

FULLERTON

ORANGE COUNTY, CALIFORNIA



A WELCOME AWAITS
YOU IN FULLERTON

FOREWORD

This descriptive booklet, published by the Chamber of Commerce, in co-operation with the City of Fullerton, is offered for the information of those interested in Fullerton and immediate vicinity.

My Opinion of California

By IRVIN S. COBB



IF I could so order my affairs as to be able to spend the rest of my life in that part of America which offers most in natural beauty and in the attractiveness of its people, I should choose California.

Always, from the hour when I first set foot upon the soil of that state to this present moment, I steadfastly have held that California leads every state of this Union in a majority of the essentials which makes for comfort and happiness in living and for the glory of physical surroundings. Californians work just as hard as New Yorkers do—when they work—but when they play they put into their playing a zest and a spirit, and most of all, a naturalness which one looks for in vain anywhere along the eastern seaboard. Her natural advantages are such that her people can find outdoor pleasures in simple and in homely things. The eye is pleased with beauty. The mind is soothed by the most equable climate that we have on this continent. The imagination is stimulated by the wholesouled and hearty optimism of her sons and her daughters. In California you find, as you find nowhere else in the Union, a delectable blending of the hospitality of the south, the energy of the north, and the traditional inclinations of her Spanish and her American pioneers.



Street Scene



Chapman Bldg.



Santa Fe Depot



Marwood
Apts.



First
National Bank Bldg.

FULLERTON

The Gem of the Valley

**An Ideal Place for the Orange and Walnut Grower,
the Investor, the Manufacturer, a City of Beautiful
Homes, Unexcelled Schools and Fine Churches.**

By GEORGE A. RAYMER

Fullerton is the gem of Northern Orange County, which has the distinction of being one of the most prosperous counties in all California and is known as the land of "Sunshine and Flowers." Truly, all nature smiles in this paradise of loveliness. Here, the orange blossom and the rose, the jasmine and the violet, blend their sweetest fragrance and the springtime air is heavy with the breath of their redolent perfume. The tropical and the semi-tropical fruit flourish in marvelous abundance and the vast amount of vegetables shooting up side by side, all produce great wealth from the bountiful harvest.

Not far from Fullerton, lapping the shores on the coast of Orange County mile upon mile, the majestic Pacific with its gentle undulating billows, sings its dreamy song, while the heavens above illumine the sublime grandeur and miraculous wonders of the Creator. Who does not love the ocean with its wonderful sandy beach, its rolling waters, its lengthened shores, its tiny pink tinted shells, and its numberless rainbow-hued pebbles that dance and sparkle in the sunlight like so many diamonds?

What could be more alluring than to sojourn at one of the several seaside beaches on a summer's day, 'neath an azure sky, and listen to the beautiful blue waters laughing and roaring and watch the reflected sunbeams scintillating through the crystal waves? One would be constrained to exclaim, "No wonder it is that the poet's inspired pen fails to picture one half the glories seen by the human eye!"

A strange land, indeed, is this all-year playground, different, unless you have been here, from anything you have ever seen. Judged by ordinary standards of latitude and longitude, its mild, balmy winters and cool summers have no right to exist,—yet they do. Consider, again, by ordinary standards, its almost total freedom from lightning and thunder storms ought not to be true—and yet it is. Measured, still again, by ordinary standards, its snow and golden oranges ought not to be possible in a single glance, and yet they are.

From the standpoint of material productivity, Orange County is equally amazing. The soil is of unsurpassing fertility and the climate unequalled by the far-famed land of sunny Italy. The County is teeming with life. Sun and soil cry a perpetual invitation to man to join them in creative partnership, and as yet, this invitation has only been partially responded to. In spite of the nearly half billion dollars worth of fruit, grain, vegetables and oil that Orange County produced during the past six years, the potentiality of luxuriant nature still dwarfs the puny enterprise of man.

The census of 1920 lists Orange County's population as approximately sixty-two thousand. Yet there is room, ample room, for ten times that number. Not only room, but need. Orange County cannot fulfill her manifested potentialities until

FULLERTON

Beautiful street scenes, fine homes, excellent apartments, splendid business houses and magnificent school buildings. The church and public buildings are equal to those of any other city the size of Fullerton.

Public
Library

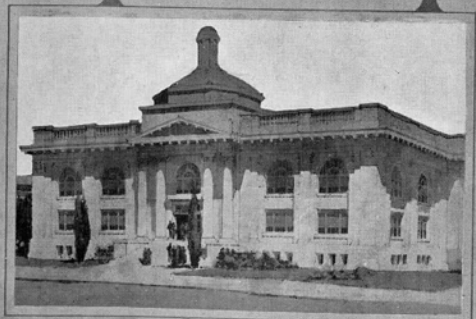


Masonic
Temple

California
Hotel



Fullerton Hospital



City Hall

many new thousands have been added to her present population. The hard sledding pioneer days are past; there remains the task of building, in this garden of Southern California, a proud and rich civilization which will be in some measure an answer to the opulent challenge of nature.

Life today in Fullerton and Orange County is on the whole freer, richer and happier, in all probability, than it is in any other portion of the great Southwest. What life can be tomorrow and the day after tomorrow, if man does well his part where nature has been infinitely prodigal, is something that can scarcely be contemplated.

A romance of faith is the story of the founding, growth and development of Fullerton. It was at the close of the great California boom of 1886 and 1887, when the southern part of this Golden Commonwealth was attracting the attention of the whole United States as being the new mecca; when the ambitious people from all climes were taking Horace Greeley's advice, "Go West and grow up with the country," that the Amerige Brothers left their Massachusetts home to seek their fame and fortune in the land of the setting sun.

It was during these early and exciting days that cities and towns sprang up like magic on the barren plains of Southern California, that Eastern capitalists with wealth, abiding faith, enterprising energy and unflagging zeal, which, coupled with an abundance of water for irrigation, soon made the desert blossom as the rose. A transformation scene was enacted that would equal the fairy tales of Aladdin. It was at this time that George H. and Edward R. Amerige formulated plans for a new town. In the spring of 1887 they put their plans into definite action, buying four hundred and thirty acres of land and laid out the original townsite of Fullerton. The first survey stakes were driven by E. R. Amerige on July 5th, 1887, in a vast field of mustard.

The new town was named in honor of George H. Fullerton, who at that time was a director of the Santa Fe Railway Company. He, with the Amerige Brothers and Wilshire Brothers, began an active campaign of lot selling and home building. Fullerton soon emerged from her swaddling clothes into a real enterprising town and has since continued with a gradual and healthy growth, which is shown by the government census. In 1910 the population of Fullerton was one thousand seven hundred and twenty-five, in 1920, four thousand four hundred and fifteen, while the estimated population, July 1923, is approximately eleven thousand.

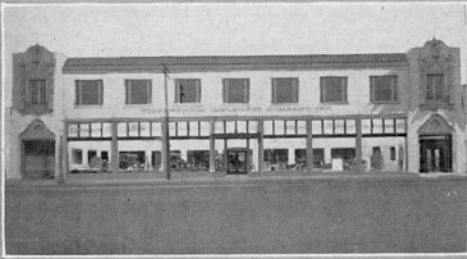
Wonderful as have been Fullerton's opportunities during the past thirty-six years, those of today are just as smiling as they were twenty years ago. Patrick Henry's immortal, "I know of no way of judging the future but by the past," may well serve as a guide to our future progress for every one that has an eye to see and a mind to understand. The thousands of families who have fled from the frozen Eastern winters and the humid Eastern summers to the delights of this chosen region of God, have leavened the world with the gospel of the sunny Southland; just as the Declaration of Independence and the Constitution of the United States has leavened the gospel of democracy and freedom, and brought millions of the best of Europe to the opportunities of hospitable America.

Fullerton seeks men of action, of ability, of experience and of wealth. We want their constructive activity, we want their ability and experience to speed our creative unfoldment. We need their vision and new perspective in preparing, in this matchless garden of opportunity, for the many thousands of people who shall make Fullerton their future abiding place.

Fullerton offers to the investor, the tiller, the manufacturer, the fruit grower, the home builder and the pleasure seeker, much that the yearning heart could wish for or

PUBLIC BUILDINGS

The public buildings of Fullerton are large, roomy and commodious, of fine Italian and Spanish architecture, built especially to meet the needs and demands of an exacting public.



Wickersheim Implement Co.



Fruit Warehouse



Standard Bank



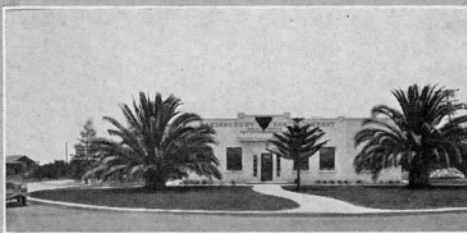
Fullerton Savings Bank



Union Pacific Depot



Richman Floral Shop



Bastanchury Ranch Co.



Bastanchury Warehouse



Fullerton Union High School Busses



FARMERS AND MERCHANTS NATIONAL BANK

THE STATELY PALMS

the vivid imagination conjure into natural existence. Fullerton and immediate vicinity is a constant challenge to the imagination and to the creative impulse of man. Here are thousands of acres of English walnuts, orange and lemon groves, dotted with grape fruit, loquats, kumquats, persimmons and avocados; and with the beautiful homes surrounded by a marvelous array of semi-tropical shrubbery and flowers; all of which makes it exceedingly difficult to convey by the written word any sense of these wonders or opportunities.

It is not within the scope of human wisdom to enumerate all of the reasons why the reader of this booklet should not investigate Fullerton before definitely locating in any other portion of Southern California. Among many others, the following outstanding reasons may serve as a basis for a decision to FULLY INVESTIGATE FULLERTON'S POTENTIALITIES ALONG MERCANTILE, INDUSTRIAL, EDUCATIONAL, SOCIAL and COMMERCIAL LINES, before deciding to locate elsewhere.

Fullerton welcomes the scrutiny of the shrewd investor. Whether he is contemplating a home, a business or an industry, the growth and stability of the city of his choice are primary considerations to him, because they determine, to a large measure, his future profits and the safety of his investment. The man who studies the city in which he intends to locate with the same painstaking attention to facts that he devotes to his business, is the type of man Fullerton wants as a future citizen.

THE LOCATION of Fullerton is in the northern part of Orange County, just twenty-three miles southwest from Los Angeles, twelve miles from Santa Ana, the county seat, and one hundred and eight miles northwest from San Diego. It is about fifteen miles to the seashore and about twelve miles to the mountains. It is also on the state highway between Los Angeles and San Diego. This boulevard passes through miles of beautiful orange, walnut and lemon groves, lined on either side by the stately palm, pepper trees and flowering shrubs. Between Fullerton and San Diego the highway drops down to the ocean side, where for miles one may glide smoothly along the beach and catch the ever cool and refreshing ocean breeze. This highway passes one of the

BUSINESS HOUSES

The clean, neat business houses filled with complete stocks of merchandise, indicate the high standard of Fullerton merchants as well as the landlord's faith in the city's future.



COMMONWEALTH AVENUE AS IT APPEARED IN THE EARLY NINETIES

most interesting of the old missions, San Juan Capistrano. Only those who have made this trip can appreciate the wonders of the Southland.

THE CLIMATE of Fullerton is one of its many attractions. The cold of winter and the heat of summer are greatly modified and tempered by the ocean breeze. No matter how warm the days, the evenings are cool and refreshing. Fullerton is pre-eminently a city of sunshine. In the warmest weather the temperature rarely exceeds ninety degrees, which is regarded as the maximum. At night the temperature generally falls to about fifty degrees during the summer and about forty degrees during the short winter period.

THE ALTITUDE of Fullerton is one hundred and fifty-eight feet. From the upland residential sections of the city to the southward may be seen the majestic Pacific and to the northward one may behold the snow-mantled crest of "Old Baldy" piercing the clouds at an elevation of ten thousand and eighty feet. Skirting the mountains to the northward only an hour's drive is the famous and picturesque "Rim of the World Drive" that serves Big Bear and Arrowhead Lake region, which is of itself so amazing in its continuous panorama of lofty heights, deep valleys and of desert on one side and fertile loveliness on the other, that its one hundred and one miles,—many of them at an elevation approaching seven thousand feet, seem all too few.

THE EDUCATIONAL FACILITIES of Fullerton represent the highest standard of efficiency. Its instructors and school buildings compare favorably with those of much larger cities. In this broad field of human endeavor, the Board of Education has spared no expense nor pains to provide for every requirement of the student. No influence has been greater for the upbuilding of Northern Orange County, and Fullerton in particular, than that of her schools. Scores of families have, after careful survey of Southern California, selected Fullerton as a home because of its educational advantages.

Due to the wealth of the district it has been possible to provide schools with a comparatively low tax rate and little bonded indebtedness. No bonds have been issued during the past ten years for High School or Junior College purposes, although



COMMONWEALTH AVENUE AS IT APPEARED SEPTEMBER 1923

during the same time building and property purchases amounted to approximately one and a half million dollars.

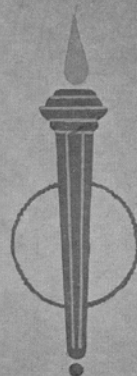
The Fullerton Union High School and Junior College is located near the business center of the city and occupies a tract of twenty-one acres. The buildings are of Spanish architectural type, connected by attractive arcades and house a student body of eleven hundred pupils. The plant represents an investment of one and a half million dollars. Buildings of the most permanent construction are being added as the rapid growth demands.

FULLERTON UNION HIGH SCHOOL serves eleven grammar school districts, covering an area of approximately one hundred fifty square miles. The greatest school transportation system in the United States functions effectively in bringing pupils to the central institution. For this work fourteen busses are needed, carrying from thirty to fifty pupils each.

In the four years of High School, training may be had in any of the following lines of work: Science, Mathematics, English, Social Science, Music, Home Economics, French, Spanish, Latin, Manual Training, Agriculture, Commerce, Physical Education, Hygiene, Art, Public Speaking and Library. No books or equipment have been denied these departments that would, in any way, add to their efficiency. For the work of the Science Department the school maintains, on the famed Rim of the World, a cabin for the housing of students studying Alpine Flora. Training for adults is offered in Food Study, Millinery and Dressmaking. The High School co-operates with the local Nurses' School in giving a course in Dietetics.

THE JUNIOR COLLEGE offers courses in Liberal Arts, Agriculture, Machine Shop, Arts, Commerce and Oil Production. This latter course has been organized in response to a need developed by the surrounding oil fields, with the fields as a laboratory. A competent instructor is in charge of this work and it has proven both attractive and beneficial.

The Junior College affiliates with and is completely accredited by the University of California. This College, which is free to all High School graduates of this district,



Fullerton
Union

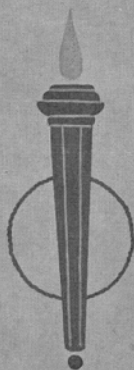


Junior

High
School



College





A COUNTRY HOME NEAR FULLERTON

offers a two year college course. Students completing their work in the Junior College enter the colleges and universities of California as Juniors.

THE GRAMMAR SCHOOL plants of Fullerton consist of four fine buildings and are fully equipped. Another ten room building will be erected during the year 1923-24. These buildings are surrounded with large playgrounds, ranging in size from three and a half to seven acres.

Two motor busses transport pupils from outlying sections of the city so that no child, whether living within the limits of the main subdivisions or out in the orchards, will be forced to walk long distances.

Being centrally and favorably located, Fullerton has been able to attract a very superior teaching force. Salaries have been above the average and every encouragement is given the teachers for self improvement during their service in our community.

Innovations of different kinds are being carefully and scientifically introduced into the system to such an extent that they have aroused the interest of educators generally. Fullerton has become the "Mecca" of teachers on their visiting days and many hundreds from all parts of Southern California and elsewhere visit the classes each year.

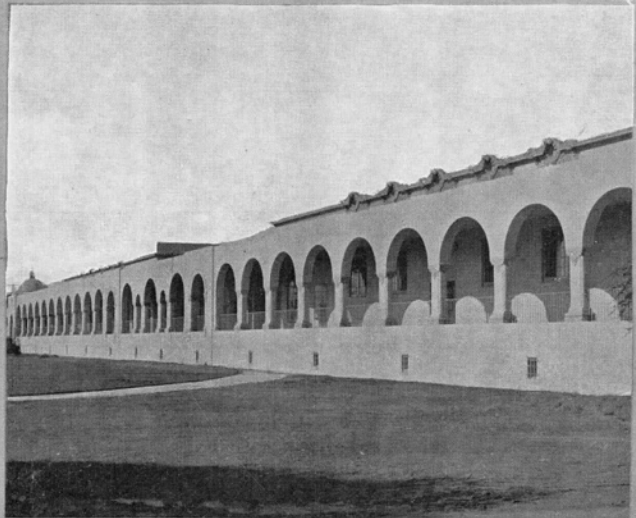
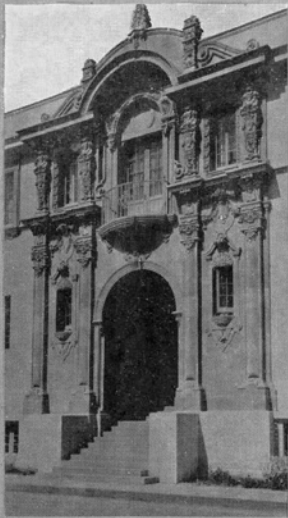
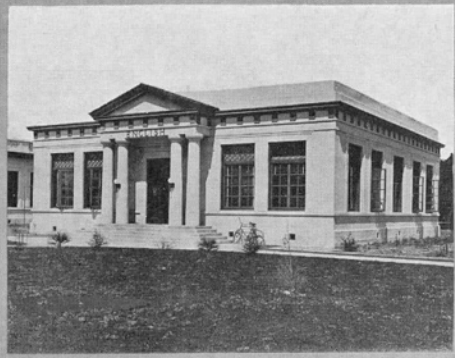
Educational trips offered to the students as rewards of merit have been a great stimulus to better scholarship. Some of these trips have extended as far as Santa Catalina Island and to San Diego.

The Intelligence and Educational tests, carefully and scientifically used for grouping the pupils in all grades, have worked wonders in giving the children the exact training needed. By means of these tests it has been possible to make individual studies of all children and in many cases correct difficulties which would not otherwise have been detected.

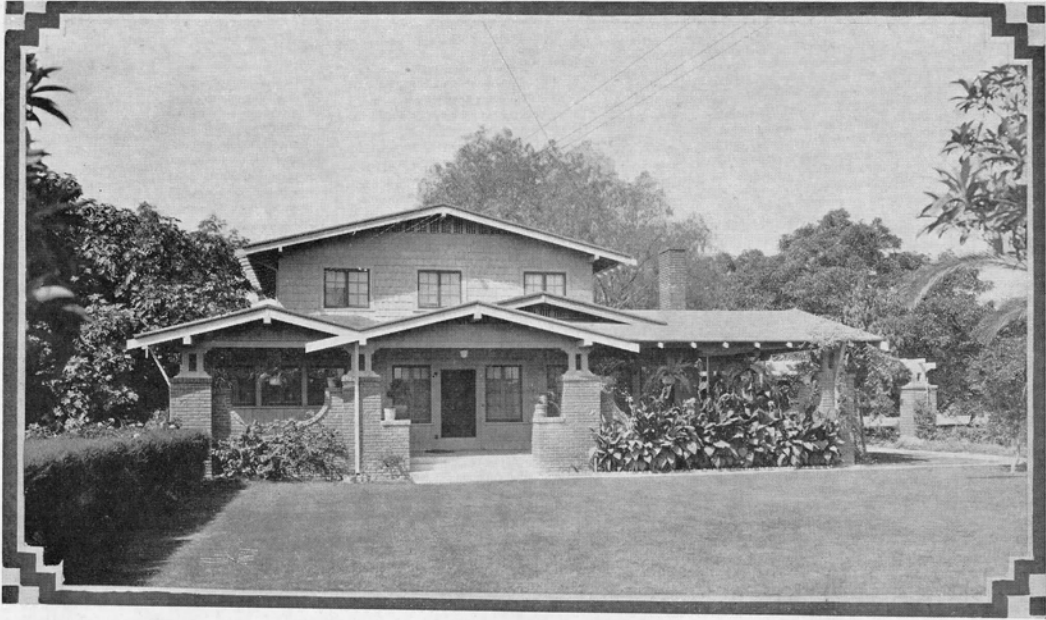
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UNION HIGH SCHOOL

The matchless arcades connecting the offices with the study hall, cafeteria, library, classical and scientific departments, have no equal in Southern California. More than twenty acres are included in campus and athletic field. The assessed valuation of the Fullerton High School District exceeds fifty million dollars.



Fullerton Union High School



ONE OF MANY BEAUTIFUL RURAL RESIDENCES NEAR FULLERTON

Realizing the necessity for proper health supervision, the district has employed a school nurse who is proving most valuable to the district. The serving of milk to the under-nourished children is one of the many activities under her direction. This work is constantly correlated with the physical training program so that every child is guided as carefully as possible in his growth and development.

From an enrollment of five hundred and thirty-five pupils in 1918, the Fullerton Grammar School has grown to an enrollment of one thousand three hundred and twenty-nine pupils in 1923. In 1918 the district employed twenty-one teachers, while in 1923-24 fifty are employed.

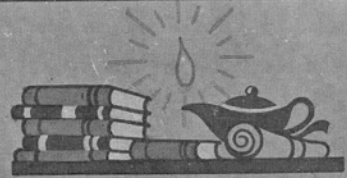
TWO KINDERGARTENS are maintained, one on either side of the city. These departments, almost identical in size and equipment are, indeed, elaborate and beautiful. Each occupies the space of four ordinary school class rooms and is equipped with all necessary apparatus for complete and efficient kindergarten instruction. Trained directors are in charge and each is assisted by a trained assistant.

THE HOME LIFE of Fullerton with its high standards, contentment and happiness is closely interwoven with its present day public school system. Today there are approximately eleven hundred high school boys and girls who are receiving training definitely designed to contribute to the preparation for worthy home membership; while about thirteen hundred younger grammar school boys and girls are being taught the love for home and an appreciation of the Manual Arts essential to home making and the inculcation of right standards of conduct and a love for cleanliness and beauty.

The prevention of sickness by sanitary practices and wholesome foods, the economical use of time and materials within the home, the making of many useful household articles, the designing of bric-a-brac to beautify the home—these are some of the lines of instruction in home economics being taught in the Fullerton schools.

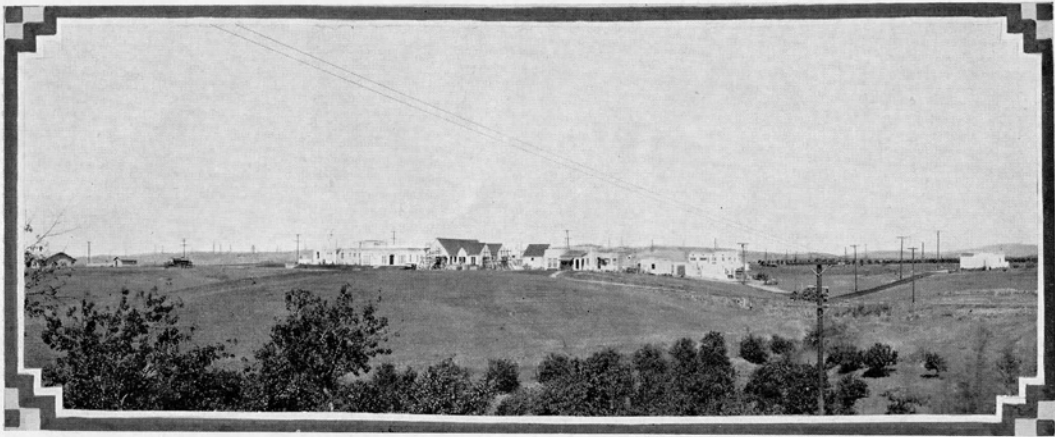
JUNIOR COLLEGE AND UNION HIGH SCHOOL

The fully equipped Junior College, accredited by the University of California, gives free its courses of study to the graduates of the Union High School.



Fullerton
Grammar
Schools





NEW HOMES ON GOLDEN HILL SUBDIVISION

Rightly may Fullerton be proud of her schools—not only because of their high cultural standards, but because of the advancement being made in developing the youth under their control in such a way as to insure ideal home conditions in the future.

CHURCHES are the moral bulwark of a community. In Fullerton today there are two vital agencies for social betterment, community play and community worship, both of which in their inception are intimately associated in the religious life of her people. For many years the unity of religious sentiment of the community has been focused upon a few of the leading church denominations and having been fostered and nourished by them, have resulted in the development of a few strong church organizations rather than a large number of struggling, half supported churches. Pretentious church buildings, where hundreds gather weekly for worship, are the property of the Baptist, Christian, Methodist, Christian Science, Presbyterian and Roman Catholic denominations. The Episcopal congregation have just completed a new church building which is attractive and commodious.

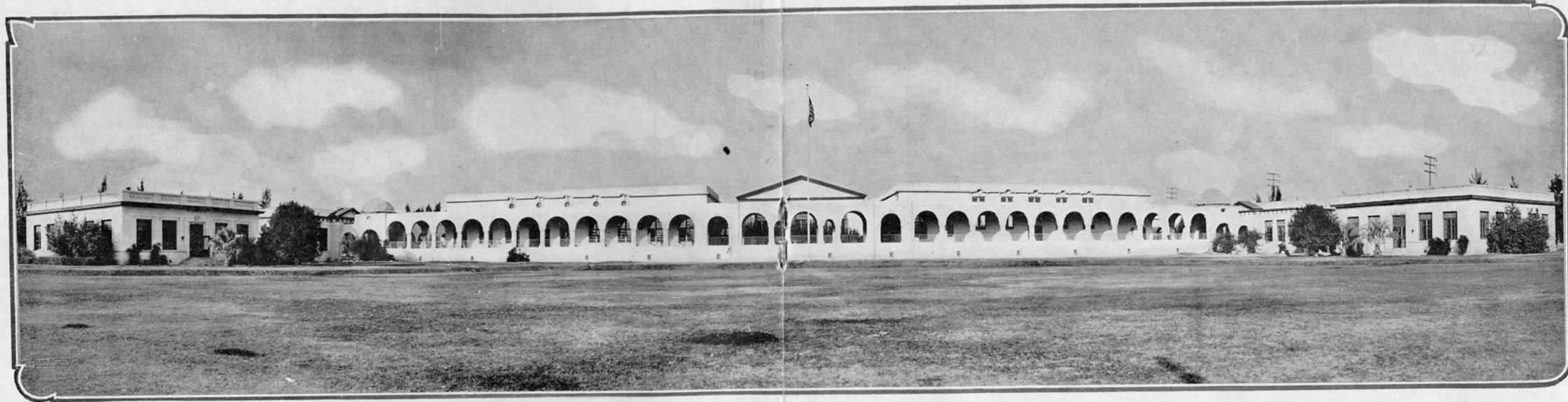
THE GOVERNMENT of the City of Fullerton is vested in a Board of five trustees, elected by the people. January 1st, 1923, the assessed valuation of the city, including personal property, amounted to \$12,736,935.00. The city tax rate is \$1.55 based upon forty per cent valuation. The county tax rate is \$1.50 based upon the same valuation.

Along with the rapid growth of the city have come the necessary public improvements. There are twelve and one-half miles of paved streets and the city has just started a paving program which will include all the principal residential streets and will add ten more miles to that already laid. The streets and boulevards are beautifully decorated with trees and palms, while the parkings are kept uniformly green with grass and flowers. New electroliers have been installed upon the principal streets, giving Fullerton the enviable distinction of being the best lighted city of its size in Southern California.

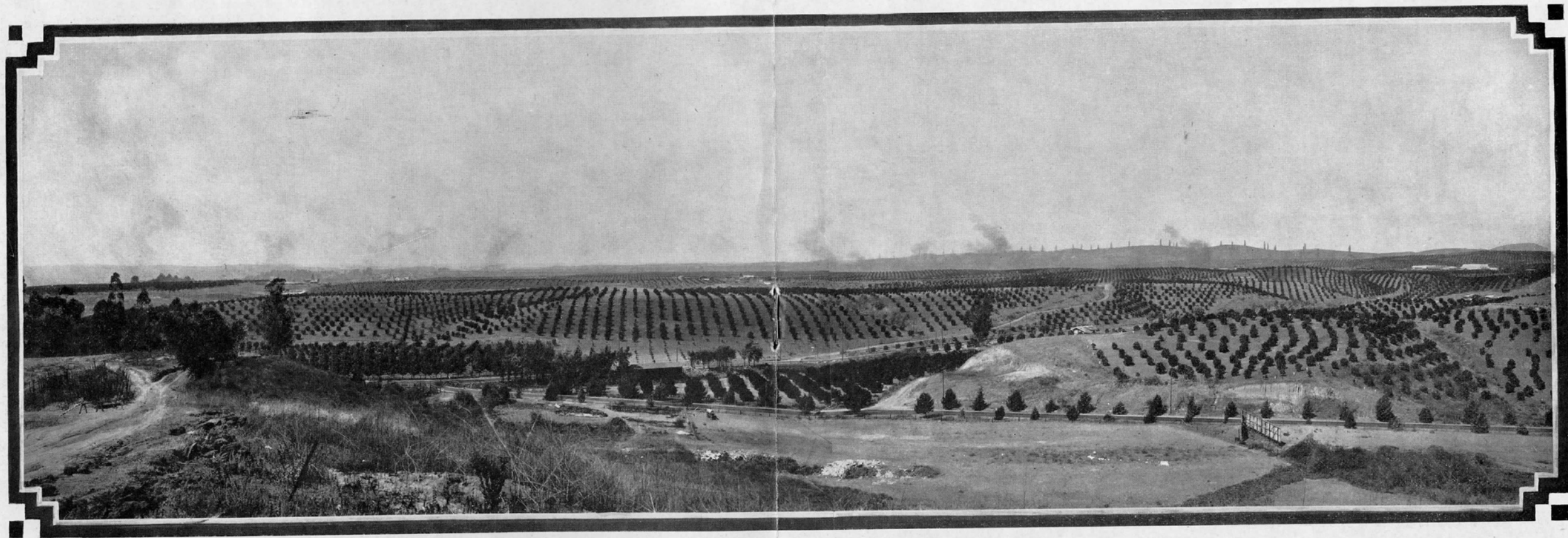
THE WATER system is owned and operated by the city. The rates are one dollar for the first five thousand gallons and ten cents for each additional thousand gallons thereafter.

GRAMMAR SCHOOLS

The approximate investment of five hundred thousand dollars in Grammar school buildings and equipment, places Fullerton in the foremost ranks of Junior education in all California. The campus of seven acres affords ample playgrounds for the children, promoting both health and happiness.



SOUTH VIEW OF FULLERTON UNION HIGH SCHOOL



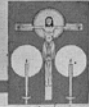
THE LARGEST ORANGE GROVE IN THE WORLD---2600 ACRES



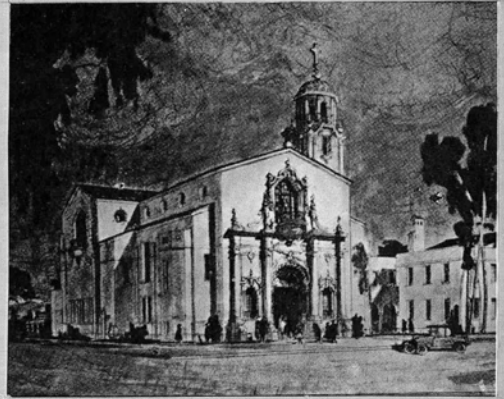
Christian Science Church



Catholic Church



Baptist Church



Proposed Methodist



Presbyterian Church



Christian Church

SANITATION is one of the first items to consider in seeking a location. Fullerton is growing rapidly and the city trustees have caught the vision of progress in the health and happiness of her citizens. A bond issue of two hundred and twenty-five thousand dollars was recently carried to construct an outfall sewer to the ocean, which insures the very best sanitary condition. The drainage is good, as there is a gradual slope from the hill land north of the city southward to the ocean.

ELECTRICITY is furnished by the Southern California Edison Company, the rate for domestic purposes being nine cents per kilowatt hour and the industrial rate from three-fourths of one cent to five cents per kilowatt hour, depending upon quantity used.

GAS is furnished by the Southern Counties Gas Company and is distributed to every home in the city. The rate is one dollar per thousand feet, ninety cents for two thousand feet, eighty-seven cents for three thousand feet, eighty-five cents for four thousand feet and eighty-four cents for five thousand feet. The industrial rate is thirty cents per thousand feet, and in large quantities a very much lower rate may be secured.

THE PACIFIC TELEPHONE AND TELEGRAPH Company serve the residential section and business district. There are one thousand four hundred and fifty-four phones now in service. The report made by said company to the California State Railroad Commission on July 1st, 1923, showed that Fullerton led all other towns and cities in the state in installation of new phones for the first six months of 1923. The Western Union and Postal Telegraph Companies serve this community, both rendering excellent service.

A NEW CITY HALL will be erected in the immediate future, as plans and specifications have been accepted by the City Trustees for a building which will cost, when completed, approximately two hundred thousand dollars. Over eighty thousand dollars of this sum are now available out of a sinking fund set aside for that purpose.

BUILDING PERMITS issued in 1922 totaled \$2,415,987. The building activity in Fullerton is keeping pace with the rapidly increasing population. This is shown by comparing the building permits for the first six months of 1923 with those of 1922. The building permits for the first six months of 1922 were \$658,684, while for the same period in 1923 they were \$1,202,311, showing a gain of \$543,627.

That this growth, advancing by remarkable progression, is sound and therefore indicative of future expansion, is proven by the fact that the demand for buildings exceeds the supply in Fullerton today. From January 1st to July 1st, this year, permits were issued amounting to over one million dollars, breaking all records of home building.

These are facts. To the successful investor, whether he is building a modest home or a quarter-million dollar factory, they bear the weighty message of profits quickly and safely earned. They prove conclusively that Fullerton has many advantages. They also point unerringly to an unprecedented growth that will wait for no man. Fullerton's progress will build profits for the thousands of successful investors, and leave by the roadside thousands of arm-chair philosophers with romantic tales of what they might have done in Fullerton in 1923. Which will you be? The facts are before you. Fullerton's growth is your opportunity.

CHURCHES

The building of large and commodious church homes, has kept pace with all of the progressive building activities of Fullerton.



Residential
Scenes



Fullerton
California



SCENE AT FULLERTON'S AUTO CAMP GROUND

Homes are obtainable at prices ranging from approximately two thousand dollars for a modest cottage of three rooms to the large expensive homes of wealth. It is safe for the average homeseeker to figure that a new home of popular type, in close proximity to the center of the city, on a lot fifty by one hundred forty feet, will cost about one thousand dollars per room.

THE PARKS of Fullerton, three in all, comprise over forty-four acres of land. They are given excellent care and abound in flowers and rare shrubs and offer many attractions such as tennis courts, playgrounds for children and sheltered picnic spots for families. Here, during the cool summer evenings, the Fullerton Concert Band furnishes music to the delight of hundreds of her citizens.

Hillcrest Park contains thirty-seven acres and is being transformed into a place of beauty that will have all the requisities of a modern city park.

THE EL DORADO SWIMMING POOL is a mecca for the kiddies as well as the grown ups, during the warm summer days.

AN AUTO CAMP GROUND is located at the edge of the city, surrounded by Hillcrest Park and is maintained by the city for the auto tourists. The camp site is beautified with flowers and shrubbery and is provided with every convenience, including water, gas and electric lights. Transcontinental tourists proclaim it as fine as they have seen.

THE GOLF enthusiast will find the Hacienda Golf Course a real paradise. The Hacienda Country Club is conveniently located, occupying one of the many pretty valleys in the nearby foothills. This course has eighteen holes with about six thousand yards and has an unusually fine green.

HOMES

Fullerton, the city of many beautiful trees—a progressive city, with the character of her citizens indelibly portrayed to the discerning observer in street after street of beautiful lawns and well-kept gardens, a city without a slum, with a maximum of beauty to be found in the general average of its homes and gardens.

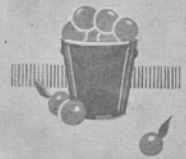
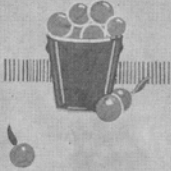
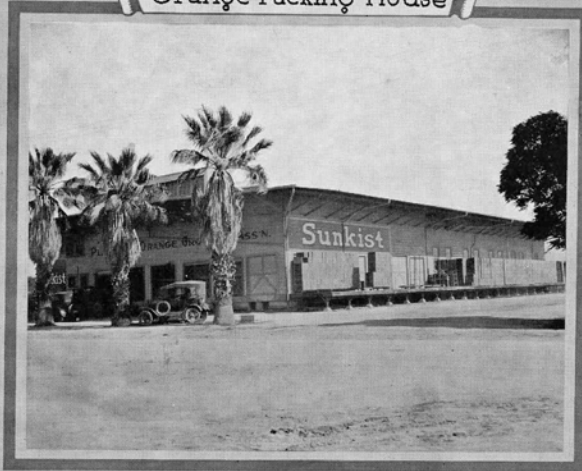


Walnut Grove



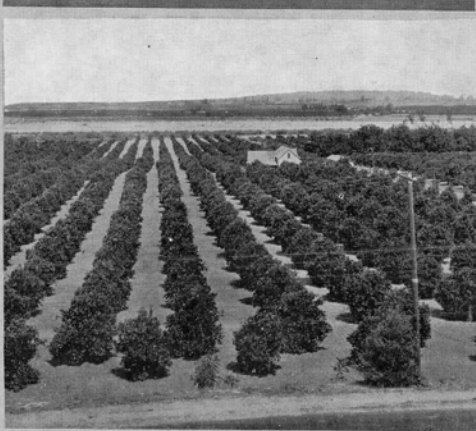
Orange Orchard

Orange Packing House



Orange Orchard

Orange Orchard



CLUBS, organizations, benevolent and fraternal societies, including practically all those national and international in their scope, are represented by local lodges, clubs or chapters.

AMERICAN LEGION POST NO. 142 of Fullerton is numbered among the leading veteran posts in California. It has been exceptionally active in the care of the disabled veteran and legislation for the welfare of the ex-service man. The men of the local post also have taken an active part in civic affairs and are credited with a great many activities which have resulted in placing Fullerton in the vanguard of the patriotic cities of Southern California.

STORES AND SHOPS of Fullerton are pleasingly attractive and a constant source of delight to our citizens. It is a notable fact that many of the mercantile establishments are modern in every particular and are worthy of the widespread patronage which they attract. Fullerton boasts of one of the finest and best equipped department stores in this section of California, occupying three floors and covering a space of twenty-five thousand square feet. All of the merchants are keeping pace with the city's rapid growth and development. They are keen, but their commercial rivalry does not interrupt their friendliness, one for the other. Their co-operation and splendid teamwork bespeak for Fullerton a greater trading center.

THERE ARE FOUR BANKS in Fullerton, The First National, The Farmers and Merchants National Bank, The Standard Bank of Orange County and the Fullerton Commercial and Savings Bank, having combined assets of \$4,749,715.00. They are noted for their solid and prosperous condition, are modern in every particular and transact a large volume of business for the fruit grower and commercial houses in and near Fullerton.

A BUILDING AND LOAN ASSOCIATION was recently incorporated in Fullerton for one million dollars. This association helps the prospective home owner finance his new home, which is paid back in small monthly payments extending over a long term of years, thereby making it possible for all thrifty persons to own their own homes.

THE PUBLIC LIBRARY of Fullerton is an institution of which the city may well be proud. With eleven thousand six hundred and ten volumes and two hundred magazines and newspapers, it is well equipped to serve the highest intellectual interests of the citizens.

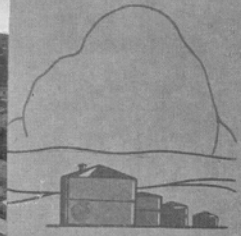
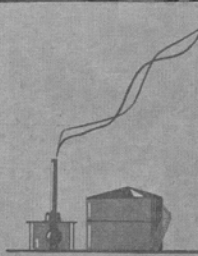
THE FULLERTON HOSPITAL is unsurpassed in modern equipment and facilities and is meeting the local requirements. There is a nurses' training school in connection with the hospital which gives the student a twenty-eight months course.

THE HOTEL CALIFORNIA possesses a charm for the tourist. Its spacious lobby, magnificent dining hall, commodious rooms and beautiful court impress the visitor with the thought of home and homey comforts. The visitor may have all that a private home can give with none of its cares or burdens—a private home with complete service of every kind.

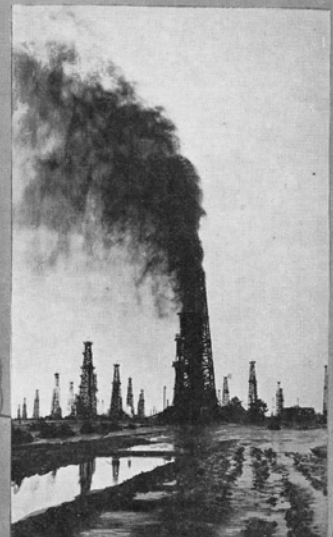
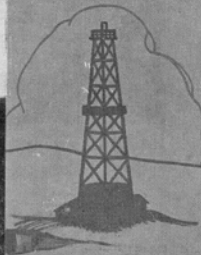
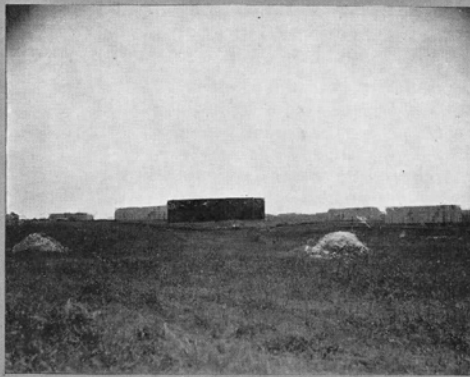
TWO DAILY NEWSPAPERS of an unusually high character and clean moral tone issue daily editions for the reading public. They co-operate unstintingly in all civic matters which reflects the broad-mindedness and the progressive spirit of their editors and owners.

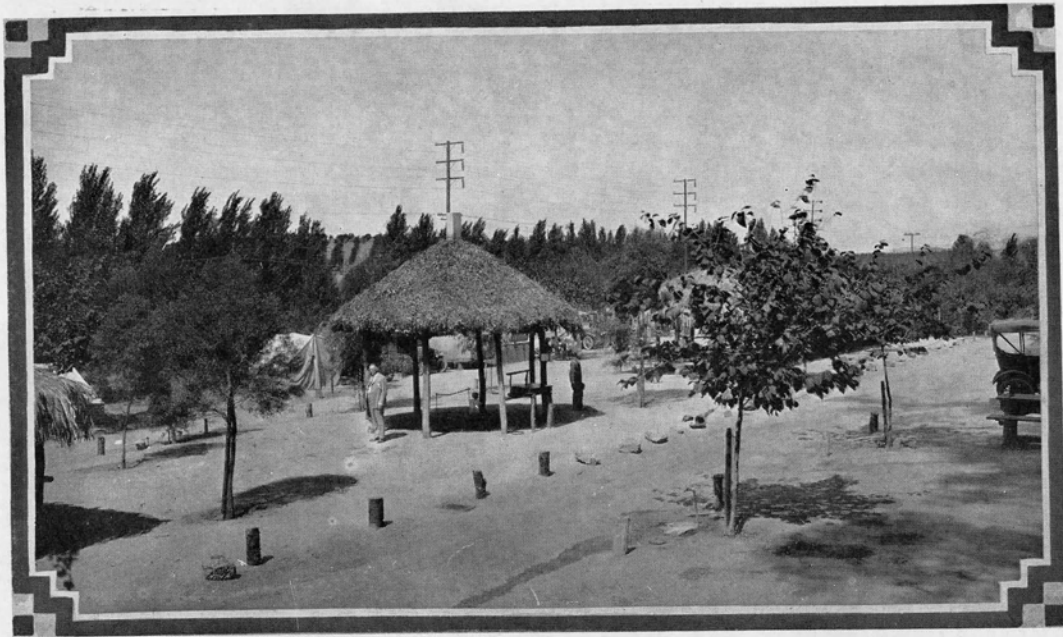
ORANGES AND WALNUTS

Variety, to be sure, is the keynote of Fullerton's financial success. The city has CLIMATE, plus Oranges, Lemons, Walnuts and Oil.



Oil Fields





SHADY HUT AT FULLERTON'S AUTO CAMP GROUND

A **MOTION PICTURE THEATRE** of modern equipment accommodating seven hundred persons is located here. A new modern theatre, costing between two and three hundred thousand dollars, is under consideration by local capitalists, which when completed will make Fullerton one of the best show towns in Northern Orange County.

ORANGES AND LEMONS are the principal crops of the Fullerton district. The 1922 crop sold in excess of ten million dollars, paying handsome dividends to the grower.

There are two outstanding features in the history of Fullerton which differentiate it from any other city in the world. First, it is the home of the famous Valencia orange; second, within the confines of the city limits there is located the largest bearing orange grove in the world, consisting of twenty-six hundred acres, which is owned and operated by the Bastanchury Ranch Company.

THE ENGLISH WALNUT is recognized over the entire country as one of Southern California's best products, although the successful growing of this particular valuable product is limited, like the Valencia orange, to a comparatively small territory. Fullerton is one of the fortunate sections in which the English walnut flourishes; they never fail to make a lucrative crop. The crop is quickly harvested and within a few weeks the entire season's production is picked and shipped. Last year's crop paid the growers of the Fullerton district over a million and a half dollars.

GARDEN TRUCK such as potatoes, beets, tomatoes, carrots, cabbage and celery is grown quite extensively. During the season of 1922, besides the home consumption, two hundred and sixteen cars were shipped to the outside market, which had a gross value of over one hundred thousand dollars.

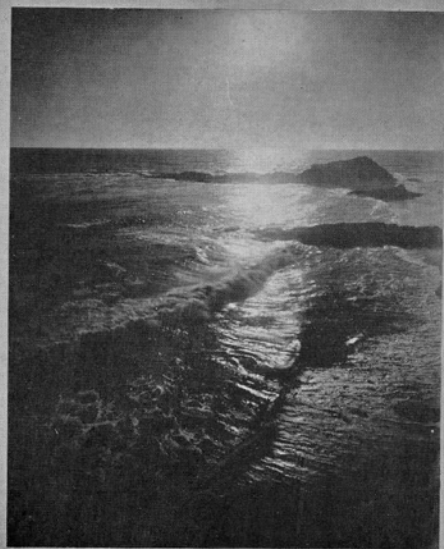
PACKING HOUSES are essential to efficient marketing. In order to successfully handle the crops, there are ten fruit and vegetable packing houses, some equipped with pre-cooling plants, capable of storing many hundred cars of fruit and farm

OIL FIELDS

The Hectic Million from nearby oil fields, adds financial prosperity and individual happiness to the business man of the Fullerton district.



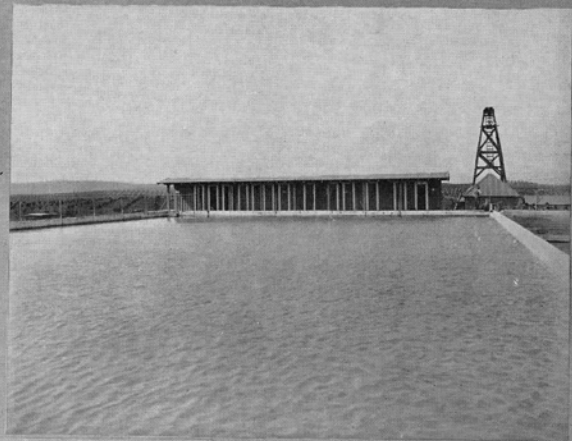
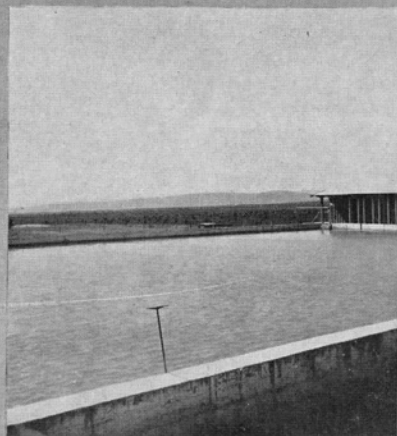
One of many beautiful
Highways of Orange County



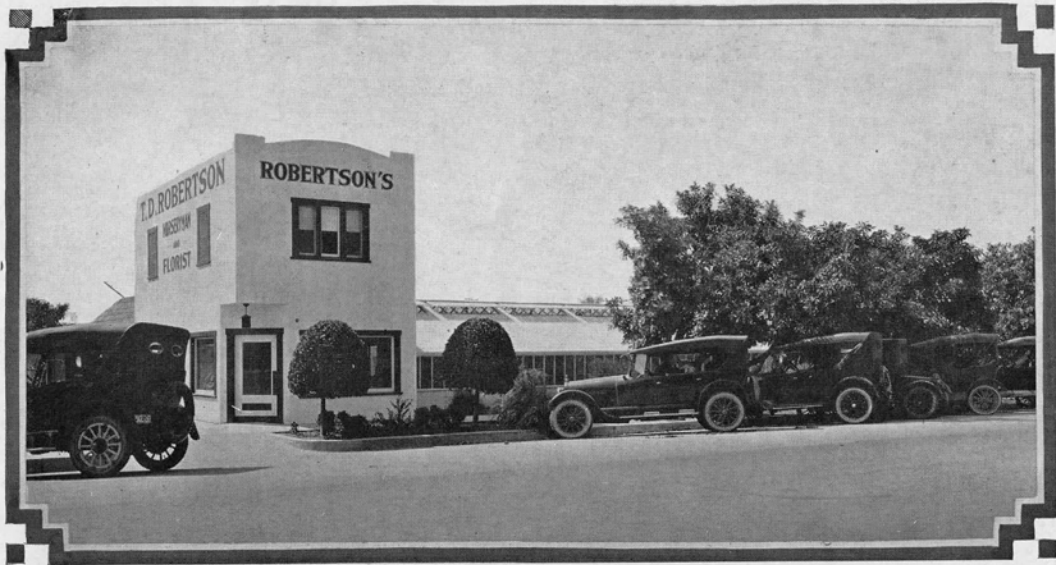
Beach Scene Orange County



Hacienda Golf Course



El Dorado Swimming Pool



ONE OF FULLERTON'S MANY NURSERIES

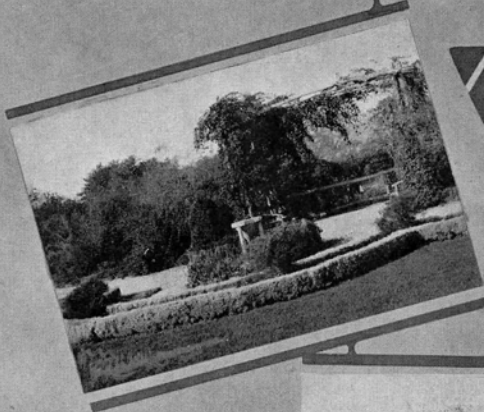
products, giving Fullerton the very best storage facilities in this district. Here the world renowned brands of oranges and lemons are packed; the Sunkist, Old Mission, Blue Goose, Imperial, Basque and many other popular brands. During 1922 there were shipped from the local packing houses one hundred and thirty-four cars of English walnuts, nine hundred cars of lemons and three thousand one hundred and twelve cars of oranges.

THE TRANSPORTATION facilities of Fullerton are equal to those of any other city of its size in the state. The City is situated on the transcontinental line of the Santa Fe Railway and is the junction on the main line of the road between Los Angeles and San Diego. The local train service on this line is excellent, having eight passenger trains each way daily. The Union Pacific Railway Company has just completed its line from Los Angeles to Anaheim, giving Fullerton four additional daily passenger trains. The Pacific Electric Railway Company, operating in conjunction with the Southern Pacific Railway Company, serves Fullerton with eleven daily passenger trains. These three transcontinental railroads, serving the city and community, establish Fullerton as the pivotal railway center of the entire Southland. The Motor Transit and the Crown Stage lines operate between Fullerton and Los Angeles, giving half hour service from six in the morning until midnight.

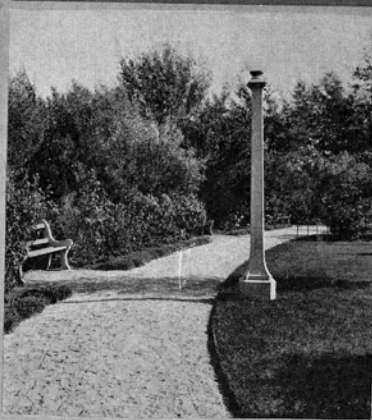
THE PLEASURE SEEKER will find, within a few hours' drive by auto from Fullerton, a long ridge of mountains to the eastward, which affords ideal picnic grounds where thousands of motorists spend Sundays and holidays. Here may be found good hunting and trout fishing, but the main attraction which these mountains have to offer is to the health and rest seeker who is fagged and brain weary from the pursuits of the "strenuous life." Here, he may get next to mother earth and after breathing the pure PINE laden ozone of the mountains, return home to take up the round of daily life with renewed vigor. Fullerton also offers, within three-fourths of an hour's drive, ocean bathing, rowing, sailing or fishing at some one of the many wonderful Orange County beach resorts.

A TOUCH OF PLEASURE

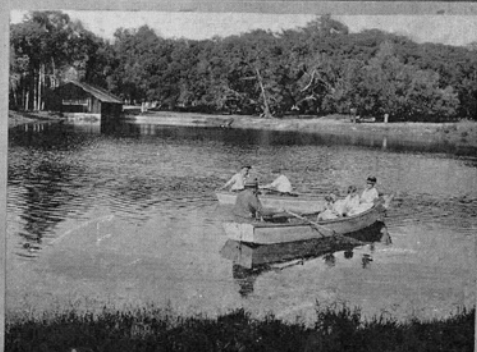
The magnificent Orange County boulevards, along which orange, lemon and walnut groves may be seen from the pleasant comfort of the auto—the delightful Orange County beaches, where the sun dips behind the majestic Pacific—the Hacienda golf links alluringly beckon the over-worked business man—and the El Dorado swimming pool offers the pleasure-bent pilgrim, the end of a perfect day. All of these for the Fullerton resident and family.

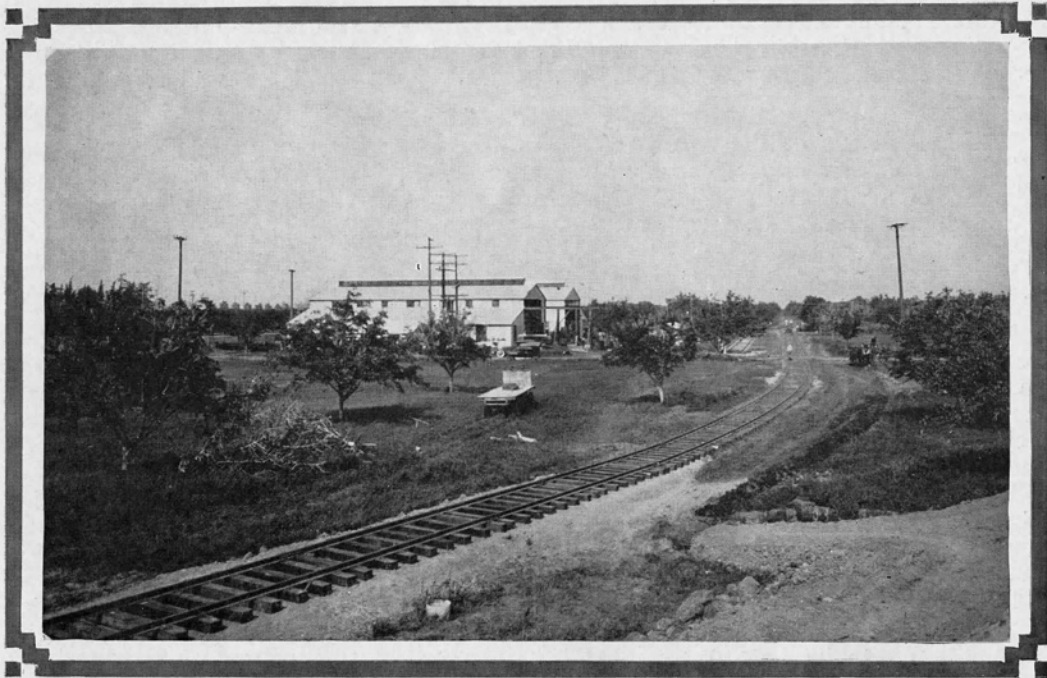


Park



Scenes





FIRST MANUFACTURING PLANT ON NEW INDUSTRIAL SITE

THE AUTO ENTHUSIAST will find Fullerton is the pivotal point of all highways running north, south, east and west, to the mountains, to the ocean, to the metropolis, to the oil fields and to the matchless citrus groves of this vast empire. Orange County is known as the motorist's paradise. Two hundred and fifty miles of the most excellent paved highways of the Southland are in Orange County and additional mileage is being built each year. The Automobile Club of Southern California has marked the roads and crossings in such a manner that it is an easy matter for those who have never traveled over them to find their way through the network of perfect country boulevards.

KING OIL blesses Fullerton. California leads the world in oil production. Statistics show that California in 1922 produced 139,000,000 barrels of oil; an increase of more than 24,000,000 barrels over any year in the history of the oil industry of the state. This, too, was done in the face of the most active competition from other states, (and foreign countries) also drastic price reductions and slump in consumption. Only once during the period of time running from 1895 to the present, has the production of the state fallen below 24 per cent of the entire output of the United States.

Orange County for the year 1922 stood second in oil production, Kern County standing first. King Oil has truly blessed the exchequers of the citizens of Fullerton.

The first important oil field to be developed in Southern California was at Fullerton. Here, in the year 1880, the initial attempt at boring for oil was made and a 150 foot well was drilled, which was known as the Puente Well and now is the property of the Shell Oil Company. Since the discovery this section of the Fullerton district has produced a total yield of 96,485,424 barrels.

PARK PLAYGROUNDS

Fullerton and Orange County have many beautiful park playgrounds. Whether it is the influence of the climate and the lure of an ever-enchanted natural environment, or whether it is the tradition bequeathed by the pleasure-loving caballeros whom the American occupation displaced, it is certainly true that people play more in Orange County than they do in the East. They play easily, naturally, habitually.

Fullerton Oil fields show a monthly average of 325,000 barrels. There are now 376 producing wells listed in the Fullerton district. These wells are producing millions of feet of natural gas daily, which is wasted and which could be used for industrial purposes.

Within an hour's drive by auto from Fullerton are the famous oil fields of Signal Hill, Santa Fe Springs, Seal Beach, Huntington Beach, Sunset Beach, Whittier, Montebello, Brea, Olinda and Richfield, where forests of oil derricks are daily pumping millions of dollars in added wealth to the investors in oil.

INDUSTRIES of California now rank eighth among all the states of the Union in value of manufactured products. Over the past decade her industrial growth shows a rapid rise, corresponding closely to the development of cheap power from hydroelectric sources. In 1909 California produced \$529,760,528 worth of manufactured products. By 1920 the total had risen to \$1,981,204,761, an increase of 273 per cent. The variety and expansion of the new industries have afforded opportunities for labor, so that the unemployed problem which has affected nearly every other state has been practically negligible in California.

With the ever increased seriousness of the labor situation, the foresighted captains of industry are encouraging the home-owning workman by locating their plants away from the great metropolitan centers where there is plenty of land for homes, realizing that industrial success depends upon the contentment and stability of their employes.

Fullerton, with her broad expanse of territory, has all that these captains of industry are seeking and more; a large segregated industrial district, provided by the Bastanchury Ranch Company; switch tracks operated by two transcontinental railway companies; accessible subdivisions that are now being improved with new streets, city water, gas and electricity; unlimited power and cheap fuel; ideal rail and easy accessible water transportation; raw materials of a great variety within easy reach, coupled with reasonable cost of living for the worker, are essentials to industrial greatness. Fullerton has these, therefore the city predestines success to the industries that locate within her gates. Yet another advantage which Fullerton has that is common to the State of California, **CLIMATE IDEAL**. This advantage will be appreciated by the manufacturer operating in a rigorous climate, where the strenuous winters affect the efficiency of the workman, adding to the cost of the operator and living expense of the employee.

The Chamber of Commerce is now making an industrial survey as to the cost of raw materials and transportation rates by rail and water on same, so that intelligent information can be given the industrial inquirer. The Chamber has ample ground available for a large number of industries of a type suitable for this city and its particular environments, and invites correspondence from any individual or firm who may be interested in obtaining details of the opportunities Fullerton has to offer the manufacturer.

THE CHAMBER OF COMMERCE, a constructive business organization, was incorporated under the laws of California, less than a year ago, and through the splendid work of its Board of Directors and its several committees, is functioning as a leavening power in spreading the gospel of good will in all public enterprises. It is housed in the beautiful Hotel California Court and affords a meeting place for its committees as well as several small groups interested in civic welfare work. Everything of commercial importance is centered in this organization. Whether the prospective resident seeks a home, or to engage in commercial activity, or industrial pursuits, the most careful attention is given to his requirements.

The Chamber of Commerce aims to serve. Its service is yours to command.

For further information, address

**CHAMBER OF COMMERCE
FULLERTON, CALIFORNIA**

Fullerton is the Answer



If you are looking for an attractive home city with good schools, churches, parks and homey surroundings—

If you want to go into business, mercantile or professional, this is a "Live" town—

If you want to live a life of ease and contentment, where the weather is always fine—

If you are an oil man, there are many oil wells within our city limits. Fullerton is surrounded by some of the best producing oil fields in the state.

If you have children to educate, our Grammar Schools, High School and Junior College are unexcelled.

If you are traveling and want to stop at a good hotel "The California" is unexcelled.

If you own a good automobile or just a "Flivver," the finest auto boulevards radiate in all directions from Fullerton.

If you want to grow fruit or vegetables and are looking for productive soil, that of Fullerton district is unexcelled.

If you want to live in an ideal location, namely; one hour's drive to Los Angeles, the metropolis of the Southland, one hour's drive to the mountains, forty minutes drive to the Pacific Ocean and within two hour's drive of many of the finest beaches on the Pacific coast.

If you love outdoor life and want good fishing and hunting, bring your rod, reel and gun, for Fullerton is only three hours drive from the land of the sportman's delight.

If you are a builder or an investor, looking for opportunities to invest your capital, Fullerton offers exceptional advantages.

If you want, no matter what you want, if it is good, it's here. Our happiness, prosperity and rapid growth are the results of unified, peppy co-operation. We need and want more good workers who will help work out a larger program for the future. Will you join us?

MISS FULLERTON
Invites You



**FULLERTON
HEART
OF**

ORANGE COUNTY

NATURE'S PROLIFIC WONDERLAND

Orange County Assessed Valuation 1922 / \$115,792,170.

Production 1922 - \$93,639,170.

Production 90 Per Cent of Assessed Valuation