting feature of this edifice is its mosaic work. The mosaics were originally made in Italy, sent to Stanford in sections, and put in place by Italian workmen especially imported for the purpose.

UNIVERSITY OF SANTA CLARA The University of Santa Clara, at Santa Clara, was founded by the Mission Padres in 1777, as a Mission School. Thereafter on March 19th, 1851, the Jesuits established Santa Clara College, which later, in 1912, took officially the name of the University of Santa Clara. Thus the University became the first institution of higher learning or "college education" in California (1851) and it also is the first institution in California founded for and dedicated to organized education (1777). The first student in California ever to receive a college degree was Thomas I. Bergin, who on July 9th, 1857, received from Santa Clara College the degree of Bachelor of Arts. This venerable University is known throughout the United States. The deliberate purpose of its faculty has always been to maintain a small, select student body. Though Santa Clara University is primarily Catholic, its doors are open to all who desire to enjoy the advantages of its educational service and who measure up to its entrance requirements. The departments of the University are Law, Engineering, Business, Administration, Premedical, Letters, Science and Philosophy. The University has a faculty of 58 and a student body of 500. The buildings and grounds are valued at approximately \$3,000,000.



Upper: Memorial Church, Stanford University, at Palo Alto.

Inset: Stanford University Stadium.

Santa Clara County has as many telephones as homes.

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VILLA MONTALVO Villa Montalvo, the foothill estate of the late Senator James D. Phelan near Saratoga, is now being operated as a public park, museum and active art center for the development of art, literature, music and architecture by the San Francisco Art Association to whom Senator Phelan bequeathed his home and estate. His generosity also provides for the maintenance of this unique and beautiful cultural center. Valued at more than a million dollars, the estate in addition to the palatial home, includes 100 acres of rolling land.



California's missions have always proven to be one of the leading attractions to visitors from the entire world. Mission San Jose de Guadalupe, founded on June 11, 1797, is within 15 miles of the city of that same name and is one of the best preserved of the old missions. Mission Santa Clara de Asis is on the University of Santa Clara Campus in the city of that name and because of successive fires it is now a modern structure of two years age. The present building is a replica of the original mission founded January 12, 1777. Mission San Juan Bautista founded June 24, 1797, and 12 miles from the county's south boundary line, is relatively well preserved and regular services are still held there. Other missions which are within from 20 minutes to two hours from San Jose, auto distances and over paved highways, are Santa Cruz, 1791; San Carlos de Borromeo, at



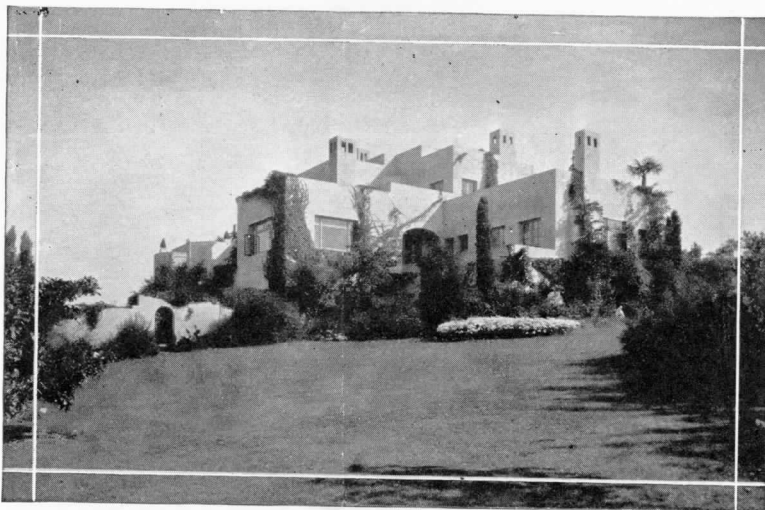
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Upper: Mission San Jose de Guadalupe, founded 1797.
Lower: Mission Santa Clara de Asis, founded 1777.
Inset: Tablet indicating site of State's first capitol at San Jose, 1849.

Monterey, 1770; San Carlos de Río Carmelo, 1771; and San Francisco de Asis (Dolores) at San Francisco 1776.

California's first Legislature convened in San Jose on December 15, 1849, and this city was the State's first capital. The first American flag was raised above the town hall on July 13, 1846. It was the first incorporated city in California, being incorporated by the State Legislature, March 27, 1850. A bronze tablet in City Hall Park, marks the

site of California's first capitol building, which is now in the heart of this city's business section.



The State's first and oldest living landmark—and probably the greatest of surviving historic trees—is the Palo Alto Tree, already a sapling when Columbus discovered America. This "high tree" is a giant Redwood (*Sequoia Sempervirens*), twenty-three feet in circumference, which marks the site where Don Casper de Portola and his band camped from November 6 to 11, 1769. This expedition discovered Santa Clara Valley and San Francisco Bay. The famous Pedro Font topographical map of 1770 contained the drawing of the original double-trunked El Palo Alto, making it California's first official landmark where camps were pitched at various times by Don Pedro Fages, Captain Fernando de Rivera y Moncade, Don Juan Bautista De Anza, and other explorers of Western North America. Well-named was this tree for in the early days the Palo Alto alone towered above

the low-lying oaks of the Santa Clara Valley and served as a distinguishing landmark to travelers. It is this tree, of course, from which the City of Palo Alto derives its name.

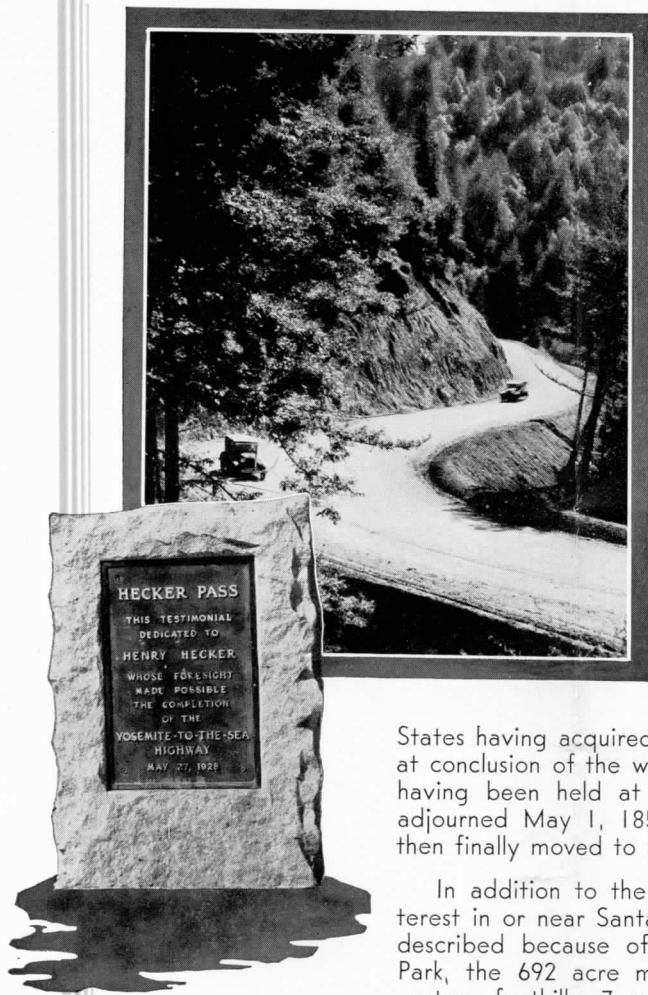


The early days of Santa Clara embraced a period of adventure and romance. Santa Clara Valley, inhabited by Indians, and the home of grizzly bears, elk, deer, lions, wildcats, coyotes, and many other forms of wild life, was discovered on November 2, 1769, by a party of Spaniards, who had been dispatched from the Pueblo at San Diego to establish an outpost at Monterey Bay. The

Upper: President Herbert Hoover's home atop San Juan Hill on Stanford University Campus near Palo Alto.

Lower: Blossoms and California poppies in March.

Santa
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party, in command of Captains Casper de Portola and Fernando Moncado, failed to recognize Monterey Bay, when from the summit of the Santa Cruz range two of their party who were deer hunting discovered the valley.

Some years after the Mission Santa Clara was founded the padres planted four rows of trees between the Mission and the Pueblo de San Jose de Guadalupe, which was founded by Lieutenant Jose de Moraga on November 29, 1777. The trees were planted for a shaded roadway and for protection from wild cattle. It was named "The Alameda". It is now one of the widest and most beautiful of streets and is the scene of the world famous Santa Clara County Fiesta de las Rosas annual floral parade.

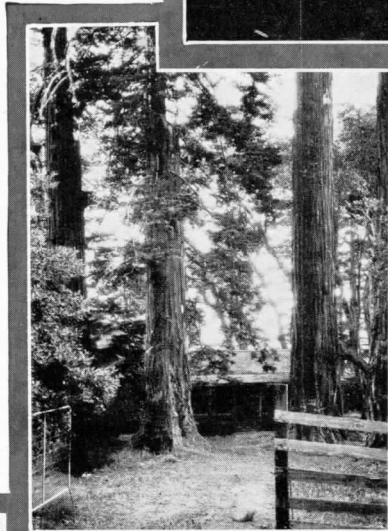
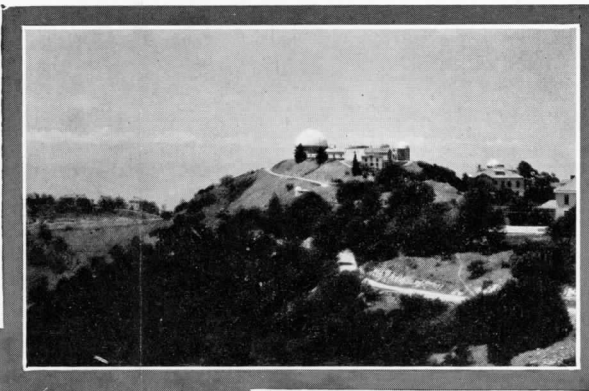
Santa Clara County took its name from the Mission Santa Clara de Asis; the latter having been named after Santa (Saint) Clara, a pious woman of Assisi, Italy, who was canonized in 1255.

Before the county was organized, San Jose was the scene of the meeting of the first State Legislature, December 15, 1849. The United States having acquired title to California by treaty on February 2, 1848, at conclusion of the war with Mexico, and the Constitutional Convention having been held at Monterey, September 1, 1849. The Legislature adjourned May 1, 1851, convened at Vallejo on January 5, 1852, and then finally moved to Sacramento.

In addition to the already mentioned attractions of beauty and interest in or near Santa Clara County there are several which cannot be described because of lack of space. Amongst these are Alum Rock Park, the 692 acre municipal playground of San Jose, located in the eastern foothills, 7 miles from that city; Mt. Madonna Park, approximately 8 miles from Gilroy, is a county playground of 2934 acres; the Winchester Mystery House, 3 miles west of San Jose, is a constant mecca for those seeking the unique and different; San Francisco's China Town, water front and Golden Gate Park are famous throughout the world and only 50 miles distant; Monterey with its famous and historic buildings and its nearby seventeen-mile drive is 73 miles from San Jose by way of the attractive Hecker Pass Highway; Pinnacles National Monument, 88 miles south of San Jose via Hollister has always been a popular beauty spot for visitors—its majestic naturally-colored formations of agglomerate rock outcroppings lend a grandeur to this scene which is always a delight to the visitor; the Edwin Markham Home, 430 South Eighth Street, San Jose, is a gathering place for the admirers of the author of "The Man with the Hoe"; the Guadalupe and Almaden mines, 10 and 14 miles, respectively, south from San Jose, the latter being the second largest

and richest quicksilver mine in the world, the discovery of which was made possible by tracing where the native Indians, years before the Spaniards had discovered this valley, obtained the cinnabar ore for red pigment, which they called "Mohetka" and with which they adorned their bodies; the National Headquarters for the Rosicrucian Order of North America at Rosicrucian Park, 1342 Naglee Street, San Jose, attracts thousand of visitors annually chiefly because of its museum of tremendous interest and its very beautiful buildings; and the University of California at Berkeley with its rolling campus and excellent, modern buildings is attractive.

Santa Clara County, because of her fortunate geographical location, is a sort of a "hub" for Dame Nature's scenic attractions which make California world-famous. Within reasonable riding distances to the State's most beautiful features, it affords countless



visitors a "home away from home."

There are more than 1,250 miles of highways and roads in Santa Clara County, a large portion paved and all of them, except a few in the mountains following winter storms, good.

The El Camino Real (King's Highway), paved State Highway or Coast Route, from San Francisco to San Diego along which Junipero Serra over a century ago established his chain of missions extends the entire length of the valley; the Bayshore Highway, 6 lanes or 125 feet in width, is a paved boulevard from San Francisco to San Jose which

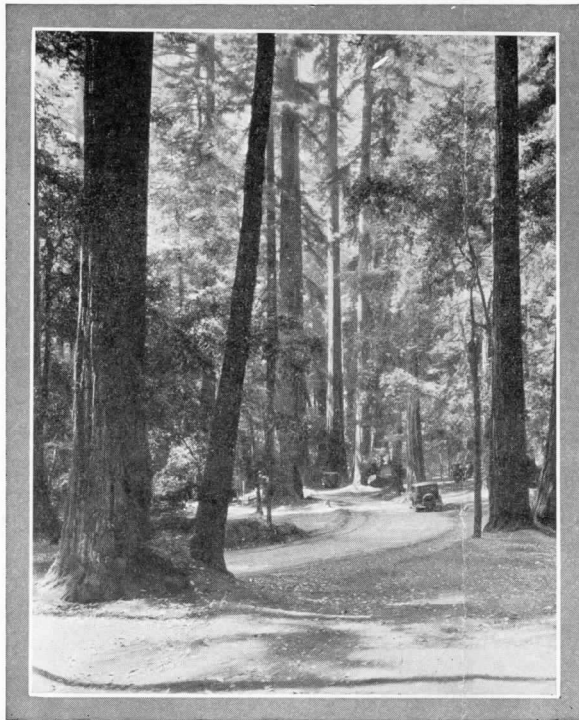
follows closely the shoreline of San Francisco Bay; the Skyline Boulevard along the ridge of the Coast or Santa Cruz range of mountains meets the Los Gatos-Santa Cruz high-

Upper: Lick Observatory of the University of California, atop Mt. Hamilton, 26 miles from San Jose. Elevation, 4209 feet.

Middle: One of countless cabins in the mountains bordering the county.

Lower: Ocean beach at Santa Cruz—within an hour's drive from Santa Clara County.

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way near Woodwardia and is a highway of matchless grandeur; the Hecker Pass Highway, leads from the coast highway at Gilroy through a heavily-wooded district of unrivalled beauty over the summit to Watsonville; the Los Gatos-Santa Cruz Highway, the most popular highway from valley and peninsula communities to the oceans beaches, is a most attractive road; two fast, wide highways lead from San Jose to Oakland and the survey has been ordered for a six lane highway from San Jose through Oakland to Point Richmond. The latter will follow the shoreline and be very similar to the Bayshore Highway on the west side of the Bay. Pacheco Pass Highway is an oil macadam road from Gilroy to the San Joaquin Valley and the Valley State Highway Route.

There are other paved highways in every direction, leading to all points in California and into contiguous states.

The County is efficiently served in the matter of freight and passenger transportation. The main overland route of the Southern Pacific from San Francisco tra-

verses the entire length of the valley; other lines of the company run north, east and to coast points, and they are connected with all the leading railway systems in the United States. The Western Pacific has a line from San Jose that connects with its main overland route at Niles. The company is now building a direct line from Niles into San Francisco on the Peninsula. The Peninsula Railway, an electric line, covers a large portion of the valley with its lines, and the San Jose Railroads supplies the street car service for San Jose. Firms in San Jose and vicinity enjoy the same all-rail rates to and from transcontinental points as San Francisco and Los Angeles and the proximity of this section to San Francisco enables shippers to route via that port for deep water shipping. Auto truck freight lines and auto stage passenger lines operate from San Jose in all directions throughout the valley and to all parts of the State, and into Oregon, Nevada and Mexico connecting with all transcontinental stage lines.

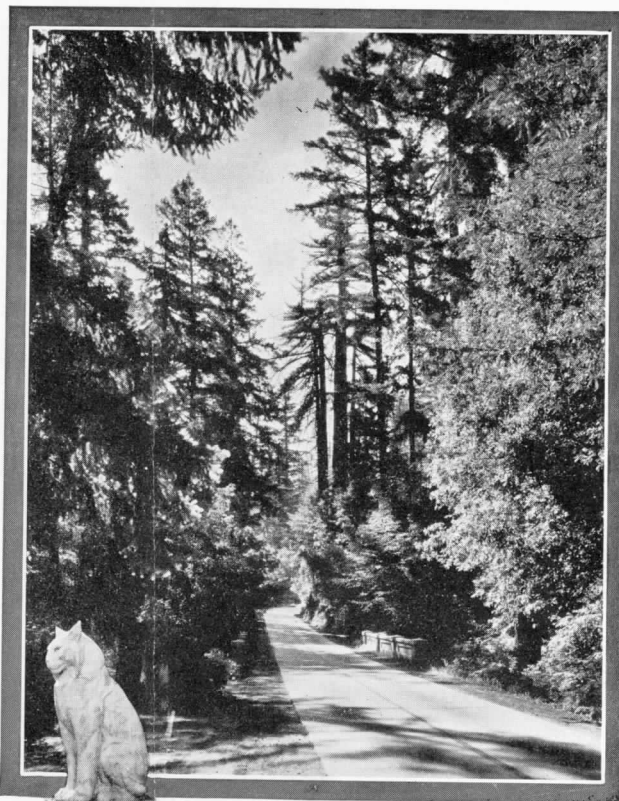
A saving in freight rates of hundreds of thousands of dollars annually to shippers not only in this valley but in that part of the State south and east of here is anticipated with the construction of the San Jose Deep Water Port near Alviso. Three years of earnest activity on the part of the port advocates have resulted in the Federal Government approving an expenditure for making a very thorough survey as to the actual needs, practicability, and cost of the proposed port.

Thirty-three miles from the center of the county is the California State Redwood Park (Big Basin) (9,330 acres), the home of the oldest living things in the world, the popu-



larly called "big trees". Only in California do these mighty monarchs, the awe inspiring redwoods—*Sequoia Sempervirens* and *Sequoia Gigantea*—grow, forming great and living sanctuaries far more majestic and beautiful than those most magnificent man-made cathedrals of Europe.

Yosemite National Park with its astonishing and compelling beauty, is less than 200 miles from "The Valley of Heart's Delight". Discovered in 1851 and established in 1890, it now includes a total area of 1139 square miles, (728,823.59 acres) on the west slope of the Sierra Nevada Mountains. Here there are more of the world's highest waterfalls than in any equal area on earth. Great glaciers and volumes of water flowing in the Merced river, countless generations ago, carved out this paradise of beauty and the creeks and rivers tributary to the great river when it originally flowed at the top of the canyon are now marvelous and fairy-like waterfalls in this most beautiful section of all Nature's handiwork. As nearly everyone knows Yosemite is more than waterfalls. Glacier-polished domes, mountain lakes, flower-strewn meadows, the matchless High Sierra panoramas, and the big trees add to its constant attractiveness. The excellent accommodations and the myriad of things to do while at the Park make it an ideal place to live and play at all times of the year.



World-famous for astronomical discoveries and scientific endeavor is the Lick Observatory of the University of California atop Mt. Hamilton at an altitude of 4,209 feet and 26 miles by good road from San Jose. The Observatory site is a total of 3,120 acres. The buildings were completed in 1888 and the scientific staff entered upon its duties in that year. The 36 inch and 12 inch equatorial telescopes are continual attractions to the visitor as are the ever-changing panoramic views from the winding road to the summit.

The ocean beaches of Santa Cruz, Capitola, Seabright, Rio del Mar, Seacliff and others are twenty miles or less from Santa Clara County and are thronged in the summer with those vacationing and enjoying the pleasures of the surf.

The Los Gatos-Santa Cruz Highway is a route of scenic splendor from Santa Clara Valley to the ocean beaches.

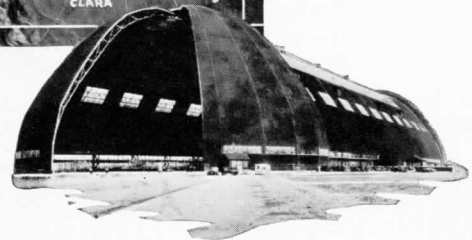
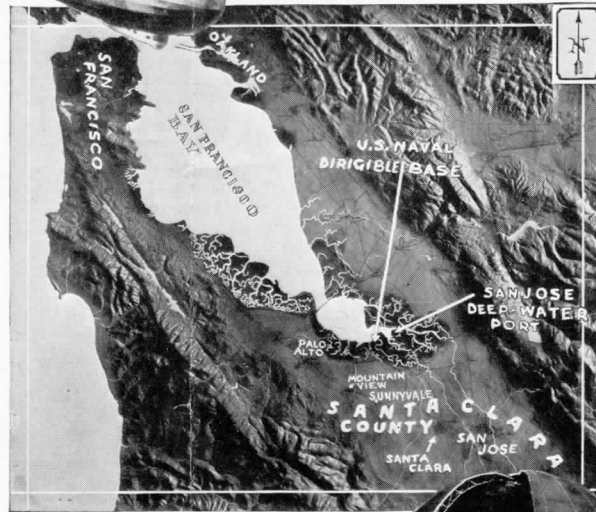
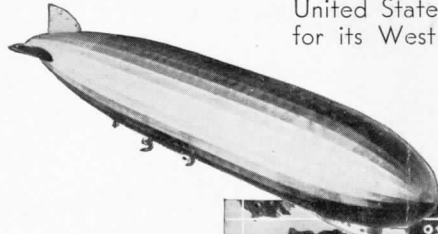
"The Santa Clara Valley is more beautiful than Italy"—Joseph Hergesheimer.

Santa
Clara
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SANTA CLARA COUNTY AS AN AIR CENTER



The final selection by the Naval Affairs Committee and the United States Navy of a 1000 acre site in Santa Clara County for its West Coast United States Navy Dirigible Base proved conclusively to the world that all qualified experts regarded this valley as the best place for the future development of lighter-than-air and heavier-than-air craft. This site on South

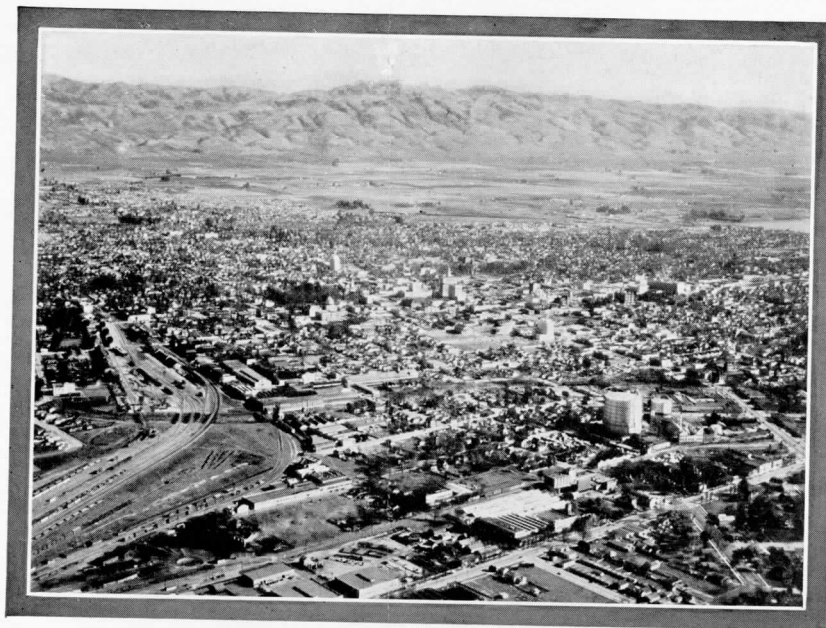


San Francisco Bay, within a short distance from Sunnyvale and Mountain View and only six miles from San Jose, was selected by the outstanding aviation experts of the Federal Government after having carefully inspected more than 100 proposed sites from San Diego to Alaska. The largest dirigibles in the world are to be housed at this five million dollar airbase and on the South San Francisco Bay which has



been the Pacific Fleet's headquarters for many years.

The Santa Clara County site is the best natural dirigible base site in the entire world because of the saucer-like shape of the valley affording the site perfect protection from irregular winds and excessive wind velocity, according to the testimony offered by the foremost dirigible experts and United States Navy officers at the hearing in Washington.



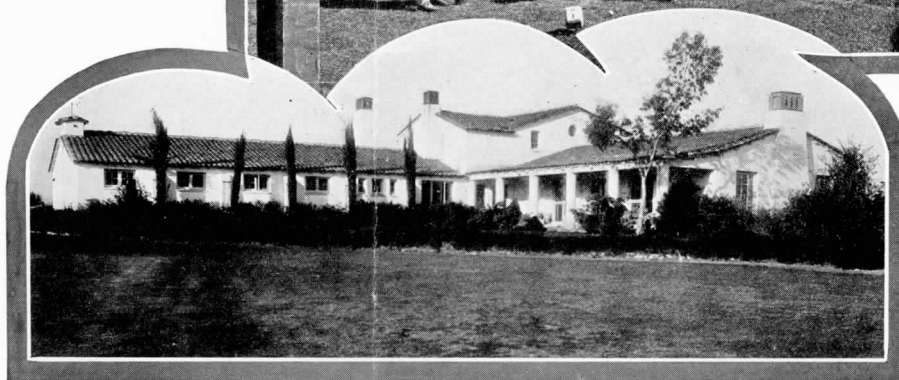
The "decidedly superior meteorological conditions" to any other proposed site on the West Coast was also a most influential argument in favor of the local site. Also "because of superior strategic location and greater defensibility" the Santa Clara County site was chosen. The superiority of this site over other proposed sites in the matters of water supply, soil conditions, transportation facilities of all kinds, proximity of the fleet, and numerous other important factors in the selection of the Government's greatest airbase were conclusively proven by outstanding aviation experts and engineers.

The rapid advance of aviation in the United States has found Santa Clara County awake to its possibilities and three of the finest airports in the West, in addition to the Naval Air Station are located within the county boundary lines. These are used daily by airmail flyers, the commercial lines and individuals.



Upper: An airview of San Jose, County Seat of Santa Clara County.

Lower: San Jose Airport.



Santa Clara County offers a constant and year-around invitation to all its citizens and visitors to get out in the open and take advantage of the freshness and beauty of its natural environs. The summits, ridges, and canyons of the near-by mountains with their living streams, forests of redwood, oak, maple, and madrona, and multitude of wild shrubs, flowers, and ferns are continual reminders of the joys of living in "The Valley of Heart's Delight".

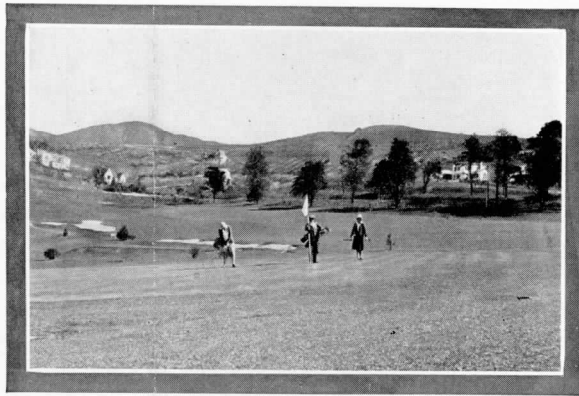
Golf attracts a greater portion of the population yearly throughout the United States and the citizens of the county have built, in six beautiful locations in the county, courses which are excelled by none in the West.

The county's oldest course, and one of its finest, is the eighteen hole San Jose Country Club located on Alum Rock avenue six miles from San Jose. Since 1911 this hilly course with its picturesque live oaks has attracted golf lovers.

Hillview Golf Club, also six miles from San Jose, is in gently rolling country which has the background of Mt. Hamilton and an azure sky. Eucalyptus trees and fern-like peppers stand out in attractive relief around the eighteen hole course.

On the Hecker Pass Highway and not far from Gilroy is the nine hole Gilroy Golf Course which offers those golfers in the southern section of the valley a sporty game to play.

One of the newest courses in the county is La Rinconada Golf Club in the western foothills near Los Gatos. Built in 1929 this eighteen hole course affords a panorama of the entire northern portion of the county from its attractive clubhouse. The fairways slope gently and seem to reach the tops of the rows of fruit trees in the valley.

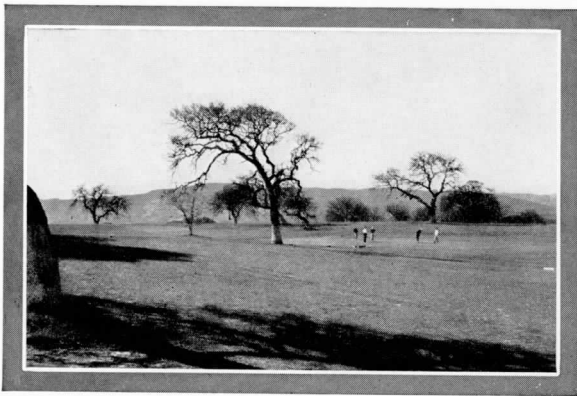


Los Altos Golf and Country Club, near the community of the same name, offers eighteen holes of the Scotchman's game in a delightful setting with the Santa Cruz Mountains as a background, and the sloping foothills in the foreground.

Laurel trees and many eucalyptus add natural beauty to the Stanford University Golf course on the campus near Palo Alto. This well-designed course of eighteen sporty holes was built and opened for play in 1930.

The climate of Santa Clara County is marked by a rainy and a dry season. The summer months—June, July, and August—are nearly rainless and receive an average of from 83% to 86% of the possible sunshine, as shown by records at San Jose. By far the most of the precipitation occurs between November 1 and March 31, during which period there is some cloudiness. But even then sunshine at San Jose averages 60%, and the rain usually falls gently, so that the amount of run-off is comparatively slight. September, October, April, and May are transition months, when the character of weather is changing from one type to the other.

As might be expected from the topography, the depth of rainfall varies considerably throughout the County. The least annual amount, 14 to 16 inches, falls on the floor of the Santa Clara Valley—illustrated by records at San Jose, Campbell, and Santa Clara. With ascent of the foothills, particularly to the westward, precipitation increases. Los Gatos station, at an elevation of about 600 feet on the west side, and Lick Observatory at about 4,200 feet above sea level on the east, have about double the amount that falls at the lower levels. Precipitation is greater, also, in the southern part of the county, as shown by the record at Gilroy—about 20 inches per year.

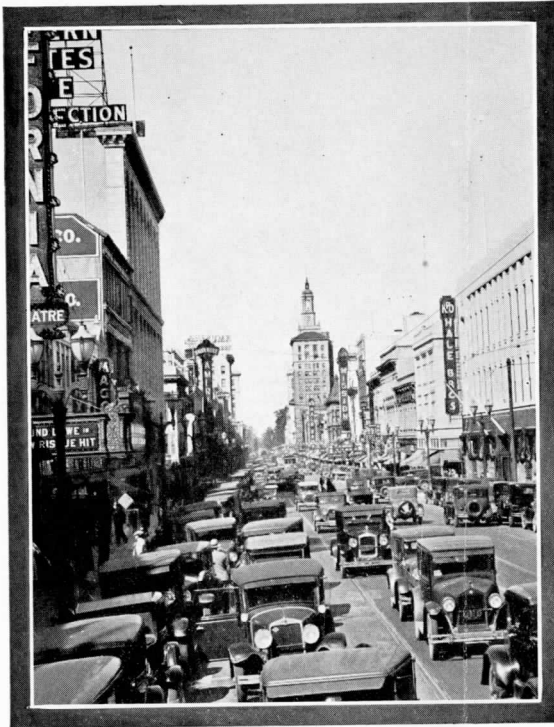


Snow never lies on the floor of the Valley, and its occurrence in the foothills is rare. Fogs sometimes occur, and "high fogs" are not un-

Upper: San Jose Country Club, six miles east of San Jose.

Lower: La Rinconada Golf Club in western foothills near Los Gatos.

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common in the morning; however they are usually dissipated early in the day. Light thunder is heard at San Jose on an average of two days in three years; but well-developed thunderstorms, such as occur in some parts of the United States, are unknown. Severe and very destructive wind-storms do not occur.

The average wind velocity at San Jose is about 6 miles per hour. It is very light during the night. With the warming of the land, particularly on clear, summer mornings, the wind freshens and blows from San Francisco Bay over the land. Thus the air on summer days that would otherwise be hot and dessicating is cooled and its humidity is increased, to the benefit of vegetation and the comfort of the inhabitants. On the other hand, during cold spells of winter and spring, the imported cold air from the north and northwest is warmed by the waters of the bay and the ocean, which are then warmer than the land. Consequently the temperature of the County is comparatively equable. The number of days with maxima above 90° and of those with minima below 32° are few. The temperature range, from night to

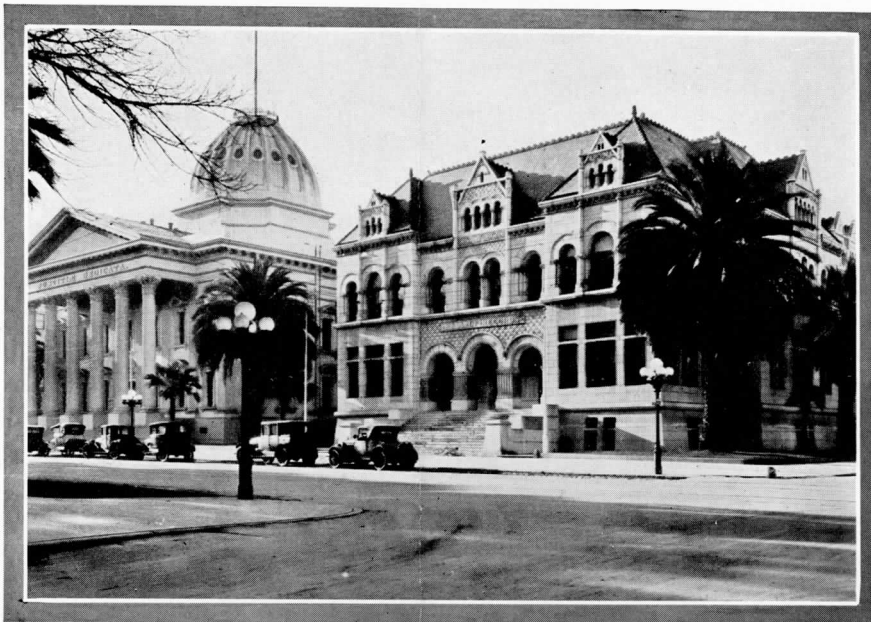
day, is considerable, however, especially in summer, so that nights are always comfortably cool.

On account of their mildness cold spells of winter do little damage. During the spring deciduous fruits on the lower lands are sometimes damaged by frost. On account of its increased density the cold air on frosty nights accumulates in the lower places,

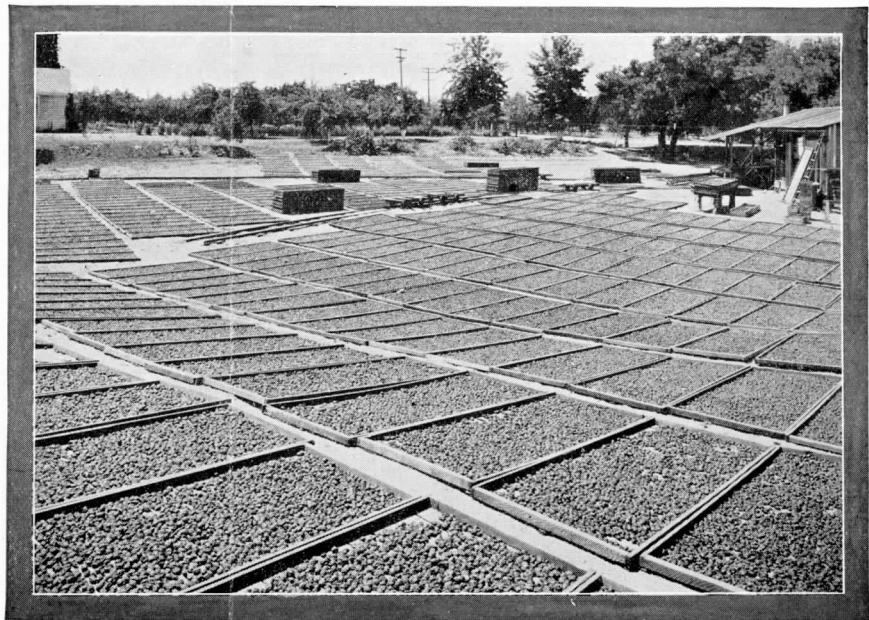


so that with ascent of the foothills, and even of slight elevations, temperatures are higher and frost damage decreases. As a result a belt that is practically free from damage by low temperatures surrounds the colder sections and extends up into the foothills. In many of the orchards in the lowlands the blossoming and newly set fruit (particularly the apricots, which blossom early and are

easily damaged) is protected by orchard-heating or 'smudging,' as it is popularly designated. Early in spring oilfilled heaters are distributed throughout the protected orchards. On nights when it becomes so cold that damage to the fruit is threatened the heaters are lighted. The San Jose office of the Weather Bureau assists, by warning the growers.



Upper: County buildings—Court House and Hall of Records.
Lower: North American Headquarters, Order of Rosicrucians, San Jose.



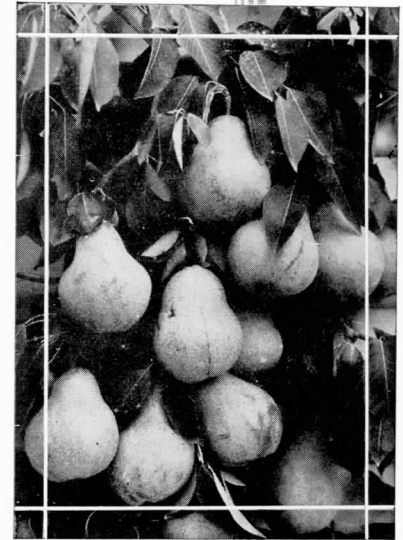
Upper: Picking prunes in September
Lower: One of many prune drying yards in the Valley.
More than one-third of the prunes produced in the world are grown
in Santa Clara County.

The vast fruit and vegetable industry of California was started and developed in Santa Clara Valley. The main purpose of the Mission fathers in establishing the Pueblo de San Jose de Guadalupe, now the City of San Jose, in 1777, was to promote agriculture, and therefore make the country self-supporting and no longer dependent upon Mexico for supplies. The early padres began the development of California's great fruit industry by planting pears, figs, grapes, and

other fruit for the use of the Missions. Here they found an ideal combination of climate, soil and water. In 1792, Vancouver, visiting California, saw at the Mission Santa Clara a fine small orchard of apple, peach, pear, apricot and olive trees, all thrifty and promising.

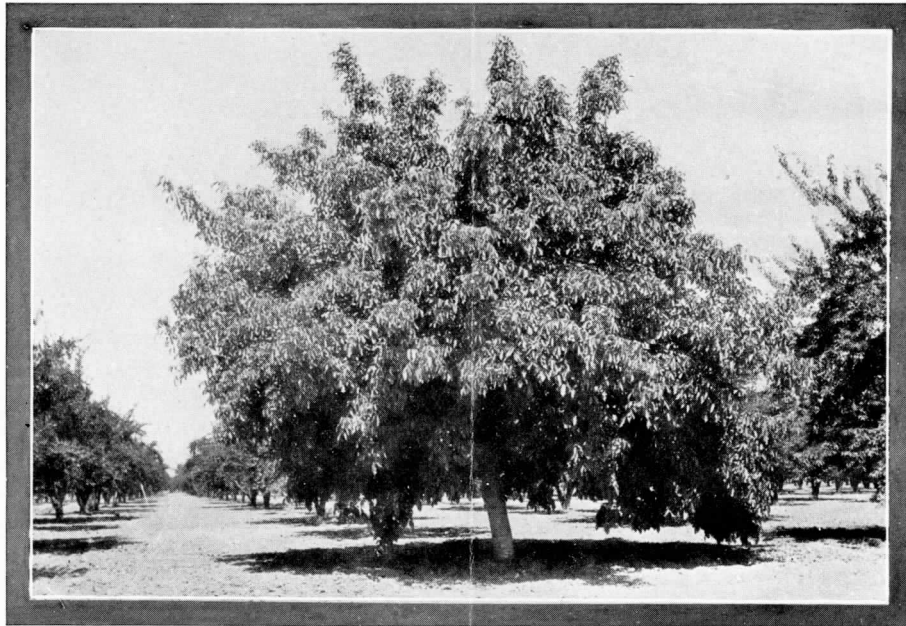
Although there are today in Santa Clara County 127,500 acres of prunes, apricots, pears, peaches, cherries, walnuts, grapes, plums, apples and other fruits and nuts, and of berries more than 1500 acres, it was a long span between old mission fruits and the commercial scale nurseries and orchards. For many years horses and cattle were the predominant farm products in this valley, but as the extensive Spanish ranchos were sold off bit by bit to the Gringos—American settlers—the producing of grains steadily increased, until finally the entire valley was practically one big hay and grain field, with many small orchards and vineyards scattered through the region.

The year 1856 was the year when the commercial fruit industry of California and of this valley began. In that year Louis Pellier, a Frenchman, brought from his home district of Agen in France a number of prune sections to his place near San Jose. The original Pellier prune, which later was named the Petite Prune D'Agen, has been and is today the great commercial prune of this State, although many other varieties have been introduced and propagated since 1856. About the time fruit tree nurseries were established near San Jose the orchard industry began to expand. Today Santa Clara County has more than 70,000 acres in prunes alone growing more than 40% of all the prunes in California, its average annual production ranging from 90,000,000 to 120,000,000 pounds dried.



Picking pears in September.

There are 1305 square miles or 835,200 acres in Santa Clara County.



Apricots are the second crop of importance in Santa Clara County with more than 20,000 acres of trees in production and an annual average harvest of 50,000 to 60,000 tons; pears are third with an average of 8,000 and a production of 40,000 to 50,000 tons. Cherries, walnuts, peaches, and grapes are next in order of importance.

The growing of early table and canning vegetables is a tremendous

industry and acreage in this valley in truck garden farms is increasing annually. From 12,000 to 15,000 acres are being devoted annually to canning tomatoes and spinach and the total acreage of vegetables of all kinds is approximately 30,000 acres. In no other similar area in United States can there be a greater variety of soil industries. Orchards, vineyards and vegetables, with general farms, flower and seed farms, poultry ranches, purebred cattle ranches, dairies, beef cattle ranges, thoroughbred stock farms and other forms of agriculture cause this to be a remarkable area.

Santa Clara County is the largest fruit canning and dried fruit packing center on the globe. Here are 54 canneries and packing houses, employing at the peak of the season an army of approximately 20,000 men and women to handle the fruit that is being harvested by another army of workers in the orchards. Thirty per cent of the total of California's canned fruit output is canned in this county and 50 per cent of the fancy canned fruit goes into cans here. The annual local canned fruit pack totals more than 9,000,000 cases, or 216,000,000 quart, or two and a half pound cans.

The local dried fruit industry is on an equally gigantic scale. The average crop of prunes in this county is 100,000,000 pounds dried, valued annually at \$8,000,000 to \$10,000,000; the value of the dried apricot production ranges from \$1,200,000 to \$1,600,000, and a considerable quantity of peaches, pears, and apples are dried. There are many independent packers, with immense capital invested in the business, and in San Jose are the headquarters



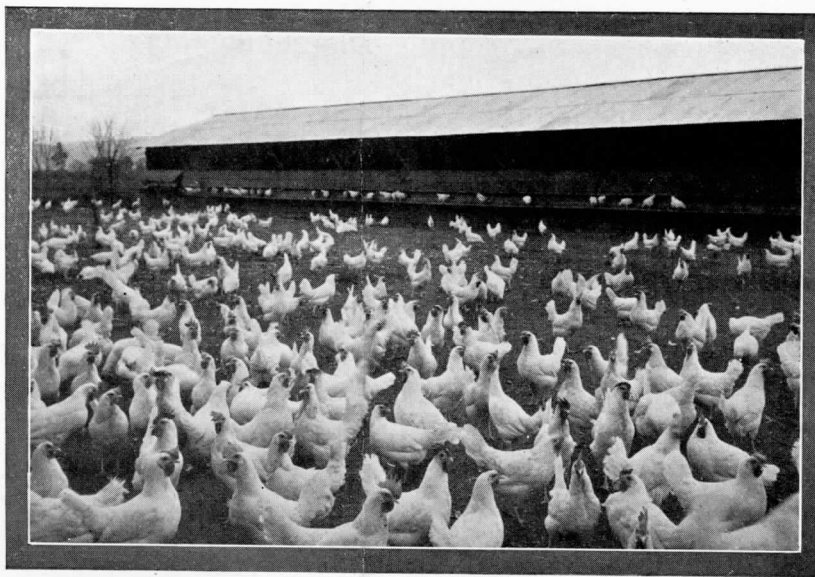
of the California Prune and Apricot Growers Association, a State-wide cooperative marketing organization. Several extensive green fruit packing houses ship thousands of tons of fresh fruit annually to the markets throughout the United States.

Santa Clara County is an ideal district for dairying and poultry raising—one of the chief reasons being its closeness to great markets. More than 1,600,000 people live within a 60 mile radius of San Jose and the population is rapidly increasing. In

the dairying industry the soil and climatic conditions of the valley are especially favorable. Alfalfa is the generally used feed, and from four to six cuttings during the year are made, yielding from six to seven tons per acre. Of the more than ten million gallons of milk produced annually in this county six million gallons are sold outside of the county. The remainder being sold in the county as fresh milk and in the form of butter, ice cream and cheese. The county is one of the fifteen leading counties in the State in the production of butterfat, nearly four million pounds being produced in 1930. The southern section of the county near Gilroy and the lowland area around South San Francisco Bay are the leading districts in milk production. Although there are still a few leading cheese factories in and near Gilroy more and more of the milk produced is being sent to condenseries and sold as fresh milk.

Just as dairying is proving to be more popular in Santa Clara County each year and chiefly because it is a "cash business" and one that requires relatively little capital outlay so also is poultry raising becoming of increasing importance as an industry in this Valley. This district has grown to be the third in the State in production. There are more than 600 poultry ranches of from 500 to several thousand laying hens at each. There are 12 accredited hatcheries with a capacity of 750,000 chicks. The annual egg production of the county is about 3,250,000 dozen. There is an approximate income of \$1,500,000 to the poultry raisers in this county annually.

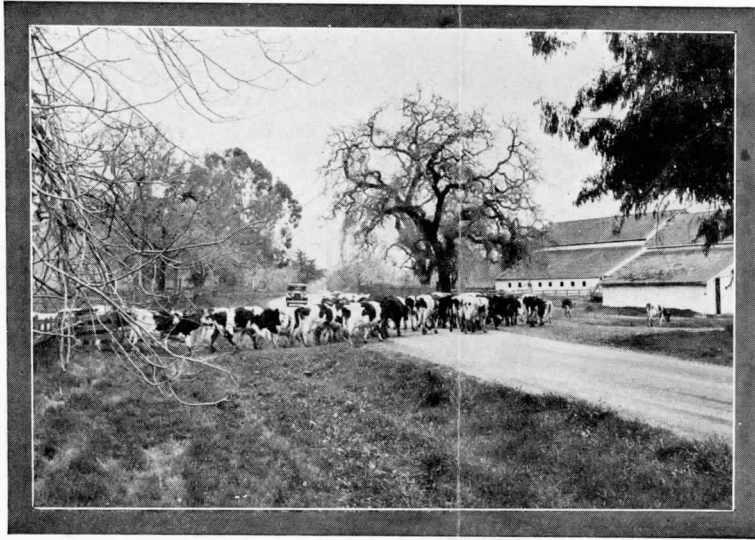
The foothills of the Santa Clara Valley have proven to be excellent cattle grazing lands and more than 450,000 acres are being used for cattle ranges. The ranches are used chiefly for feeders bought and brought in from other states. During the past five years there has been a yearly average shipment out of this county of nearly 500 carloads. The county is one of the State's most important cattle districts and shipments in and out of the Valley are increasing annually. An increasing interest has been



Poultry raising is becoming more popular and profitable in the county each year, especially near Morgan Hill.

Santa Clara County is the State's greatest producer of garden seeds.

Santa
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shown in this county in the raising of better cattle and the result has been higher prices for the cattle grower. The leading shipping and receiving centers of the county are Gilroy, Milpitas, Sargent, San Martin and Coyote. The eastern foothills from north of Milpitas to south of Sargent are devoted almost exclusively to cattle ranges.

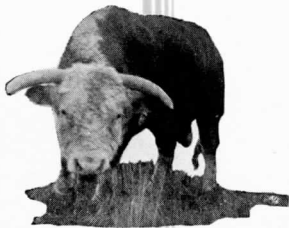
Many of the finest blooded trotting, running, and saddle horses in the world have been bred and raised on the famous stock farms of Santa Clara County. Since the days of Senator Leland Stanford's world-known Palo Alto stock farm and racing

stable—the envy of the country—this county has been noted for its lordly stock farms. The county's reputation for blooded trotting and running horses, as well as blooded saddle horses in more recent years, has been fully appreciated among the racing and stock fraternity. There are now numerous stock farms in the county where the aristocrats of the equine world live in appropriate style. The annual Gilroy Gymkhana is one of the State's leading celebrations attracting the finest cattle and stock in this section.

Due to Santa Clara Valley's long growing season it has become one of the world's leading centers in commercial seed growing. There is a total of approximately 1500 acres of land in the valley devoted to growing garden seed and this fact establishes this section as the first in California. A higher standard of vitality and a greater hardiness is found in the commercial seed grown in this county because the growers are enabled to plant in the fall or midwinter and to harvest in the early fall of the next year. The rainless summers and the climatic conditions allowing the grower to cure or dry the seed on sheets in the open and the black adobe soil of the Valley are additional important factors in making this a leading center in this industry.

Commercial seed growing had its start in California in 1875 in the district extending from Santa Clara to the San Francisco Bay. Extensive seed farms were operated by eastern seedsmen for many years in this particular district but now the bulk of the growing is done in the central and southern portion of the county from Edenvale to Sargent. Of course, there are small growing grounds in other sections of the Valley.

Of the ten active wholesale garden seed producers operating in the State, eight are operating here. Twenty-five per cent of the seed grown is exported to such countries as England, France, Germany, Sweden, Holland, India and Argentina. Onion, lettuce, radish, carrot, and parsley are the chief seeds grown.

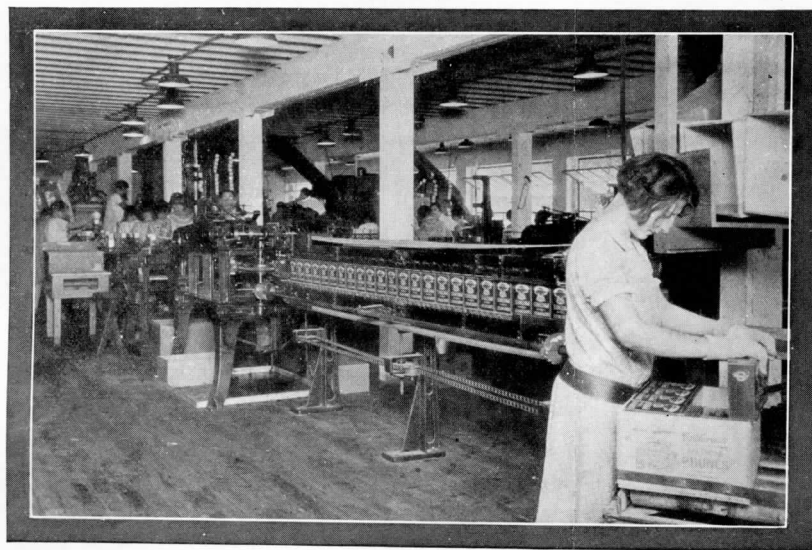


Approximately 125 carloads of prickly pears are shipped annually from Santa Clara County and this district is the greatest producer of this delicacy in the United States. The industry, which was started in this country in 1915, now occupies approximately 150 acres in the county. The fruit is a particular delicacy with people from Latin countries now living in eastern and middle western portions of the United States. The huge leaves are used as fodder for cows.



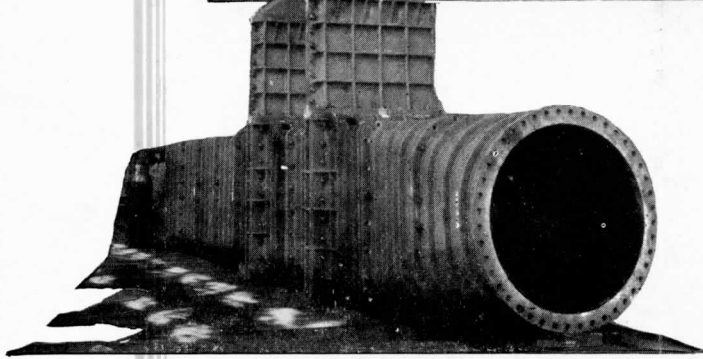
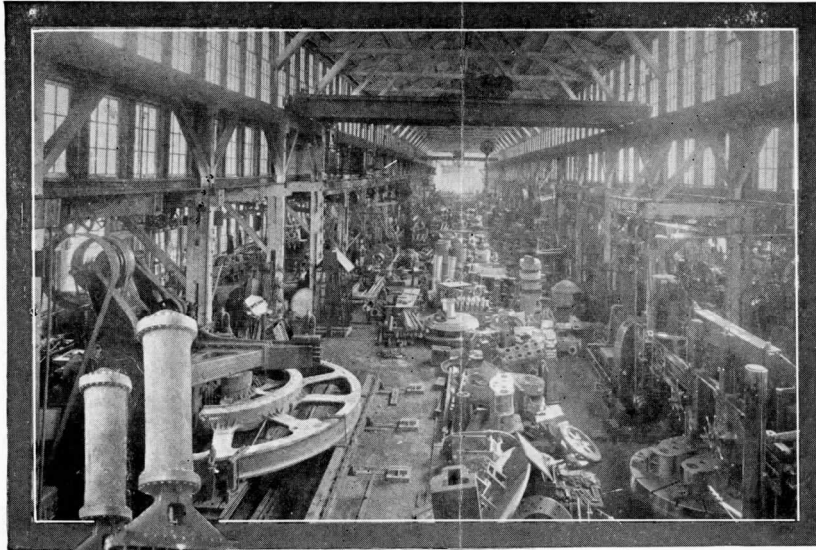
According to the latest personal property assessment roll there is a total of 11,363,600 fruit and nut trees in Santa Clara County. This total is made up as follows: prune, 6,950,250; apricot, 2,000,100; peach, 710,000; pear, 690,000; cherry, 450,000; walnut, 225,350; plum, 150,300; apple, 132,500; almond, 41,400; olive, 5,000; fig, 4,700; and lemon, 4,000.

Livestock is divided as follows: 1,550 pure bred cows; 5,600 dairy cows; 27,000 steers and bulls; 3,700 hogs; 1,700 mules; 2,850 horses; 200 goats; 400 milk goats and 31,190 dozen chickens.



Upper: Santa Clara Valley fruit being prepared under the most modern sanitary conditions in one of the 33 canneries in the county.

Lower: Packing prunes in one of the eighteen dried fruit packing houses in the Valley.



Including the numerous canneries and dried fruit packing houses, there are approximately 700 manufactories, large and small, in the county. Situated as it is, in the San Francisco metropolitan area, the industrial hub of the eleven western states and the Pacific Coast, the Valley has a very advantageous situation for industrial and manufacturing development. In iron and metal products, canneries, lumber mills, and wholesale houses, there is in

the county an invested capital of \$100,000,000., annual business of \$200,000,000. and an annual payroll of \$40,000,000. These figures do not include the several commercial lines of business. There is both domestic and foreign demand for many of the leading products of local markets.

Favorable living conditions, varied natural resources, ample transportation facilities, cheap power, natural gas, electricity and oil, low overhead costs, a highly intelligent labor supply, ideal climatic conditions, affording 365 working days per year, potential deep water development, connected with

the fact that San Francisco and this area is the logical distribution center for the Pacific Coast, and foreign markets, assure continuous industrial development in Santa Clara County.

For a number of years past, the purely manufacturing industries in Santa Clara County have been steadily growing in number, the output of their numerous products increasing in volume and their markets continuously widening. There are now in the county according to Government classification 700 manufactories, many of them, of course, small, but several of them the largest of their kind in the United States. Old concerns are expanding and new concerns coming in, as the favorable relations of Santa Clara County to the San Francisco metropolitan area and the western markets become better known. The San Francisco Bay region with one-third of the population and wealth of California is destined to become the industrial and trading center of the Pacific Coast. With the establishment in this county by the United States Government of its largest airbase and the potential development of deep water, the future industrial development of Santa Clara

County may be easily visualized.

The total bonded indebtedness of the county is \$160,000.—one of the lowest in the State. The tax rate (1931) outside incorporated cities was \$2.40 and \$1.96 inside. There are twenty-one banks in the county, with combined resources of \$47,000,000. There are 9 building and loan associations with total resources of \$67,000,000.

The value of all farm property in the county exceeds \$175,000,000; land here is valuable because it is highly productive and has the advantage of accessible markets, and because it is extremely valuable for homes. Considering these elements of value, prices are moderate; the best fruit land sells from \$800 to \$2000 an acre, depending upon the variety of trees, the age and quality and location of the land as to communities and paved roads; general farming land sells from \$300 to \$500 per acre, cattle ranges, all in the foothills and mountains, sell from \$20 to \$50 an acre. First class orchards, including all improvements, range from \$1000 to \$2200 an acre.

Santa Clara County property, including personal property, has an actual valuation of nearly a half billion dollars or approximately \$500,000,000, according to the roll of the County Assessor. This figure is divided as follows: property in incorporated limits, 225 millions; property outside incorporated limits, 180 millions; personal property in incorporated limits, 50 millions; personal property outside incorporated limits, 20 millions; and exemptions, more than 13 millions. The total assessed valuation of property, including personal property in the county, is more than 150 millions of dollars.

Although Santa Clara County is not a mining county, it has produced more quicksilver—from the New Almaden and Guadalupe mines—than any other section in the world except Spain. Thousands of barrels of the finest paraffine base oil has been produced in the Moody Gulch section.



The Pacific Press Publishing Association at Mountain View.
The population of Santa Clara County, according to the 1930
census, was 145,118.

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SANTA CLARA COUNTY COMMUNITIES



CAMPBELL, "The Orchard City," is located in the center of Santa Clara County in the midst of the greatest orchard district in California, and here one may enjoy both the community spirit and an ideal country life. Probably first among its attractions are its children. More than 1200 attend the public schools. Campbell's modern \$200,000 grammar school with its ten-acre playground has no superior west of the Rocky Mountains, and the high school ranks in scholarship with the best in California. Campbell's cozy homes quickly attract the eye of any visitor, and here one may find his or her ideal "dream house." Its churches, public library and community center are other features of "The Orchard City." The community is also well known for its annual "Old Settlers Day" held on Washington's Birthday. It is a day of great festivity for the entire county and a time when honor is paid the pioneers and old settlers of the Valley. To care for the products of the surrounding orchards, Campbell has three large fruit-canning and packing plants with a combined annual output of approximately 7,500,000 cans or 400 carloads. More than 150 cars of dried fruit are shipped annually. The poultry industry is a growing enterprise in this district also. A veritable army of men and women is employed throughout the fruit season.

CUPERTINO is a modernized community eight miles west of San Jose, located on fine paved highways. It has an excellent system of electric and steam railway facilities, two spacious churches, a large fourteen-room grammar school and a modern, commodious high school, and great universities within convenient distance. Cupertino has numerous fraternal orders, a fraternal hall, and a women's clubhouse that is roomy and attractive. The principal business is fruit growing, and the town is surrounded by miles of fertile and productive orchards. Adjacent to the beautiful Santa Cruz Mountains, the district affords numerous sites for lovely country homes, and nowhere in the world is there a more satisfying climate than in the Cupertino section.

GILROY In the southern section of the county, 30 miles from San Jose, on the El Camino Real or State Coast Highway, and on the main line of the Southern Pacific Railroad, is the thriving and rapidly growing city of Gilroy with a population of 4,000, the commercial center of an unusually rich, attractive and prosperous territory, with nearly 3,000 farmers and orchardists devoting their time to the production of prunes and other fruits, berries, vegetables and alfalfa, and to dairying, cattle, hog and poultry raising. Seed raising is an important industry and there are many large seed farms in this section. The canning and drying of fruits, berries and vegetables, is also an important local industry. Gilroy is a city of constant, steady, conservative growth, and it has many fine buildings, strong financial institutions, an excellent school system with modern structures and fifty-two teachers, good stores, churches, public library, lodges and clubs. The State I. O. O. F. Orphans' Home is located at Gilroy. It is a well-known cattle shipping center and its annual colorful Gymkhana attracts thousands of visitors. Its residential districts are characterized by beautiful, shady streets, and it has all the advantages and conveniences of the modern city.

LOS ALTOS, known as the "Commuters' Paradise," is a charming, strictly home or residential community in the wooded foothills six miles south of Stanford University and a few miles west of Mountain View. Mild winters and cool summers provide Los Altos residents with an unsurpassed climate, and with its numerous beautiful homes make it one of the most attractive suburban home localities in California. It is in the thermal belt, surrounded by orchards, yet open to the wonderful natural beauty of the mountain range that serves as a background. It is an hour by excellent railroad service from San Francisco and there are frequent electric cars to San Jose. Numerous San Francisco commuters have costly homes in the Los Altos foothills and the community is destined to become one of the finest residential sections in the West. It has an excellent nine-teacher grammar school, a modern eighteen-teacher union high school three miles distant, three fine churches, and several active social organizations for men, women and children. It has the usual business facilities of growing communities, but there are no factories of any kind. The Los Altos Golf and Country Club is one of its recreational features.

"**LOS GATOS** shares with Assouan in Egypt first prize for the world's most equable climate, according to a great English medical authority, but it adds to its famous weather the charm of foothills climbing to mountain heights, lovely valley views stretching down to the bay, perfect roads for motoring and picturesque trails for horseback and hiking. It is rich in schools, churches, clubs, a progressive business district, a fine golf course—La Rinconada—of exceptional beauty and merit, and a loyal and co-operative community spirit which culminates each year in the Los Gatos Pageant, held in its famous out-of-door theatre. It combines the most convenient accessibility—half an hour to San Jose, three-quarters of an hour to Stanford University, an hour to Santa Cruz and the ocean over a scenic highway of dramatic vistas, less than two hours to San Francisco and Oakland, with the peace and happiness of genuine, wholesome country living."—Ruth Comfort Mitchell, famous authoress and resident of "The Gem City of the Foothills." This community is one of the loveliest cities in California and from an elevation of more than 400 feet at its center a quick ascent by automobile takes one up to an elevation of over 800 feet, affording wonderful views of the Santa Clara Valley. It is not to be wondered that this superb location has attracted as residents retired capitalists, retired army and navy officers, people of modest means, commuters to the nearby cities and famous writers and poets.

MILPITAS, seven miles north of San Jose, is the center of a highly productive agricultural district that borders the Alameda County line on the north and stretches from San Francisco Bay to and including the eastern foothills. West and south are hundreds of orchards and easterly are many vegetable and seed farms, more orchards and stock and

general farms. Being in the warm belt, the thousands of tons of early potatoes, tomatoes, peas and table corn raised in the foothills annually find a prompt and profitable market. Both the Southern Pacific and Western Pacific serve the Milpitas district.

MORGAN HILL Twenty miles southerly from San Jose on the Coast Highway is the delightful community of Morgan Hill, beautifully located in a rich fruit-growing section. It has a charming outlook upon foothills and mountains on either side, and in addition to its many orchards and varied fruits, there are numerous poultry ranches nearby. Poultry raising is of increasing importance annually in this district. The excellent climate, combined with a rainfall which is somewhat greater than in most other portions of the valley floor, make it an attractive district for the farmer and orchardist. All elements for a progressive community are present in Morgan Hill, and with the many new local improvements and fine schools, there is a constantly increasing tendency to attract more people to this beautiful little city and district lying between the picturesque hills of the valley.

MOUNTAIN VIEW The city of Mountain View, 36 miles from San Francisco and 13 miles from San Jose, is a charming community where mothers, fathers and children find life at its very best. It is a "home city" and to make it a place where home life is at its best is the aim of its active civic bodies, schools and churches. For several years it has been steadily growing in population and commercial and industrial importance. It is within a few minutes' drive to the United States Navy's new West Coast Dirigible Base and because of this it is expected that the community will become an important tourist center within a few years. Among its many industries is a pre-cooling plant which enables growers in the surrounding district to pick their berries, apricots and other fruits in ripe condition and land them in eastern markets fresh and full-flavored for consumption. Mountain View is the location of one of the largest printing and publishing plants in the West—that of the Pacific Press Publishing Association. There are also in this city canneries, pickle works, planing mills and other industries. Every educational advantage is assured its children by its two modern grammar school buildings and its \$300,000 high school, completely equipped. Scenically and climatically, Mountain View is attractive for home locations, and it is a clean, well-conducted city, with admirable schools, fire and police protection and other features of a modern city.

PALO ALTO, in extreme northern Santa Clara County, often called "The Pasadena of Northern California," is nationally known as a city of charm and dignity, an attractive home community and a center of learning. It is named for El Palo Alto, a lone redwood—California's first and oldest official living landmark. Stanford University, one of the world's outstanding educational institutions, and the Stanford Memorial Chapel—most beautiful church in America—are here. Eight private boys' schools, two private girls' schools and one co-educational school augment a splendid public school system composed of 107 teachers, eight elementary schools and one union high school. There are many noted persons living in this attractive community. There are 54 members of "Who's Who" in Palo Alto and 61 on Stanford University campus—a total of 115. Among the noted people whose homes are here are President of the United States Herbert C. Hoover, Past President of Rotary International Almon E. Roth, Secretary of Interior Dr. Ray Lyman Wilbur, Ex-Governor C. C. Young of California and Charles G. Norris and Kathleen Norris, famous writers. The city climbs from the waters of San Francisco Bay, where it is developing a thousand-acre park and yacht harbor, up through beautiful live oaks until its highest dwellings top the foothills of the Santa Cruz Mountains rimming the valley on the west. It is second city to San Jose in size, serves a trading area of 25 square miles, and is called the "Shopping Center of the Peninsula." For its size it is said to possess the finest shops in the United States. Fifteen hundred San Francisco commuters take advantage of sixty-five daily trains to live in sunny Palo Alto, thirty miles—42 minutes—south of the metropolis.

SAN JOSE (Ho-say), founded November 29, 1777, is the Valley's largest community and the county seat of Santa Clara County. It is located eight miles from the southern end of San Francisco Bay, 50 miles from San Francisco and 42 miles from Oakland. The 1930 census put San Jose in the list of "cities over 50,000" class, with a population inside its official lines of 57,651, or an increase since 1920 of 45.2 per cent. This remarkable growth in this attractive city put it considerably ahead in the population standing of several of its sister cities. The city as a whole readily shows a population of more than 80,000. Of the thirty-three canneries in the county, eighteen of them are in San Jose, and of the twenty-one dried-fruit packing firms thirteen are in this city. There are twelve fresh-fruit and vegetable shipping firms in San Jose. It is the largest canning and dried-fruit packing center in the world, and it has many extensive manufactories. The Southern Pacific and Western Pacific Railroads serve it, and systems of auto trucks and auto stage lines traverse paved highways to all points in the State. There are 69 daily trains between San Jose and San Francisco. Seventy-six miles of electric inter-urban lines connect with the city and 41 miles of electric street car lines serve the community. The San Jose Deep Water Port, to be built by the city, with the assistance of the Federal Government, will save the shippers of this territory hundreds of thousands of dollars annually, it is anticipated by the advocates of the port who have been working for several years on making it a reality. The port will enable ocean-going vessels to load millions of pounds of dried and canned fruits and other products of the region eight miles from San Jose, and the land adjacent will doubtless prove to be desirable locations for many factories. Air transportation facilities are furnished the city by the two airports which are within ten minutes of the center of the business district. The new five-million-dollar United States Navy Dirigible Base, now under construction within six miles of San Jose, will attract thousands of visitors to this district. The El Camino Real or Coast Highway, the Bayshore Highway, the San Jose-Oakland highways, and the new San Jose-Point Richmond Highway all furnish San Jose with excellent paved highway facilities to the cities in the San Francisco Bay Region. Other fine paved highways lead to the ocean beaches, mountains, and other great valleys. The city has several parks, including Alum Rock of 692 acres, with mineral springs, natatorium, plunge baths, mud baths, picnic grounds and children's playground. Many physicians have recognized the health-giving properties of the park's waters.

The Metropolitan Area of San Jose, according to the United States Bureau of Census in 1930 had a population of 103,428.

Santa
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The Hillview Golf Club and the San Jose Country Club 18-hole courses are within six miles of the business district. Of 180 miles of streets, 136 miles are paved and the paving program is continuous. It has had the City Manager form of Government since July 1, 1916. The total investment represented in the public educational system plant in San Jose is approximately nine million dollars, with a total enrollment of 20,000 students. The facilities are the San Jose State Teachers College and Junior College, one high school, four junior high schools, one evening high school, one continuation school, one polytechnic school and thirteen elementary schools, two secretarial schools, and of the Catholic schools there are two boys' high schools, one girls' high school, and five elementary schools, attended by more than 1800 students. All the fraternal, patriotic and benevolent societies and all the service clubs are represented here; there are more than sixty churches. San Jose spends a greater part of its city funds for education than any other city in the United States, and of the 250 leading cities there are only six cities in the Nation that exceed this city in the per capita cost of educating its children. It is a residential city, with attractive streets, residences, gardens, first-class theaters, a retail business district that is noted for its variety of smart shops and stores; four banks and seven building and loan associations; restaurants and cafeterias. Its building and loan resources were approximately 65 millions of dollars in 1931 and the city ranked third in the State in total resources, being exceeded only by San Francisco and Los Angeles. Bank clearings in 1928 were \$174,363,529; 1929, \$190,592,949; 1930, \$157,148,385. Bank debits were, 1928, \$361,203,370; 1929, \$386,438,627; 1930, \$33,687,280. Savings and commercial deposits in San Jose banks on July 1, 1931, were \$22,851,118.55. San Jose was one of the leading cities in the United States in total of building permits increase during 1930, there being nearly a million dollars of permits more than in 1929. In 1929 there was a total of \$2,468,200 and in 1930 there was a total of \$3,407,000. The annual Santa Clara County Fiesta de las Rosas, held at San Jose in May, attracts hundreds of thousands of visitors to witness the floral parade, the entries of which are made entirely of flowers in their natural state. The city has 72 per cent of possible sunshine during the year, and for homes, business, recreation and pleasant living, it has elements that appeal strongly to visitors and home seekers.

SANTA CLARA adjoins San Jose on the northwest with a population of more than 7,000, is the site of the largest dried-fruit packing house, the largest green-fruit packing house, one of the largest pear packing houses and one of the largest fruit canneries in the world; and it also has the largest planing mill on the Pacific Coast. It is the home of the University of Santa Clara, the pioneer educational institution of the Pacific Slope. Here, also, is the Mission Santa Clara, founded by Father Junipero Serra in 1777, a place made doubly interesting by its collection of original records and writings from the hand of the Venerable Father Serra himself. The canning, packing and manufacturing plants employ more than 3,000 people during the busy season of the year, and the excellent educational facilities, combined with many other advantages offered, render Santa Clara a highly desirable location for either home or business purposes. Santa Clara is on the Southern Pacific Railroad, and the paved State Highway runs through the city.

SARATOGA, an ideally located foothill city of homes, is world famous for its annual Blossom Festival, held in March, a real rival of the Cherry Blossom Festival of Japan. Its knolls, creek banks, wooded beauty spots and sunshine make it a wonderfully picturesque and attractive location for homes. Its commanding site in the western foothills, with the broad stretch of the valley in front and its background of the purple ridges and canyons of the Santa Cruz Range, together with the fruitful orchards and vineyards and perennial gardens that characterize the district, and its frostless climate, are features that are attracting more and more home seekers to this very delightful section. Saratoga is the gateway to the California State Redwood Park, one of the most remarkable forests in the world, with giant redwood trees, thousands of years old, predominating. The community is on the electric interurban line and paved roads lead from it in all directions and connect it with all valley cities.

SUNNYVALE, unique in commercial and industrial advantages, eight miles northwest of San Jose, has a population of 4,000, manufacturing establishments valued at nearly three millions of dollars, a very attractive residential section, and during recent years has gained much national fame as the community within a few minutes' ride of the site where the United States Navy Dirigible Airbase is being constructed at a cost of at least \$5,000,000. Its ideal climate for lighter-than-air craft and the saucer-shape of the Santa Clara Valley made this site practically perfect for the Nation's greatest airbase. The largest and finest aircraft in the world are expected here within a few short years and hundreds of men and officers will be stationed here. "The City of Destiny," as it has been called, is itself a busy center of industry lying between the Santa Cruz Mountains and the lower expansion of San Francisco Bay. It is in a rich orchard district and lately there has been considerable activity manifested in the poultry industry. It has excellent transportation facilities, being served by the Southern Pacific Railroad, and its manufacturing interests are expanding each year. The Troy Stock Farm nearby is famous for its fine saddle and racing horses. The Sunnyvale schools are on a par with the high standard that is maintained throughout the county. Its nearby South Shore Port operates a fleet of freight trucks and freight steamers to San Francisco and Oakland.

WILLOW GLEN, the county's newest city, is contiguous to San Jose and is noted as a suburban community of beautiful homes. Its excellent school facilities and its community organizations make it very attractive to the homeseeker. Paved highways connect Willow Glen with all other valley communities.

OTHER COMMUNITIES Other attractive communities in the county are Berryessa, Cupertino, Linda Vista, Evergreen, Alviso, Agnew, Edenvale, Madrone, Coyote, Rucker, San Martin, Almaden, Guadalupe, Meridian, Lexington, Alma, Sargent, Wrights, Holy City, Redwood Estates, Monte Vista and Robertsville.



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