

## Up Coming Events .....

### Ann D. L'Heureux Memorial Dog Park

Please celebrate with us on Thursday May 18th, at 11:30 when the City of Carlsbad honors our friend as they rededicate the Carlsbad Dog Park renaming it, the Ann D. L'Heureux Memorial Dog Park.

### Please Join us and "Meet Carlsbad Past and Present"

When: May 20, 2006. 10 am – 3pm  
Where: Magee Park, Heritage Hall and Barn  
258 Beech Ave, Carlsbad CA 92008

What: A cultural community event full of fun.  
Food, art, and silent auction.

Local artists will be displaying and selling their work in the park, at the same time the Historical Society is offering for the first time a silent auction of some of our personal collection. Tours will be available of the rose gardens, barn and house museum. Please join us!

### Membership Renewals

The Board of Directors wants to extend a huge thank you to everyone who has renewed their annual membership. Your dues help support our ongoing efforts to promote Carlsbad history. We look forward to seeing you at our coming events.

### Third Grade School Tours

It is that time of year again; more than 1000 Carlsbad Third Graders will be visiting the Historical Society museum and barn the last few weeks in May. We love having them visit, because their enthusiastic questions are always so much fun for the volunteer docents. If you would like to share in the fun we would be glad to have additional volunteers on hand to welcome them to our museum. Joyce Smith is organizing all volunteers; you can leave a message for her at our office 760-434- 9189. We look forward to hearing from you.



### A Dream of Green

The water that turned Carlsbad green also brought a flood tide of agricultural entrepreneurs, eager to share in the promised bounty of the newly fertile land. From the worn-out soil of Los Angeles and the colder climes of the Midwest came growers of avocados and flowers. Their lush groves and colorful fields soon spread east and south of town. Nearly all were innovators, looking for space and time to experiment with methods of producing new varieties of seeds, plants and produce. As with all farming, it was hard, dirty work, but the fruits of their labors were recognized in Carlsbad's emergence as the flower and avocado growing capital of the western world.

### Seekers from the South

Cultivation of Carlsbad's raw land began with growers and landowners, but it was a ready supply of Mexican immigrant farm labor that brought their deeds to fruition. No visas or documents were required for the northern exodus across the border that followed the 1916 revolution in Mexico. Although railroad jobs were easy to find, many immigrants remained with the Santa Fe only as long as it took for them to be moved north from one rail bed to another. Unwittingly delivered to new employment opportunities in the fast-greening landscape, the erstwhile railroad workers could simply walk away from the tracks to more stable jobs in the adjacent fields. Those who found their way to Carlsbad settled at the south end of town at the place they called Barrio Carlos.

From "Seekers of the Spring, A History of Carlsbad" by Marje Howard-Jones

## "Carlsbad, the Home of the Avocado"

*Extracted from "A History of Carlsbad", by John Harmon, Compiled by Friends of The Library*



In the early 1920's Carlsbad held the limelight briefly as a major avocado production center, at one time rivaling any county in the nation as a producer of avocados. By 1925, the industry began to wane here under a combination of uncontrollable factors.

But the whirlwind ascension of the industry from a few plantings before 1920 to its zenith several years later is an important piece of the dramatic story of Carlsbad. Thanks to the support and sponsorship of the South Coast Land Co., Carlsbad was able to launch an annual "Avocado Day" celebration in 1925 to help make the buyers and buying public avocado-conscious. These annual "Days" continued long beyond the dimming of the Carlsbad's star of leadership in the avocado fields. The "Avocado Days" celebrations, that drew as high as 10,000 folks, were ended only shortly before World War II.

Pioneers in the development of the avocado industry in Carlsbad were Sam Thompson and John Newberry. They first recognized the potential of the industry and with L.C. Alles, formed the Carlsbad Avocado Growers Club in early 1923.



They called into meeting all the growers in the Carlsbad district to establish a headquarters where problems pertinent to the industry could be

discussed and solved. The trio was elected as officers of the club with Newberry president, Thompson vice president and Alles secretary.

They began with an initial membership of 17 that later grew to 92. Dues were a dollar a year and meetings were semi-annual. A slogan was adopted, "Carlsbad, the Home of the Avocado" later replaced by "Carlsbad, the Natural Home of the Avocado."



Around 1927, the publication "The Broadway of the Pacific" estimated the annual income for the avocado industry in San Diego County was \$4,500,000. The same publication wrote the flourishing industry's epitaph: "This once proud avocado center must now relinquish its rule to some of the higher producing inland areas and find for itself new glory."

The publication announced that the peak of the planting came between 1935 and 1940; the peak of production in 1947-48.

A double halter was slapped on the industry by almost simultaneous dual adverse circumstances. First, water became short and available water was salty. Second, home-seekers surged into the area making it more profitable to sell home-sites than market avocados.

...As the avocado industry was raising its head in Carlsbad in the early 1920's, commercial flower and bulb rising began.



"Time was, before the importation of water into Southern California, that most farmers and many city people had cement-lined cisterns to catch rainwater from their roofs. The average size was from 8,000 to 10, 0000 gallons, and each had a tight cover to keep out bugs and larger creatures and hand-pump to get the water. Redwood and steel tanks were used, too, placed under the eaves with rain troughs to collect the water.

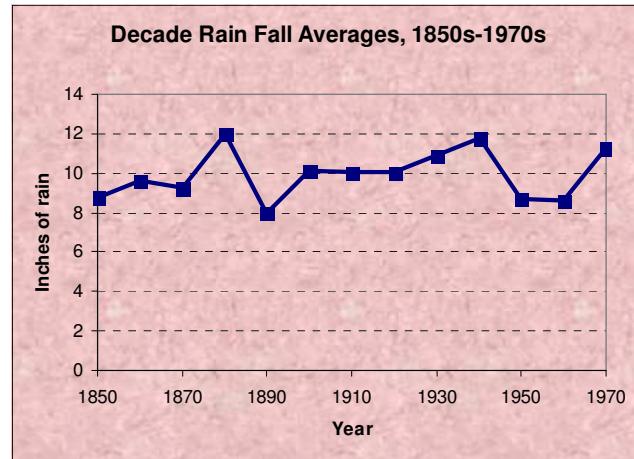
Many dry- land farmers in San Diego County lived on land where it was not possible to get water from a dug well (dug with pick and shovel) and cisterns were very important to them. In most cases it was necessary to haul water in a tank wagon or in barrels to water live stock and fill out the needs beyond what was collected in cisterns."

Alan O. Kelly



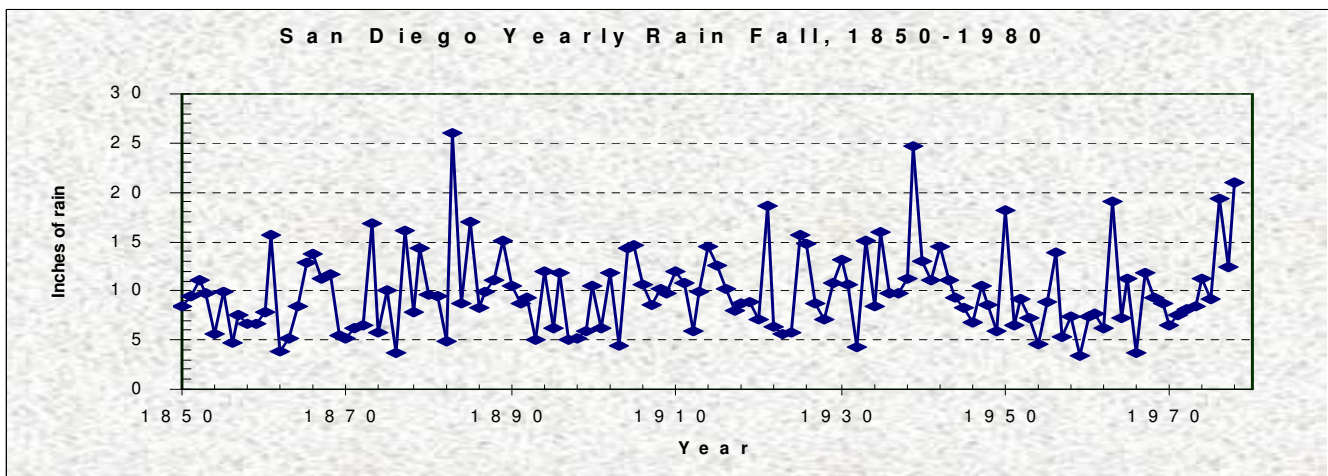
Carlsbad has seen extreme rain highs and lows

- \* 1869-1872 Severe draught
- \* 1883 All time record for rain at 26 inches
- \* 1884 John Frazier finds water at 240 feet of depth
- \* 1916 Severe floods – train tracks washed out
- \* 1940 Second highest rain fall at 25 inches



The 130 year rain record for San Diego County shown in 10 year averages above is not as dramatic as the complete record below.

This amount of rain can only support limited "dry" farming.



Source: Carlsbad Mutual Water Company Records

## Carlsbad Historical Society

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E-MAIL:  
[cbadhistory@yahoo.com](mailto:cbadhistory@yahoo.com)

Open Friday 12:00-4:00 and  
Saturday 1:00-5:00  
Private Tours with Tea are  
given on Tuesday and  
Thursday  
BY APPOINTMENT ONLY

[www.carlsbadhistoricalsociety.org](http://www.carlsbadhistoricalsociety.org)

## Carlsbad Historical Society Membership Application

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone Number (    ) \_\_\_\_\_

Email Address \_\_\_\_\_

Individual \$25 \_\_\_\_\_ Family \$35 \_\_\_\_\_

Student \$5 \_\_\_\_\_ Lifelong \$250 \_\_\_\_\_

Business \$35 \_\_\_\_\_

Yes I would like to volunteer, call me regarding \_\_\_\_\_ Membership  
\_\_\_\_\_ Display Committee \_\_\_\_\_ Docent \_\_\_\_\_ Tours  
\_\_\_\_\_ Fund Raising \_\_\_\_\_ Publicity

### CHS Board of Directors

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## Carlsbad Historical Society

Magee House and Museum  
258 Beech Street  
Carlsbad, CA 92008

