

## ESCONDIDO CONTEXT STATEMENT

### OVERVIEW

### ESCONDIDO PRIOR TO INCORPORATION

### PREHISTORY

The prehistory of the Escondido area has not been comprehensively studied although some evidence of Indian settlement and subsistence is found. Apparently Indians, settled where oaks and acorns were in ample supply. The presence of native oaks meant an underground water source and the acorns from those oak trees were a major food source for the Indians. Wade, Cheever, and VanWormer, in a 1989 study reported that: "Based on the artifact assemblages, it is assumed that the base camps were occupied at least semipermanently and the special resource camps were visited on a temporary basis to process foods, probably acorns. Presence of ceramics and diagnostic projectile points indicate that this culture pattern existed in the late period of San Diego prehistory. It is thought that the ability to process acorns provided a stable food resource which allowed a semisedentary settlement to develop. Semisedentary villages were observed by the Spanish when they arrived in the early 1700s." According to Francis Ryan, Spanish speaking explorers of the west told of a group of 400 oak trees in the East Valley area where the Orange Glen Grammar School is now. The Spanish named it "La Huerta" (the orchard). Early European settlers thought it was an Indian settlement. In 1889 when Albert Beven and Albert Dixon were hired to cut down the oaks by landowner, Charlie Powers, Mrs. Ryan reports that they unearthed rub-stone manos, mortars,

and a rock ledge pitted with grinding holes.

RECON's study for the Lutheran Church property indicates that most occupation sites with associated density of cultural materials and hidden deposits are located on the low knolls at the base of the foothills. No occupation sites have been recorded in the valley bottom. It is possible, the report continues, that this is because the valley bottom has been (extensively) developed during the historic period.

According to Richard Carrico, the oldest well-documented inhabitants of the region were apparently the Paleo-Indian San Dieguito people. These people occupied the mesas and deserts of San Diego County 21,000 - 8,000 year ago.

By about 7,000 years ago the La Jolla - Pauma inhabited the area and by 2,000 years ago Kumeyaay/Northern Diegueno migrated westward from the Gila/Colorado River area into Imperial and San Diego Counties. The Yumans brought a much different culture to California - a more organized clan system, rock art, trade, protoagriculture, and extensive trade with other people.

A Shoshonean speaking people labeled San Luis Rey, migrated out of the Great Basin region into San Diego and when the early spanish explorers contacted these people, they called them Luisenos.

Although of a different linguistic stock, the Luiseno and the Diegueno (after San Diego) shared many cultural traits. D. L. True (1966) has suggested that basic similarities in ecological exploitation, environmental setting and temporal placement forced the late-coming and highly nomadic Shoshoneans

to adapt to a life style and cultural pattern that was established and functioning upon their arrival. True outlines certain attributes or traits which he finds as dissimilar between the two cultures. He notes that Luiseno projectile points are more basic than those of the Diegueno; those of the Luiseno are predominantly made of quartz. He also notes that ceramics were evidently a late development of the Luiseno; they probably learned the use of pottery from the Northern Diegueno. True also postulates the Luiseno possessed a very small, very closed trade network; that in general they were not as world-aware as the Diegueno, although Luiseno cosmology and religion seem better developed.

Luiseno territory encompassed an area from roughly Agua Hedionda inland to Escondido, east to Lake Henshaw, north into Riverside County, and west through San Juan Capistrano to the coast. The general area supported large populations of Luiseno, both in historic and prehistoric times. The Luiseno exploited a lush and bountiful environment within their territory through well-adapted seasonal migrations, extensive knowledge of native plant life, establishment of clan-governed districts, and various social control mechanisms.

The Luiseno were/are one of the most mystically sensitive and religious peoples of California. Even a cursory analysis of their cosmological tales, shamanism, world-view, and numerous specialized religious ceremonies reveals a deep-rooted, well-conceived, thoughtful approach to life's mysteries (Sparkman 1908: 215-227; DuBois 1098; Kroeber 1970). Several native Indian villages or rancherias were located at Paguay (Poway), San

Bernardo, and San Pasqual during Spanish and Mexican occupation. Recognized sensitive sites are recorded on USGS maps at the city.

## HISTORY

The history of Escondido, like many Southern California and San Diego communities, has been influenced by the Spanish, Mexican, and American periods.

### Spanish

Spanish colonial forces landed in San Diego in 1769. The Spanish organized a series of military outposts known as presidios. A system of Catholic missions allowed the Spanish to colonize and control Arizona, and California. It is not clear whether Escondido Indians were taken to the neighboring San Diego or San Luis Rey Missions, but the Indians were undoubtedly affected by the Spanish since much of the land the Indians occupied was probably used for travel by the Spanish and for grazing Mission herds.

### Mexican

Mexico achieved independence from Spain in 1821 and the land was later secularized and divided into Ranchos. Juan Bautista Alvarado, a politically active former Mexican soldier from Los Angeles, was granted The Rincon del Diablo Rancho in 1843. Senor Alvarado had a six-room house built for his family. It had whitewashed adobe walls, clay floors, handhewn shake roof, and real glass windows. A spring supplied water for the house and garden. Alvarado raised cattle and the hides were transported to San Diego and sold to the owners of trading vessels. Alvarado owned the rancho when the battle of San Pasqual took place in

December of 1846. According to Alan McGrew that battle "more than any other single event, resulted in the transfer of California from Mexican control to that of a United States Territory and in 1850, a state of the union." At Alvarado's death, in early 1847, the rancho was divided among Alvarado's heirs.

On October 15, 1855, Maria Antonia Alvarado Clayton and Guadalupe Alvarado Orosco appeared with their husbands in San Diego and Signed a deed turning their share of the Rincon del Diablo to O. S. Witherby.

Witherby farmed extensively and increased the size of his herds. It is reported that he started mining for gold as early as 1860. He called his mine the Rincon del Diablo and Escondido Mining Company. This was the first recorded use of the word Escondido, which means "Hidden Valley" that later became the name for the entire valley.

Witherby, a member of the U. S. Mexico Boundary Commission, acquired the rest of the rancho later and thus began the American Period.

#### American

Even though the City of Escondido was settled during the land boom of the 1885, the area of Escondido has been one of the few Southern California areas to be influenced by the gold rush. Francis Ryan colorfully portrays the "gold hunting" in her Early Days in Escondido,

"Gold! The feverish search of the 49ers penetrated the hidden vale. Grubstaked prospectors trailed a pack burro picking nooks and crannies and panning ore in the creek. Some staked claims. Each discovery monument -- rocks

piled around a stake -- had a written notice hidden inside a tin can. Few returned. The Mexicans had left ruins of crude workings at the Oro Fino (Fine Gold) Mine out San Pasqual way near the crossing of Highway 78 and Bear Valley Road. The EL & T CO (1886) assayed the ledge of gold bearing quartz. It promised rich. They reserved mining rights to the area in their official map. In the 1880s the Geneva Mining and Milling Co. sunk numerous shafts in the hillsides and opened the Jolly Boy and Mountain Lion Mines in Escondido. These proved unprofitable and were abandoned. Gold tales spiced early day life. "While sweeping the yard, Guadalupe Alvarado Martinez glimpsed a shine. She picked a pure gold nugget from the dust!" "An April shower washed a stone out of Fred Robert's cow yard. His little son spied the pretty, shiny quartz, ran and showed his father. He'd discovered a gold nugget worth \$5! Whenever a nugget finder struck it rich, the community fever soared."

There is no documentation of gold mining in Escondido until 1864 although there is oral tradition of prospecting during rancho days and after.

Three brothers, John, Josiah, and Matthew Wolfskill, and Edward McGeary bought the rancho in 1868 from O. S. Witherby and made it a sheep ranch. The sheep ranch, Francis Ryan reports that one herdsman with trained dogs guarded 2,500 sheep. Many such huge flocks grazed on wild shrubs and grasses, drank from the creek and rested under shady oaks. At sight they huddled in sheep camps dotting the valley, the main one on the sheltered east side of the knoll where later the Escondido Hotel and now the hospital were built. In the beginning, Pierre Hagata ran sheep for the Wolfskills, but later partnered with Peter Cassou raising sheep and cattle to the south on Rancho Bernardo.

12,653,77 acres with thousands of grazing sheep, not counting cattle, mules and horses, required overseeing. The Wolfskill Ranch, three miles north of today's Escondido city center, was convenient for sheep tending in the valley. It was a

central location for marking, deticking, nursing foot rot, sore mouth, and caring for lambing ewes. The Wolfskills built a frame house to live in, dug a well with a windmill for water, a barn to store hay, granaries for grains and sheds to house tools. They tilled the level land in the floor of the valley raising hay and grain for stock feed. In 1886 the Escondido Land and Town Company took over the land with the ranch serving as their first headquarters. The original Wolfskill house became known as the "old ranch house." Later the ranch was purchased by the Cassous and the Von Seggern Brothers Dairy was there in 1929. The original house burned in 1935 but two Cypress trees still stand, evergreen sentinels guarding the spot. There is one house at 2124 North Iris that may be a remanant of the Wolfskill ranch, according to its owner, Mike Bamber. The area was called Wolfskill Plains until 1883 when Escondido came under the influence of a series of perspective ventures.

#### **ESCONDIDO 1884-1940**

A group of Stockton land speculators, calling themselves the Escondido Company, purchased the valley in 1883. Three years later the Thomas brothers purchased the old ranch land and formed the Escondido Land and Town Company. The land company platted the city and offered a bonus to the San Diego Central Railroad Company to construct a rail line from the coast to link Escondido to the outside world. Perspective buyers listened when real estate speculators hawked the valley and, unlike many other boom towns, Escondido, except for its banks, thrived and grew. The city was incorporated in 1888.

city was incorporated in 1888.

During its first fifty years, Escondido grew slowly as a small, agriculturally - based town with its early cycles of growth corresponding to the development of Southern California's rural economy.

Alan McGrew in his book Escondido Hidden Valley Heritage:

"Few, if anyone, today can relate accurately the living conditions of those pioneer residents. Wells supplied the water; for many years the pumps were operated manually. Almost everyone had cows and chickens and a small garden to supply food. It was a blessing to the community when the Pioneer Meat Market located on Grand Avenue in 1887 and became Escondido's first butcher shop.

Those early residents heated their homes by burning logs in fireplaces, and little was known about methods to alleviate summer heat. Dirt roads were rough and dusty and for many years there were wooden sidewalks in the business area. Transportation was a problem, with the horse and buggy providing the principal conveyance of goods and persons into town."

The fight for water to support the economy was one of the local issues for many years, but sources indicate that Escondido, in comparison to other cities, has had "smooth sailing." Until recently, newcomers were always welcome because growth meant more customers for businesses and more taxes to be collected.

The first city hall was located on the second floor of 110 West Grand, a building still in use today. In 1938, the 50th anniversary of the incorporation of Escondido, a new city hall was built on the site of the former Escondido Hotel. That city hall, with many additions, served the city until the present one was built in 1988.

The values and priorities of the community are often reflected in governmental structure. In Escondido's case, trees and planning were important. A tree planting commission was



commission was formed. Between 1914-1920 much of the design of old Escondido Neighborhood took place - particularly the planting of trees and the sandstone curbs and walls. Later trees were also given to homeowners by the city and tree commission.

When Escondido was incorporated, 1,854.29 acres were included in the new municipality. Since there was not an annexation until 1951, that was the area of the city during the period of significance.

After the city was established, the city worked hard to see that life was made easier for its residents. A chamber of commerce bulletin during the 1920s invited people to move to Escondido because:

"The past several years have brought wonderful improvements to Escondido. These include street and private electric lights, gas for illumination and fuel, splendid city sewer system, many miles of graded and surfaced streets, one mile of paved street, ten miles of cement sidewalks, public library, splendid high school and grammar school, churches of nearly every denomination, daily and weekly newspapers, modern stores and business institutions of all kinds, many elegant, modern homes, many of the leading fraternities, ladies' culture clubs of all kinds.

Present-day industries are connected either directly or indirectly with ranching. Three large packing houses handle the immense citrus interest, which brought a shipment this season of 235 cars."

Undramatically but sturdily, the city continued to grow. The citizens produced their crops, built their homes to look like those "back home," established all their familiar churches and lodges, organized lyceums and reading clubs, and produced local legend pageants like "Felicita" and "The Peace Pipe."

Meanwhile, gas and electricity were brought in, automobiles and buses took the place of the passenger train, and new citrus and avocado packing plants were built.

There were a few years after Escondido became an incorporated city in 1888, that population was at a standstill. However, in each national census, starting in 1890 and every ten years thereafter, Escondido's population showed substantial growth and in several instances almost doubled during a decade.

Following are Escondido's census figures for population each decade up to 1940, excepting 1900.

Year	Total
1890	755
1910	1,334
1920	1,789
1930	3,421
1940	4,560

During the era of significance Escondido was a very small town. In the 1930s Escondido was a town of about 3,500 residents. It was advertised as:

"Charmingly located in the valley is the town of Escondido, the commercial center. It is a town of 3,500 inhabitants without a "poor district" or a foreign quarter. The homes are seldom pretentious, but all are well kept. The stores are modern and fill all the everyday wants of the people. There are a dozen churches and several schools. The Escondido Country Club has a nine-hole golf course, with another nine-hole course projected. There is a daily newspaper which also publishes a special weekly edition. The motion picture theatre changes its bill nightly."

Even though the rest of the country was in deep depression, the 1930s were not bad years for Escondido ranchers. Record avocado crops were reported and two packing houses were completed. New homes were constructed and the town's fiftieth birthday was celebrated in 1938 with Governor Frank F. Merriam visiting.

## CONTEXTS

### ECONOMIC DEVELOPMENT OF ESCONDIDO. 1884-1940

#### AGRICULTURE

Today Escondido is looked upon as a leader in the production of avocados, but during the period of significance - 1884-1940, citrus production was by far the most important economic activity in Escondido. The development of the railroad and creation of citrus associations aided the development of the citrus industry. Escondido, as most of Southern California, was part of the cooperative marketing movement for the California citrus industry. By 1894 Escondido developed a citrus union. Citrus growers worked through unions or associations and then cooperation among associations resulted in an exchange. The exchange acted as a broker for the unions or associations in selling the fruit all over this country and abroad.

In 1890 advertisements for Escondido called it "one of the finest ranches in the county, embracing 13,000 acres of choice farming land which have been sub-divided into small tracts of from one acre upwards." Escondido was called the center of a number of rich valleys and by then The Atchison, Topeka, and Santa Fe had arrived in Escondido. The arrival of the national railroad meant that Escondido was the main agricultural distribution center in North San Diego County.

Muscat grapes and deciduous fruits were also grown in Escondido. In a 1909 Chamber of Commerce report, Escondido's soil "is productive, producing all semi-tropical fruits grown in Southern California, hay, grain, oranges, lemons, raisens, wine,

grapes, honey . . . being its chief items of export." The earliest grape vines were north of Escondido and on Wolfskill Ranch. In 1885 a major freeze killed most of those vines and new ones were planted.

One of the earliest grape growers was W. E. Alexander, who in 1909 bought the 2,000 acre McCoy Ranch (Felicita Park area) and set out vineyards. In ten acre plots Homeland Acres sold quickly. In 1911 his company, The Valley Land and Planting Company bought the remaining 7,000 acres of The Escondido Land and Town Company and laid out thousands of citrus, apple, pear, and peach trees. Frances Ryan reports:

"In the Chamber of Commerce, W. E. was Booster-in-chief with a special chair. Optimist W. E. never lacked ideas, ambition and funds. He displayed exhibits at fairs. His winery bottled Muscatel wine; cold storage muscats brought fancy prices. He promoted a local cannery. He served on Grape Day and EMWCO boards. His give-away oranges proved Escondido's were as sweet as Florida's. Women revelled in his novel ad--fresh orange blossoms in a transparent mailing vial. For two cents postage eastern brides wore real orange blossoms at weddings and dreamed of honeymooning in the Sunkist Vale. With more autos on the road Escondidians complained, 'Too many pass by!' While others talked, W. E. acted. His 1913 SCENIC ROUTE signs directed the stranger leaving his name on Alexander Drive."

Wolfskill Ranch was still the site of the big vineyard owned by John Johnston and John C. Dickson was called the Escondido Raisin King because he was the first grower to dry the fruit. Escondido grapes were grown during the years of 1910-1930 and of course were the inspiration for Escondido's Grape Day which was celebrated with parades and festivals every September 9 from 1908-1950 years. The first Grape Day actually started in 1905 when jubilant Escondido citizens met at the Lime Street School site (later hallowed as Grape Day Park) to burn the bonds and

show their enthusiasm for freedom from debt at the Bear Valley Dam (now Lake Wohlford).

By 1915 Escondido had taken the sub-name of The Sunkist Vale and was famous for its citrus. Two Escondido packing houses washed, sorted, wrapped, and crated the citrus fruit for shipment to market. Top quality fruit was stamped Sunkist.

The 1920s and 1930s were peak years for citrus production. A agricultural prospectus "Escondido, California in 1926" reported that the lemon crop in Escondido outnumbered oranges three to one. Apparently the Eureka Lemon (named for the ranch) was the favorite lemon and the Navel orange outnumbered all others. The chamber advised prospective ranches that land sold for \$250.00 - \$400.00 an acre, that they needed at least ten acres for a grove, that the water rights would be \$112.50 per acre, and that the yearly profits per acre would be \$300.00. Citrus continued to be the prime crop until the 1960s when housing developments became more profitable than ranching. Two packing houses were built during the 1920s and 1930s. Only the Mutual Orange Association Packing House at 1155 West Mission, built in 1934, still stands, although there are other accessory buildings, such as the ice house at 755 Metcalf and the Grangette Agricultural Supply at 105-107 West Mission Avenue, in the industrial area.

Avocado growing started about 1912-1914 around the El Norte Parkway area. William Wilson Prior is thought to be the first avocado grower. Chamber of Commerce bulletins touted the avocado tree as less worry than the orange and lemon and that a fully mature tree will bring \$100.00 a year profit where ten dollars

per tree is considered good for oranges. Avocado growing peaked in the late 1950's and early 1960's. Some of the remaining avocado ranches include the Frey Ranch and the Henry Ranch. Avocados started to rival lemons and oranges because of the construction of the Calavo Plant which was built after World War II.

#### WATER

An adequate water supply is necessary for any residential area and particularly for agricultural areas. The 1926 Chamber of Commerce prospectus says that "the average rainfall is 15.789 inches" and talks about the long-range planning efforts in harnessing rainfall and water.

Escondido was one of the California leaders in the water supply development and formation of agriculture in Northern San Diego County. On December 7, 1889, the Escondido Irrigation District was formed, headed by A. W. Wohlford, to find a solution to Escondido's water crisis. In May 1905, the Mutual Water Company directors (A. W. Wohlford one of the six) met for the first time. While the problems of the Mutual Water Company were numerous and complex during the long tenure of A. W. Wohlford as president, many of his objectives were not accomplished until after his death. The first irrigation project was Lake Henshaw, but the one that the Mutual Water Company was most involved in was the Bear Valley Dam. From about 1894 until the 1920s the dam was constructed and improved. The dam was the subject of bitter fights in the community, but was finally completed. The dam provided the Escondido community with a good water and hydro-

electric power. In 1924 the Bear Valley Dam was renamed Lake Wohlford in honor of Alvin W. Wohlford's third of a century dedicated service to the community.

The eventual water development of the area changed the economics and geography of the areas. The development of Lake Hughes, Lake Henshaw, Dixon Lake, and Lake Wohlford harnessed runoff waters for agriculture and today's domestic water supply.

#### COMMERCE

Visitors arriving by train were introduced to Escondido via Grand Avenue. What had been a meandering cow path was upgraded to a 100 foot street and named Grand Avenue in the EL & T CO survey in 1886. With incorporation 1888 Grand Avenue was widened with board sidewalks and hitching posts.

The seven-man board of The Escondido Land and Town Company (EL & T CO) made long range plans for Escondido's downtown on Grand Avenue. The area grew because of the incoming railway depot on the west to the Escondido Hotel on the east. The Escondido Bank loaned money to commercial ventures and the EL & T CO office, Escondido Times, post office, general merchandise stores, meat market, drug store, bakery, barber, smithy, cobbler-harness maker, and laundry formed the nucleus of the original downtown.

Livery stables, hitching posts, and water troughs were prevalent during the horse and buggy era. Stores were designed on 25 foot lots in a commercial storefront design and telephone poles lined Grand Avenue. During the week the Avenue was a thriving commercial street but on Sundays citizens promenaded the boardwalk to music from the town bandstands located in vacant

boardwalk to music from the town bandstands located in vacant lots along the street.

Downtown witnessed band concerts, booster excursions, Grape Day parades, marching Dough Boys, bereavement ceremonies and the coming of the automobile. Recession slowed progress. Water bond payments brought jubilation. New buildings filled empty lots. Paving covered the dusty streets. The Escondido downtown walking tour relates:

"Downtown adjusted to changes in agriculture from grapes to citrus to avocados and changes in population, lifestyles and technology. These changes are reflected in the varying architectural styles along the street. Earthquake fears have shortened some buildings. Facade 'modernizations' and remodels have altered others. There remains a rich variety of business buildings representing the century-long service of downtown Escondido."



## RESIDENTIAL ARCHITECTURE IN ESCONDIDO, 1884-1940

### ARCHITECTURE

Southern California experienced the biggest land boom in its history during the late 1880s. Even though Escondido had been founded before this time, the rate war between the Santa Fe and the Southern Pacific, which caused the boom, had a profound influence on the future of Escondido. Many houses were built during this period. The Santa Fe Depot (now relocated in Grape Day Heritage Park) was also built to accomodate the growth of the railroad. The Escondido area, unlike many areas, prospered and grew during this period. The collapse of the boom in 1888 left Escondido fairly well established and incorporated as a town.

During the boom and for several years later, houses sprang up quickly. Many were Victorian cottages which had Queen Anne and Colonial Revival phases. These smaller Victorians were often decorated almost as elaborately as their larger sisters, but some were plain hip-roof boxes. There are many of these cottages left in Old Escondido. Some of the oldest examples of Escondido architecture: 208 E. Fifth Avenue (1887); 637 South Juniper (1888); and 1887 South Broadway (1887).

### STREET NAMES

The 1886 townsite streets, east to west, were names of trees in alphabetical listing. Originally, Escondido's Avenues, north to south, were state-named except one. The main street, the commercial street was called Grand Avenue. As Escondido grew, some streets were added and in 1930, to ease mail delivery, the state named avenues became numbered second, third, fourth, etc.

The downtown main street is still Grand Avenue and reminders of the state avenues are still evident in imprints on some of the curbs.

### ARCHITECTURAL STYLES

Escondido has a variety of architectural styles in its early structures. The period 1887-1913 provided Escondido with more variety in its residential architecture than any period in the city's history. There are several existing structures which exhibit the architecture of this period: Victorian, Classical Revival, Colonial Revival, Mission (Moorish) Revival, and Craftsman.

The Victorian idiom is well established in Escondido. Books and tours feature the Victorian "stars". The Victorians vary from the board and batten Cottage to the elaborate Queen Anne and in Escondido include Italian and Second Empire. Examples include: The Queen Anne Bandy Conley House, 638 South Juniper (1891); the Second Empire House, 103 W. Eighth Avenue (1893); the shingled Culp House (1890), 209 West Eighth Avenue.

In the Colonial Revival genre the front portico is absorbed into the rest of the house. Classical columns were often used and sometimes the porch has been made into a screened area. Examples include: The Churchill House, 140 West Third Avenue (1895).

American architecture, which came into its own in the early 20th century, is abundant in Escondido. The American Foursquare or Classic Box, Craftsman, and Prairie are styles well represented in Escondido.

The horizontal Craftsman style house expressed progressive ideas during the first part of this century. It was a large step away from the rigid proportion of classicism and the ostentatious Victorian theme and was designed to have a close relationship with the outdoors. Most Craftsman houses are Bungalows although not all Bungalows are Craftsman. Bungalows will be discussed in another section.

Craftsman architecture was part of the Arts and Crafts Movement which took place in this country and England from 1876 until about 1916. The movement was a response to a call for the return to simple, natural, and honest life styles and products. It addressed social, industrial, and political issues and included the fine arts, literature, bookbinding, printing, furniture and textile design, as well as architecture.

Gustav Stickley, often called the father of the American Arts and Crafts Movement, published Craftsman Homes in 1909. It contains patterns for different styles of Craftsman structures including: Mission, Stone Cottage, Battened Board Cottage, cement house, limestone stucco house, Craftsman city house designed to accomodate two families, two inexpensive but charming cottages for women who want their own home, etc. The book also contains patterns for building Mission furniture and ideas for interior design. The common Craftsman thread in the book is simplicity. The movement rejected the ostentatious ornamentation of the Victorian era for a simple "democratic" house for the common man. Examples include: The Stoft-Flintom House, 239 East Fourth Avenue (1918), the Wohlford Ting House, 209 East Fourth Avenue (1910, and The Charlotta Hotel.

The decade 1920-30 was another boom time in California. It was a time of economic growth for the county and for Escondido. Escondido almost doubled in population and gained about 1,632 in population during the decade. The additional residents undoubtedly contributed to the health of the commercial area, since many downtown businesses were built during this period.

During the first forty years of this century domestic buildings employed a number of historical revival styles. Though the same revival might be employed in 1910 and again in 1920 or 1930, each decade left a different imprint on the style. The 1900-20 revivals had Queen Anne or Craftsman detailing and the 1930s were nostalgic and accurate in their details. But at no time were there so many revivals as during the 1920s: Mediterranean (Spanish and Italian) Revival, and the Tudor English Cottage (which may be classified as Provincial). The 1920s were also boom times in Southern California, only this time oil (and perhaps citrus in Escondido) took the place of land and railroads. Theatres, shopping centers, and middle class homes were designed to conjure up romantic times and far away places. The longing for a foreign atmosphere was so great that entire tracts were sometimes developed in a Provincial or Mediterranean mode of the Provincial theme.

Red-tiled roofs of low pitch, arches, plastered exterior and interior walls, carved or cast ornamentation, arcades, balconies with railings of wrought iron or wood, window grilles, pergolas, and bracket capitals are some of the characteristics that might be parts of houses built during this era. Hispanic, or as they

were often called, Mediterranean designs, spanned all building types. Most of this architecture is derived from California's Spanish or Mexican heritage and includes: Spanish Colonial Revival, Monterey Revival, and Pueblo. For our purposes this period of architecture will be called Mediterranean. Examples include: Plymouth Hall, 290 South Maple Street (1925), 633 East Fourth, 619 East Fifth, and 649 East Fifth.

Escondido also has examples of other styles prevalent in California and other parts of the country in the 20s: the English Cottage, California Bungalow, and the Period Revival. The preponderance of Mediterranean structures perhaps illustrates that many residents had fully adjusted to California and its architecture. Some did complain about the white houses, however, and it took them a long time to leave "the brown period" of American architecture and accept white houses.

The 1920s developers advertised Escondido as a wonderful place to buy property because of the fine public improvements such as streets, curbs, and trees. Those far-sighted people had planned and planted Escondido's neighborhoods. Prevalent in the neighborhood are California Bungalows, similar to but usually smaller and more simple than their Craftsman forebearers. Having low pitched roofs, usually one story with one or two gables, the California Bungalow took on its own style with unique vents at the tip of the gable, and a variety of porch and window styles. Examples are: 148 East Fifth Avenue, 230 East Sixth Avenue, and 264 East Sixth Avenue.

Finally, there are California Ranch style homes that began to be popular just before and after World War II. Most of these

were built after the city adopted zoning regulations and are sited farther back on the lot than the Bungalow or Cottage. This gives the impression of more land as befits this all-American style. But there are remnants from earlier styles in these post World War II structures. The roof overhang is usually supported on two-by-fours to create a recessed front porch similar to early California houses. Window shutters often suggest Colonial architecture, diagonal brackets on the porch posts may suggest Victorian, and stickwork may suggest Craftsman.

The most important Escondido landmarks and contributors have been identified, in the historic survey, but the number of historic buildings in Escondido is diminishing as one by one they are destroyed by outright demolition, by neglect, or by alterations so drastic that the original look and feel of the building is lost.

#### ESCONDIDO'S HISTORIC NEIGHBORHOODS

Panorama pictures of Escondido taken during the latter part of the 19th century show a scattering of homes and a small business area. The 1890 census counted only 755 men, women, and children. Living conditions were very different from the conditions today. Water came from local wells and was pumped manually. Almost every house, according to Allen McGrew, had cows, chickens, a garden, and sometimes a small grove. One of the reasons there are scattered styles and different development eras represented in Escondido's original settlement area, is that early houses were scattered. People had almost mini-farms and were largely independent households until the early 20th century.

Aerial photographs and plot maps of early Escondido show eras of development. Many blocks were not completely filled until after World War II.

An aspect that does not receive enough attention in dealing with historic homes is the setting of historic resources and the importance of safeguarding the surroundings as well as the physical structure. Victorian and early 20th century historic houses in Escondido have in many instances become victimized by lot splits, zoning changes, variances or conversion to other housing. Although much concern has been given to saving the structure, not enough has been given to keeping the setting with the structure. Modern buildings crowded next door to a stately two-story 1890 house create a totally different impression from the home within its original neighborhood and with original plantings. While the mini-farm or grove cannot be reproduced, standard city lots will maintain the neighborhood integrity.

Escondido's early neighborhoods developed as the unique result of different eras', modern technology, changing lifestyles and philosophies, new architectural fashions, and innovations in urban planning. The forces and times that produced these neighborhoods are now gone. The Old Escondido Neighborhood exemplifies the kind of neighborhood where the merchant lived next to the plumber and the doctor lived next to the packing house foreman. That accounts for the variety in housing. Neighborhoods like these will never be built again.

Many people in Escondido live in neighborhoods built between 1890 and 1930. These neighborhoods are important because they continue to provide the housing, schools, public amenities and

commercial facilities that make neighborhoods good places to live.

The late 19th and early 20th century houses and development patterns are key elements of these neighborhoods. Because the original settlement neighborhoods are abundant throughout the United States and do not have theme architecture, many people overlook their unique qualities or consider them undeserving of special attention. Consequently, new construction and development, building alterations, land-use plans, and zoning frequently ignore the heritage of these neighborhoods. Homeowners, ignorant of the history of their house and the era in which it was built, often make inappropriate alterations. Some owners, for example, add Victorian gingerbread in order to make their house appear more historic.

These neighborhoods are indeed a valuable addition to Escondido's architectural heritage, deserving widespread recognition.



PROPERTY TYPE: RESIDENTIAL NEIGHBORHOODS

**Description**

The original residential settlement area was sited south of Grand Avenue in the late 1800s. Over the years, the commercial and institutional areas have grown so that the cohesive residential area is now between Fifth and Thirteenth Avenues. In the area between Second Avenue and Fifth Avenue there are historic structures, but they are no longer concentrated. However a large percentage (60%) are individually significant and most are in excellent condition. Some of these historic structures have been successfully converted for adaptive reuse.

A residential neighborhood adjacent to the downtown on the west is bisected from the downtown and other residential neighborhoods by a major expressway--Center City Parkway and a Commercial Street--Escondido Boulevard. This area is between Thirteenth Avenue and Second Avenue and on some streets in the neighborhood there is still a high concentration of historic structures (approximately 88) but many have been severely altered or are in disrepair. The rural quality of this neighborhood is still evident with the plant material and lack of modern improvements. There is also a National Register quality church (Seventh Day Adventist) in this area.

It is evident in the Escondido Boulevard commercial street corridor that it may once have been residential combined with agriculture and later commercial. Most of the historic, residential structures are bungalows, and some have been adapted to commercial use. Approximately 75% of the twenty-one historic structures are individually significant and are in good

condition. The area covers both sides of Escondido Boulevard and is situated between residential neighborhoods with historic structures.

The area between Thirteenth Avenue, Escondido Boulevard, Fifth Avenue, and Fig is now known as The Old Escondido Neighborhood. This is the largest residential area in the city with a high concentration of individually significant or contributing historic structures. For purposes of context, the area has been divided into three sections.

The most threatened part of the neighborhood is the area between Escondido Boulevard, Thirteenth Avenue, Fifth Avenue and Maple.

This part of the neighborhood has a high concentration of historic structures approximately 70% of which are categorized as individually significant or contributors and most are in fair to very good condition. Some of the neighborhood's oldest structures are in this area. Although the neighborhood does not contain a high proportion of individually significant structures, the quality and concentration of the contributing structures is significant because it is in context and is a demonstration of Escondido's past. This neighborhood also serves to maintain the design continuity from Escondido Boulevard (historic/commercial) to the rest of the Old Escondido Neighborhood. While many of the structures are well maintained, there are streets where neglect is evident. Most of the landscaping, both private and public, show signs of wear and deterioration. There is a large concentration of minority residents in this part of the

neighborhood.

The area from Maple to Chestnut, Thirteenth Avenue to Ninth Avenue is a second part of the Old Escondido Neighborhood. It contains twenty-eight historic structures, although they are not highly concentrated. About 70% of the structures are individually significant or contributors. While the historic structures in this part of the neighborhood are not highly concentrated, the urban design of the area is compatible with the rest of the neighborhood with parkways, street trees, and set backs. Many of the houses are pre or post World War II stucco boxes or ranch houses.

The largest concentration of historic structures and most cohesive part of Old Escondido Neighborhood is the third area between Fifth Avenue, Maple Avenue, and Fig. More than 90% of the structures are considered individually significant or contributors and are in good to excellent condition. There are some infill structures, newer than fifty years; some are ranch houses and are in scale with the neighborhood but some out of scale multiple dwellings have been built to conform to past upzoning regulations.

There are other non-agricultural related residential structures scattered throughout the community or segments of districts in the community. Most of these have been identified in the historic survey.

## Significance

### RELATIONSHIP TO CONTEXT: RESIDENTIAL DEVELOPMENT

There are good examples of late 19th and early 20th century architecture in this area. An outstanding area is the Seventh Avenue Juniper to Hickory area. There are Escondido sandstone walls on the left side. Outstanding houses include: 336 Seventh Avenue, 537 and 604 Juniper, 619-624 Juniper, and 637-864 Juniper.

On Juniper and Fifth Avenue the palm trees and Oak trees complement the architecture. There are some intrusions on Fifth Avenue--particularly close to Maple, however some of the remaining historic houses such as the bungalow at 439 and the Mediterranean/Prairie House at 455 are outstanding. The trees at Hickory and Fifth Avenue are an addition to the neighborhood, and the divided hill between Grape and Elm is an interesting array of 20th century architecture in a semi-rural environment. Spanish Colonial Revivals are on the south of the hill and Craftsman farm houses on the south of the hill. Outstanding views include the view of the house on the hill at Broadway and Eighth Avenue. The 500, 600, and 700 blocks of Juniper Avenue are excellent examples of a step back in time.

Trees and other vegetation give the proposed district cohesion. There tend to be stands of trees rather than consistent rows or pattern of street trees. Good examples include the trees on Grape, Seventh Avenue and Juniper Street, and the Pepper trees on Juniper Street.

Maple is one of the most significant streets in the neighborhood. There are Escondido sandstone retaining walls at

almost every corner between Seventh Avenue and Tenth Avenue and the corner houses on Maple provide anchors for the rest of the block.

Even though old Escondido, on paper, was planned on a grid, in reality the grid is turned into hills and valleys. This topography creates important views in the neighborhood such as Sixth Avenue where there is almost a mystery house at the end of the hill, Eighth Avenue, and Tenth Avenue are other examples. The hills and valleys distinguish Escondido's original settlement area from many other early California towns that were planned on a flat land grid.

This neighborhood is the original area where the original settlers and pioneers of Escondido lived. Every street has examples of architecture related to each era of Escondido's development.

For those who take the time to look, these neighborhoods provide a wide variety of visual links to the past by illustrating the transition from the Victorian to the modern world, reviving images of our European and midwest/eastern American heritage as examples of California architecture.

These neighborhoods are indeed a valuable addition to Escondido's architectural heritage, deserving recognition.

#### NATIONAL REGISTER REQUIREMENTS

To be eligible for the National Register, a house constructed between 1884 and 1940 should be a clear example of an architectural style. It should possess the essential elements of the style - including massing, roof shape, fenestration, and

detailing - as well as retaining most original materials. A slightly modernized front porch or an unobstrusive rear addition might be acceptable, for example, while new dormers probably would not be. Replacement of materials in kind is acceptable, as are minor alterations that do not impinge upon the historic character of the building. But widespread use of new materials, such as stucco or aluminum siding would render the building ineligible. The house should be in its original location and setting, although a building could be moved if its new location and setting were similar to the original.

PROPERTY TYPES: AGRICULTURAL COMPLEXES AND NEIGHBORHOODS

**Description**

In the early days of Escondido almost everything beyond Idaho, Chestnut, Fig, Thirteenth Avenue, and Spruce was either undeveloped or in agriculture. Today most of the undeveloped or agricultural land has shopping centers or houses. There is one agricultural area left. It includes the approximately 600 acres in the east valley area that includes the Eureka Ranch of 500 acres. In 1888, when the city was founded, the nucleus of the Eureka Ranch was known as the Thomas Show Ranch. Between 1906 and 1918, it was owned and operated by four owners, A. W. Wohlford, C. R. Crance, F. E. Boudinot, and Albert Beven. The ranch experimented in deciduous fruits and citrus growing. Under the four owners, the entire area was planted with oranges predominating. In 1918, the property was divided by the owners and became small ranches.

The "East Valley Area", recently annexed to the city, lies at the intersection of Bear Ridge canyon leading north into Valley Center. The western portion is a level alluvial terrace associated with Escondido Creek. The area is surrounded by granitic rock hills in a natural condition. Coastal Sage Scrub is located on the higher hills and includes native species such as monkey flower, buckwheat, coast sagebrush, laurel, sumac, and toyon. Located adjacent to water sources are live oak, sycamore, and willow.

Some of the lower hills have become homesites for ranches and have introduced eucalyptus, palms, citrus, and avocados. Prominent rock outcropping interrupt the natural and naturalized

landscape.

Past studies have shown that much of the east valley floor and flat area have been used extensively for agriculture:

"Evidence of historic farming use....is abundant....and grass cultigiens are thick. Some of the (flatter) area has also been distrubed by grading, draining control, and transportation use."

There are eighteen (18) identified historic properties or sites in the east valley area including sites of the Dixon "castle", Orange Glen Nursery, the Mayflower Oak, and some fine vernacular, agricultural related architecture. There is one structure - 3355 East Valley Parkway designed by Lilian Rice for B. C. Wohlford.

The vernacular architecture ranges from the remains of the Wohlford packing shed located next to 3320 East Valley Parkway on the Wohlford ranch site and many steel corrugated metal clad buildings such as those associated with the packing shed, and near the houses at 3353 and 3545 East Valley Parkway. There are also eleven houses, most of which are nestled against a granite foothill. Most of the historic houses appear to have been built from about the turn of the century to about 1930.



## Significance

### RELATIONSHIP TO CONTEXT: AGRICULTURAL NEIGHBORHOODS

The development pattern of the area set the pattern for the rest of the "hidden valley". This area was the birthplace of agriculture in Escondido and the place where the development pattern of the ranch house on a hill began. The 600 acres include the Eureka Ranch of 500 acres. In 1888, when the city was founded, the nucleus of the 500 acre citrus tree Eureka Ranch was known as the Thomas Show Ranch. Between 1906 and 1918, it was owned and operated by four owners, A. W. Wohlford, C. R. Crance, F. E. Boudinot and Albert "Al" Beven. The ranch experimented in Deciduous fruits and citrus growing. Under the four owners, the entire area was planted, oranges predominating. In 1918, the property was divided by the owners. Most of the agricultural area is still in tact and even though the improvements to Valley Parkway and Lake Wohlford Road have disturbed some terrain and accommodated more traffic, the ranches and ranch houses are evident. Some are obviously defined by a long driveway with palms and eucalyptus and some have mysterious looking entries or gates. Almost every ranch headquarters, even the contemporary ones, is elevated and surrounded by bedrock outcrops, citrus, or avocados.

PROPERTY TYPE: ESCONDIDO'S ECONOMIC DEVELOPMENT

**Agriculture Description**

There is a concentration of ranches and historic structures in the East Valley Parkway area that are examples of residential development and Economic Development. Citrus and avocado growing took place in an area surrounding a residential structure.

Examples of structures related directly to economic development include two barns at 3009 East Valley Parkway, a barn next to 2728 Wanek Road, and a packing shed at 3340 East Valley Parkway. Another characteristic of the economic uses of this land is that worker houses were part of the ranch complex. Examples include: 3353 East Valley Parkway and 3009 East Valley Parkway. There are also a few remaining avocado ranches, The Frey Ranch on Reed Road, and The Shute Ranch on Lehner Road.

There are also some scattered citrus related structures in the Mission Road industrial area.

**Commercial Description**

Over the years Grand Avenue has remained the "main street" of Escondido. Businesses have changed and shopping patterns have changed but the area is a good example of a downtown. Most of the buildings are modest but have maintained the storefront design. It is the collection of buildings and the scale that the buildings represent that makes the downtown unique. Examples include: 122 East Grand, built in 1909 that was The Commercial Hotel with Cassou's Pioneer Meat Market on the first floor; 326 East Grand, built in 1938 which is a good example of Art Deco style; 101 East Grand, built in 1905, which was originally The First National Bank; and 102 West Grand, Grand Avenue's oldest

structure built in 1886. This building once housed The Bank of Escondido and The Escondido Land and Town Company. Other examples include 114 West Grand, the original newspaper building and the second brick building in Escondido, and The Mercantile at Grand and Broadway. The downtown is still a living, vital organism showing distinctive eras of growth, architecture, and function. It is the collection of buildings and the scale that the buildings represent that makes the downtown unique.

### Significance

#### PROPERTY TYPE: RELATIONSHIP TO CONTEXT

It is difficult to talk about commercial development in Escondido without acknowledging that Escondido was and is a center for surrounding communities in North San Diego County. The downtown was and is a gathering place. Some of the other commercial development in Escondido included printing shops, lumber yards, bakeries, automobile dealerships, department stores, and furniture stores. Some of these businesses were on Grand Avenue or very close to Grand Avenue on the side streets. It is the collection of buildings and the scale that the buildings represent that makes the downtown unique.

In 1990 Escondido was chosen as a Main Street Community by The California Department of Commerce. Business people, citizens and city officials have been working together to renew the vitality that maintained this area as the traditional center of the community. The City selected a downtown site for the award-winning city hall and street and facade improvements are underway for the venerable Grand Avenue.

The original residential settlement area was sited south of Grand Avenue in the late 1800s. Over the years, the commercial and institutional areas have grown so that the cohesive residential area is now between Fifth and Thirteenth Avenues. In the area between Second Avenue and Fifth Avenue there are historic structures, but they are no longer concentrated. However a large percentage (60%) are individually significant and most are in excellent condition. Some of these historic structures have been successfully converted for adaptive reuse.

It is evident in the Escondido Boulevard commercial street corridor that it may once have been residential combined with agriculture and later commercial. Most of the historic, residential structures are bungalows, and some have been adapted to commercial use. Approximately 75% of the twenty-one historic structures are individually significant and are in good condition. The area covers both sides of Escondido Boulevard and is situated between residential neighborhoods with historic structures.

#### NATIONAL REGISTER REQUIREMENTS

The national Register eligible properties within this property type consist primarily of groupings of functionally related buildings and structures that have integrity of workmanship, materials, and location, and have played a clear role in the economic development of Escondido. Two such groupings have been identified to date - the downtown and the East Valley Parkway area. The key to eligibility on the most basic level will be the existence of at least the economically pivotal buildings. In the case of agricultural properties these would be

a basically unaltered barn and farmhouse. Individual properties would have the same standards as residential property.

## INSTITUTIONAL DEVELOPMENT IN ESCONDIDO, 1884-1940

### RELIGION

Early Escondido was a town greatly influenced by its churches. The founders of Escondido, The Escondido Land and Town Company offered any religious organization free land if they wished to become established in the valley.

The seven original churches in Escondido were: The Methodist Episcopal Church, The First Congregational Church, St. Mary's Catholic Church, The First Christian Church of Escondido, Trinity Episcopal Church (Christian Art Studio), Southern Methodist Church (now Seventh Day Adventist), and the First Baptist Church. The area also had a large Quaker community in the East Valley area but most of their meetings were held in homes or schools. Only two original buildings remain - The Christian Art Center, although drastically altered, was the original building for the Trinity Episcopal Church and the Southern Methodist Church (now Seven Day Adventist). Almost all of the congregations still exist, although some may have merged or moved to new quarters.

The First United Methodist Church was founded two years before Escondido was incorporated. It started in 1886 as the Methodist Episcopal Church and became the First Methodist Church in 1921. A church merger in 1968 resulted in the change of name to First United Methodist Church.

For many years the view in Escondido included the church and atop a hill, the church's seminary, founded by The University of Southern California. The seminary proved impractical but in 1894

became the home of Escondido High School. The church remained until 1921 when a new sanctuary was built at Fourth and Kalmia.

The second church founded in Escondido took place in November of 1886. The original one room Congregational church was on the northeast corner of Maple and Third Avenue, deeded to them by The Escondido Land and Town Company. From five charter members, the church grew to a sizeable congregation and in 1897 a steepled wood and brick structure was built. It stood out as one of the highest points in town for sixty years after which it was demolished.

In 1910, a parsonage was built at 239 South Maple and this house still stands. Plymouth Hall at 240 South Maple was built in 1926. This fine example of Spanish Colonial Revival architecture was designed by Louis Gill (nephew of Irving Gill) of San Diego. It now serves as the administrative offices of Escondido Union High School District. The congregation is now located in a new church at 1806 North Broadway.

Of the seven original buildings only the Seventh Day Adventist Church at Fourth and Orange remains with integrity at its original site.

PROPERTY TYPE: RELIGIOUS BUILDINGS

**Description**

The Seventh Day Adventist Church, built in 1887 by the South Methodists, on land given to them by the Escondido Land and Town Company, was on property was "far south of town."

Bricks donated by the Thomas Brothers were made locally by Chinese labor. Members spent weekends laying bricks, and other labor was paid at 75 cents a day. (\$1.00 if a horse was used). The tall wooden steeple was an inspiring sight with its milk glass moon window lit by a lantern at night.

The congregation struggled, finally uniting with the Methodists "downtown", to the benefit of both.

In 1900 the Adventists bought the vacant church including land from the Methodists for \$75.00. They felt it was a fair price as that had been their building costs.

As the Adventists met on their Sabbath, Saturday, the church was free on Sundays for other churchless Protestant groups to use. Presbyterian, Lutheran, Christian and Baptist met in the building over the years, making it a true community church.

Plymouth Hall, built in 1926 at 240 South Maple is a fine example of Spanish Colonial Revival architecture.

The second building for The First Baptist Church built in 1911, is now Inglesia Latina Emmanuel, a Mission Revival structure at Fifth Avenue and Kalmia.

**Significance**

PROPERTY TYPE: RELATIONSHIP TO CONTEXT

The original Seventh Day Adventist Gothic Revival chapel has seen few alterations and is a splendid and now rare example of an



early California church. An outstanding round colored stained glass window graces the tower above the double front door. A small brick addition to the back matches the original building and was added about 1930. The brick on the west wall is deteriorating. The smokestack chimneys were removed when heaters replaced wood stoves for warmth. The addition to the east in 1956 has not detracted from the building. The deteriorated wooden steeple was removed in 1969 and a wrought iron spire served for nine years. In 1978 this was finally replaced by a replica of the original wooden steeple.

As you look from the west side, the little chapel conveys a warm feeling of strength with its four narrow, arched, stained glass windows marching down the side.

The architect and builder are unknown. The design is a standard one for early California churches and there are few remaining in Southern California. It is the oldest continuously used Adventist Church in Southern California.

Plymouth Hall was designed by a member of the Gill family and is an excellent representation of 1920s architecture. Inglesia Latina Emmanuel is one of the few remaining examples of Mission Revival architecture in Escondido.

#### NATIONAL REGISTER REQUIREMENTS

To be eligible for the national Register, a religious building in Escondido area should have been constructed during the period of significance, should have been connected during that period with a well established congregation that held values common to the town, should have been the location of ceremonies

that upheld those values, and should have represented those valued to those who saw it. Because of the symbolic nature of the importance of the buildings, each should retain a high degree of integrity if it is to convey a sense of values from the period of significance. Location, setting, materials, design, workmanship, feeling, and association should remain essentially unaltered. Churches could have undergone minor changes, such as the replacement of front porticos or the additon of small rooms on the rear.

### SCHOOLS

The first schools in Escondido were one room county schools: Rincon, Oak Glen, and Oakdale. The first school building was Rock Springs school, near the site of the first county fair about a half mile north of what is now Mission Avenue. It was built in the early 1880's only a short time before the groundbreaking in 1886 for the University of Southern California Seminary on top of the Hickory Street hill south of Grand Avenue. The Lime Street School was built by the Escondido Land and Town Co. along the Escondido River in the area now known as Grape Day Park. In 1908 cracks were found in the wall- it was declared unsafe and for a few years schools was held in stores on Grand Avenue and in homes. Two large palm trees at Grape Day Park mark the site of the old school.

In 1910 a new brick school was built at Fifth Avenue and Broadway. It was called the Fifth Avenue School and used until after the 1933 Long Beach earthquake shook Escondido and the school was declared unsafe. In 1938 the people of Escondido voted a bond issue to build the present Central School on Fifth

Avenue.

In 1914 the Oak Glen School withdrew from the Escondido school district but twenty five years later the school districts reconciled. In 1941 a 10 acre site on North Broadway and Lincoln was purchased for Lincoln School.

Enrollment at the USC seminary was far less than expected and in eight years it became Escondido's first high school building. In 1928 the school was declared unsafe and in 1929 it burned. From 1933-36 new buildings were built. In 1955-56, bonds were passed for a new school to replace the seminary building and the depression buildings. The Field Act which passed after the 1933 earthquake was responsible for the destruction of hundreds of schools in California-all of the original ones in Escondido. The only early Escondido school that remains today is The Central School. It was built in 1938, after the passage of The Field Act, to replace Fifth Avenue School.

PROPERTY TYPE: INSTITUTIONS - SCHOOLS

**Description**

The only early Escondido School that remains today is The Central School. It was built in 1938, after the passage of The Field Act, to replace Fifth Avenue School.

**Significance**

PROPERTY TYPE: RELATIONSHIP TO CONTEXT

The Central Street School is very important to the Old Escondido Neighborhood because it has helped create cohesiveness in the area. It is a courtyard designed school - typical of southern California in the 1920s and 1930s.

## NATIONAL REGISTER REQUIREMENTS

To be eligible for the National Register, a school building should have been built during the period of significance, should have been the location of educational activities sanctioned by the State for several years or more, and should retain its architectural integrity. To meet the latter requirement, a school building should be in its original location and setting, should retain its original design and most of its fabric and design elements (siding should have been replaced in kind, for example, and if window materials are changed, fenestration patterns must remain), and should have additions only on the side and rear elevations.

## THE PRESS

The roots of the Escondido Times-Advocate stretch back to November 4, 1886, when Major Amasa Lindsay published a four-page weekly, the Escondido Times, Vol. I, No. I. Five years later, in 1891, a rival newspaper, The Advocate, was introduced by Alvin DeLos Dunn. He was succeeded by his older brother, Carlton, who had been general manager of the Ontario newspaper.

The Times-Advocate published its first Sunday morning edition on November 12, 1967, discontinuing the Saturday afternoon edition.

In March of 1977 the Times-Advocate was purchased by Tribune Company of Chicago, a multi-media communications company. Appleby retired in 1978 and was succeeded by John M. Armstrong, who had been a news executive with The Associated Press.

On February 23, 1983, The Times-Advocate added a Saturday morning edition, creating a publishing cycle that, for the first

time in its history, covered 365 days a year.

Although the Escondido Times began as an organ of the Escondido Land & Town Company to lure people to the new town of Escondido, the Times-Advocate in its recent history has established a reputation for independent news coverage of high quality.

In 1969 the Times-Advocate won the prestigious General Excellence Award of the National Newspaper Association, and on three occasions--in 1976, 1978 and 1985--it won the General Excellence Award in its circulation category in the Better Newspaper Contest sponsored by the California Newspaper Publishers Association. The Robert F. Kennedy Foundation honored the Times-Advocate in 1980 with a first prize in photojournalism for outstanding coverage of the problems of the disadvantaged.

The 1886 storefront commercial building in downtown Escondido at 114 West Grand is the original home of the Escondido Times.

For the next seventeen years the two small weeklies fought it out for subscriptions and advertising in a small town whose population for much of the time hovered between 1,000 and 1,500 residents.

In 1909 a merger of the two weeklies was effected, financed by a corporation headed by W. L. Ramey and Judge J. N. Turrentine, and the first issue of the Times-Advocate was published. Ramey later sold his interest to Turrentine. At the time of the merger, Times moved into the Advocate building at 213 East Grand Avenue.

In 1911 M. Z. Remsburg traded his Los Angeles area variety store for the Times-Advocate. A year later he installed North San Diego County's first Linotype machine, operated by a gasoline engine. But the Remsburg purchase was never consummated, and in 1912 Percy Evans and Ernest N. White bought the newspaper from Turrentine. Six weeks later they established the Daily Times-Advocate, published Monday through Saturday afternoons, and continued to publish the weekly Times-Advocate.

In 1914 Evans purchased White's interest, and for a third of a century Evans continued to publish both daily and weekly editions. In 1947 both publications were purchased by Fred W. Speers and Herbert McClintock, who was Evans' advertising manager and son-in-law. Speers and McClintock, operating as co-publishers, incorporated the firm as The Times-Advocate Inc. in 1958. The weekly Times-Advocate was discontinued in 1961.

A group headed by Jerene Appleby Harnish, for twenty-nine years publisher of the Ontario-Upland (Calif.) Daily Report, purchased McClintock's minority interest in the Times Advocate in 1963 and Speers' controlling interest in 1965.

Following Speers' retirement, Andrew Appleby, son of Mrs. Harnish, served briefly as publisher before resigning to pursue an academic career, and he was succeeded by his older brother, Carlton, who had been general manager of the Ontario newspaper.

## BIBLIOGRAPHY

### BOOKS

- Blumenson, John J.-G., Identifying American Architecture,  
W. W. Norton & Company, New York, 1977.
- DuBois, Constance, The religion of the Luiseno Indians.  
University of California Publications in American  
Archaeology and Ethnology 8:69-186, Berkeley, 1908.
- Gebhard, David and Robert Winter, Architecture in Los Angeles  
and Southern California, Pergrine Smith, Salt Lake City,  
1982.
- Kroeber, Alfred L., Handbook of the Indians of California  
(third edition). California Book Company, Berkeley, 1970.
- McGrew, Alan B., Hidden Valley Heritage, Escondido's First 100  
Years. Escondido: L & W Printery, Inc., 1988, pages 30-32,  
34-35, 39, 101.
- Marsh, Diann, and Jill Sterrett, Escondido's Historic  
Architecture, Escondido Historical Society, 1984.
- National Trust for Historic Preservation, America's  
Architectural Roots, Preservation Press, 1986.
- Ryan, Frances Beven, Early Days in Escondido.  
Escondido: Ryan, 1970.
- \_\_\_\_\_, Escondido As It Was, Escondido: Ryan, 1990.
- \_\_\_\_\_, Yesterdays in Escondido, Escondido: Ryan, 1973.
- Sparkman, Philip Stedman, The culture of the Luiseno Indians.  
University of California Publications in American  
Archaeology and Ethnology 20(16):292-358, Berkeley, 1929.
- Walker, Lester, American Shelter, Overlook Press, Woodstock,  
N.Y., 1981.

### ARTICLES, PAPERS, PUBLICATIONS

- Agriculture Service Board, "Escondido, California, An  
Agricultural Prospectus", Escondido Chamber of Commerce,  
1926.
- Carrico, Richard L., Jay Thesken and Keith Rhodes  
N.D. Archaeological excavations at Felicita County Park.  
Report in preparation for presentation to the County of  
San Diego Department of Parks and Recreation.

Escondido Historical Society, "Heritage Walk", 1989.

Escondido Historical Society, "Historic Escondido", 1989.

Escondido Chamber of Commerce, "Escondido, The Sunkist Vale".

League of Women Voters, "The City of Escondido".

RECON (Regional Environmental Consultants)

Wade, Sue A., and Willaim R. Manley,  
Archaeological and Historical Assessment of the  
Community Lutheran Church Property, Escondido, California  
May, 1990.

San Diego City and County Directory 1886-1887, text Bernardo  
Part III, page 47, Bynni & Co., Los Angeles, 1886.

San Diego City and County Directory 1886-1887, text Escondido  
Part III page 54, Bynni & Co., Los Angeles, 1886.

True D. L., Archaeological differentiation of Shoshoenan and  
Yuman speaking groups in southern California. Unpublished  
doctoral dissertation, University of California at Los  
Angeles, 1966.

Wade, Sue A., Dayle M. Cheever,, and Stephen R. Van Wormer  
An Archaeological Testing Program for Twelve Sites within  
the Woods Valley Project Area, Valley Center, California.  
RECON, 1989.

#### OTHER SOURCES

City Directories, City of Escondido, 1886-1940.

City of Escondido Draft General Plan, November, 1989

Escondido Historic Inventory, 1983, 1991.

Oak Hill Cemetery Records.

Plat Maps, 1912, 1915.

Photo Collection, Escondido Historical Society.

1990-1991 Interviews with: Lucy Berk  
Ben Beven  
Janean Young