WILLIAM WEBSTER BORDEN

The community of Barham, which eventually merged into the new town of San Marcos, was the birthplace (1884) of the valley's first newspaper; appropriately named OUR PAPER.

The publisher of OUR PAPER, or as it was later to be known, PLAIN TRUTH; was William Webster Borden. He was born in Carol County, Missouri, in 1858. At the age of eleven he moved west with his family who settled on 640 acres of brush land near where Santa Ana is now located. Borden attended school there. In 1874 the family moved to San Diego County where his father built a two story concrete house up the canyon, on the north side of the valley, in back of the community of Ponto. When Borden reached the age of 21 he exerted his independence by building a small house further up the canyon where he lived alone for 2 years.

In 1881, at the age of 23, he married Minnie L. Kelly. Their first child, Charles G. Borden, was born in 1882. Later that same year the new family moved to Barham where, in 1884, he began publishing and printing a small weekly religious journal simply called OUR PAPER. Borden's assistant was William S. Kelly, the brother of his wife Minnie.

Borden's family grew as he settled down in Barham and became involved in the community. Charles Garfield was born on December 15, 1881. Then came: Carroll Elmer, Genevive Lillian (May 8, 1884), Bertha Ellen (June 1886), William Earle (March 11, 1888), Edwin Raymond, Forrest Vivian (September 15, 1895), Elizabeth Emily (September 24, 1898), Marian Hazel (March 2, 1901) and Lawrence Willis (November 12, 1903).

In addition to publishing the paper Borden managed the post office and taught school. He'd not found time to attend a teacher's Normal school for the two years of training required in early California days. However Borden did take, and passed, the "teachers test" which enabled him to instruct anywhere in the State. As the literate man of Barham, he was a town leader along with John H. Barham, who owned the general store and was seeking to attract settlers to create a flourishing community. There was Barham's general store, a school also used as a church, a blacksmith shop and about a dozen homes in the area. Barham was generally located in the area lying north west of the intersection of San Marcos Boulevard with Rancho Santa Fe Road.

An early copy (Volume 1, No. 2) of OUR PAPER, dated June 5, 1884, finds Borden writing about the growth of Barham: "Shabby-Town is on the boom", he reports. "Mr. John Schmaker of Los Angeles (a carpenter by trade) has put up a house, plowed land and planted some crop since the first of May. Also a Mr. Blevin of Upper Country (a stonecutter by trade) is putting up a building in the valley area known here as 'Corral Flat'."

"Mr. Mathew Hale from Ventura is also erecting quite a commodious dwelling immediately above the homestead of O.H. Borden. His dwelling will cost in the neighborhood of $350 or $400. Mssrs. Hale and Blevin are both bachelors so (this being Leap Year) the young ladies ought to make mash and capture these hearts that have so far held out against the fasination of the heart smashers.

"You say Shabby-Town is booming? Yes. But I am not done yet. The best part of the boom is not told yet.

"It is this. Born to the wife of H.W. Borden, May 8, a dishwasher, so you see it is a double boom. Send us a name. Unfortunate that it is a girl. Leap Year creates a demand for boys.

"Under the circumstances we are wholly unprepared with a name for one of the sex. Can someone else respond? The Editor."

Obviously Borden was a witty man with strong sense of the dramatic. Imagine, as you will, his describing new construction as "Shabby Town" then saving the birth of his second child for the last item of an editorial.

By July 5, 1884 Borden was able to report "A card from O.H. Borden, written from San Diego at the first of the week, states that he was detained in town by a broken axle, that he was very unwell since leaving home but he would not hesitate to start home as J.S. Borden was with him."

The Barham newspaper explained, later in July, that a sheepherder, Don Mariano Galdos, had passed through "town" with 700 sheep on his way to Smith's mountain pasture. "We had the pleasure of helping to dispose of one of his muttons, free. Long live Don Mariano," wrote Borden who was never slow to share his happiness with the world.

In the same July 24 issue it was reported that the blacksmith of Barham, one E.D. Boxly, had left town in search of better pay. "In less than two hours after his departure there was a call at the shop for $8.00 worth of work," Borden told his readers.

A month later, on August 23, 1884, Borden was advising his readers about taking proper precautions against fire. "It has been emphasized more emphatically than some of our readers care to experience again," Borden wrote; while reporting a fire at J.S. Borden's place a week earlier.

OUR PAPER also reported on a large fire along the coast railroad, west of Barham, the previous Sunday evening. It was supposed to have occurred when one of the San Diego excursionists, on his way to Oceanside, threw a cigar stump from the car window onto the dry grass. "Fortunately the flames were extinguished by Mssrs. R. Kelly and Thomas Hogue before any extensive damage was done. But every day increases the danger as vegetation become dryer and dryer," Borden's newspaper told its Barham readers.

A week later the August 30th issue of OUR PAPER, claimed it was devoted to the promotion of intelligence and virtue. The issue was identified as Volume 1 Number 14 with publication specified for every Saturday. Its "Editor and Chief" was still William W. Borden with his assistant, William S. Kelly. The dateline establishes that OUR PAPER was published in Barham, San Diego County, California and mail was to be sent to the same address.

OUR PAPER.

DEVOTED TO THE PROMOTION OF INTELLIGENCE AND VIRTUE.

VOL. I. **Barham, San Diego Co., Cal., Aug. 30, 1884.** NO. 14.

OUR MOTTOES:

GOODNESS IS GREATNESS;

IT PAYS TO DO RIGHT;

WE WILL WIN SUCCESS BY DESERVING IT.

OUR PAPER:

Issued every Saturday.

Wm. W. Borden, ——— Editor-in-Chief.
Wm. S. Kelly, — — — — Assistant.
Articles by Assistant Editor signed W. S. K.

Address communications etc. for this paper to ——"OUR PAPER;"

BARHAM, SAN DIEGO CO., CAL.,

Advertising and subscription rates last page.

—Cool nights and foggy mornings in August.

—Thunder and lightning, followed the departing forms of our Editor and Assistant Editor-in-Chief last Friday.

—Guy Barham, relative of J. F. Barham, of this place left for home in the City of the Angels (Los Angeles,) on the steamship Santa Rosa. He substantiates our claim as to our climate being healthier than that of our neighboring county. We were sorry to part with Guy, but will have to console ourselves with the promise of his speedy return again.

—J. H. Barham's thrasher commenced work at this place last Monday. Col. Randall Borden is chief in command, Dan Harbolt is sack puncher, and J. E. Squires has charge of the power. The grain is turning out very well, and from what we hear, will compare favorably with any locality in the county.

—We hear that Mr. Mathew Kelly of this neighborhood, has some disease among his cattle which has terminated fatally in several cases, we did not learn the nature of the diseas, but our informant supposed it to be Black-leg.

—On the night of the 25th, the down stage from Santa Ana, happened to a very serious accident near Las Flores; we did not find out the particulars, but we understand that the driver received injuries which teminated fatally two days after. Both horses were killed, and the stage completely smashed to pieces. There were two passengers but they jumped off and escaped injury.

—A party of fifteen or eighteen persons left San Luis Rey last Saturday, to attend the "Annual Meeting" of Christians at Norwalk Los Angeles Co., Our Editor and family and Assistant Editor were among the party. We are glad to see such an interest taken in the meeting, and we hope they will all have a good time.

—From all appearances there will be quite an interest taken in the Democratic Primary election to come off at this place to-day, we have talked will several of the electors of this precinct, and they are determined to send to the Convention men that will represent the wishes of their constituents.

—We have received a communication from Kus-T-Mur, which with all respect to the writer, we cannot conscientiously publish, as our salary is limated and we do not feel justified in employing a body-guard, and as he says Mr. B. Z. L. Bub is of an enterprising disposition and is cavorting around in this neighborhood, he might feel enterprising enough to cavort into our sanctum, and put a head on our office. We will leave it for our "Editor-in-Chief" to publish on his return, as he is some bigger than we are.

—We are in receipt of a communication from from W. M. McFadden, in answer to W. D. Frazee's article on the "Inspiration of the Bible." It will appear after next week, and we have no doubt but what it will be interesting to most of our readers.

—Shepard Andrews of this valley, is quite enthusiastic over his success on a small scale with the Evergreen-millet as a forage plant for hogs, horses and cattle. He intends to plant it more extensively the coming season; Mr. Samuel Hunting, has also experimented with it, and pronounces it a success. We hear others in this vicinity will plant it next season. We have noticed that stock running at large prefer it to any other feed, and, as it an evergreen should be more extensively planted throughout the county. Most of our farmers have what they term waste-land, that is, small patches of land that will not pay to head or mow over, which could be utalized and made profitable by sowing this very excellent plant.

—Our readers will please excuse all mistakes made by us in the article on the "Inspiration of the Bible," as our proof-reader is absent and our printer is not proficient in ancient history, and will not be "resonsible for mistakes."

—Are any of our readers bothered with the voracious coyote? If so let them try a little plan of ours, which we have found very successful as a means of getting rid of this pest. Take an egg and make a small hole in the small end of it, put in a good dose of strychnine and paste a piece of paper over the hole, by placing in a trail frequented by them they will be sure to find it, and the one finding it will not bother any more. it is also a good remedy for suck-egg dogs, and for either case should be tried by our readers.

Barham's growth continued. By September 6, 1884, OUR PAPER carried a story about Mr. J. Brearly, "lately from England, building quite a commodious dwelling in Barham at a cost of some $400". Mr. Thomas Rathan was mentioned as the architect and builder.

The Barham newspaper, in a note dated September 13, 1884, told its readers that J. Chauncey Hayes and James V. Hicks were operating the Inland Mail and Stage Company with daily stage service from Howe to Bernardo, and from Oceanside to Escondido. Stages were scheduled as passing through Fallbrook, Monserate, Escondido and San Marcos; and past the ancient mission of San Luis Rey de Francia. Inland Stage offices were in Oceanside and Howe, California. Passengers were promised that "Connections are made with all trains."

While in the past 92 years there may have been changes in wheeled transportation; the mail service remains as plagued as ever. In 1884 Borden was using Barham's OUR PAPER to needle the United States Post Office about the same circuitous routing of San Diego County mail that existed in 1976.

Here is what he wrote: "The following article, published some time ago in the San Diego Union, we heartily endorse and may have more to say of the matter hereafter. It so happens that we are situated where we know of where we speak. As in evidence of the demand for the facilities desired, we have repeatedly witnessed (and suffered) from the same inconvenience ourselves during the past winter.

"The arrival of large quantities of mail at this office, bound for every part of our country and other places, often finds there is no chance of reaching its destination unless carried by some private conveyance to the neighboring office at Apex. The cause of this trouble was the fact that all routes, the railroad included, were impassible owing to the winter floods. Except the routes running some miles to the east of us and the one from the north terminating in route 46,388 at this office," Borden wrote. (The office at Apex was located about one-quarter mile south of the intersection of Deer Springs Road and Highway 395.)

"Had these routes been connected by the proposed extension, little or no hinderance to the passage of the mails would have been experienced and much worry and perhaps loss would have been saved to our people. As it was, the (Missing link) made a broken chain and like a snake with its head severed from its body, the thing would not go except when accumulated mail compelled its removal by special conveyance as before intimated.

"Even now when tranquility and a measure of peace has taken the place of the winter storms; the readers of this paper at Apex, and points beyond, receive their paper, as all mail goes between these places, after it has made a difficult circuit via San Diego, a distance of 100 miles, when the actual distance between the places by the proposed extension is but 6 miles to Apex and a few miles additional to points outlying.

"It will not do to say that the demand for the extension will not justify establishing it. The Union truly says that no less than ten post offices will be directly benefited by it. And in case of floods, as the past winter proves, San Diego itself is largely dependent on the route desired," Borden's editorial concluded.

His reference was the San Diego Union's article of June 5, 1884, which follows:

"The post office department should extend route 46,388 from Barham to Apex, a distance of 6 miles and establish a permanent route from Oceanside via San Luis Rey to Capistrano, a distance of 37 miles. Our country, during the past year, has been settled by a large eastern and northern California population. The large ranches are being subdivided and the people demand and need better, closer, connected mail service. The carriage of the mail is a contract the government makes with the citizens. It engages to deliver a letter to the person addressed with celerity and security. It has assumed a monopoly of this and must therefore spare no means to secure the

full discharge of this important duty," the Union editorial writer asserted. (Nearly 100 years later, the mail follows the same route.)

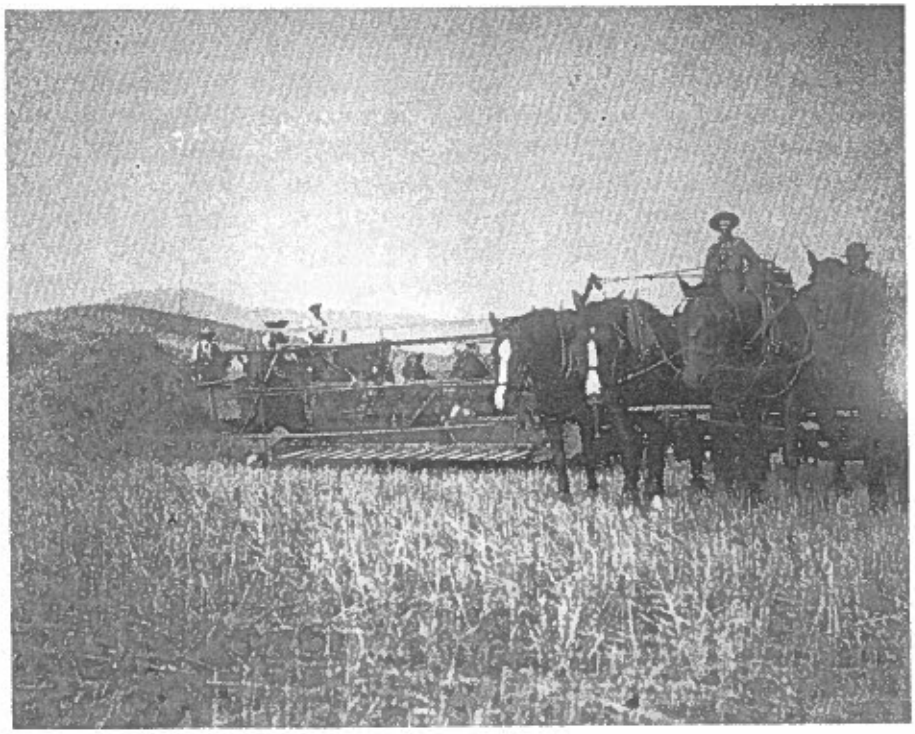
Though we may consider voter apathy a modern (1976) touch, in Bordon's August 23, 1884 issue he tells of a Republican primary election held in Barham the previous Tuesday. The report calls it a rather a slim affair: "There being no inspector at the polls and only one voter."

It is needless to say that the election must have passed off quietly. In his analysis of the situation Bordon wrote, "No doubt the general election will show a stronger interest among our Republican friends as the primary election is not regarded as of much importance. Our Democratic friends have their turn next and doubtless they will be better; as they have three delegates to elect, the Republicans have one."

Accidents happened in rural America and Borden's report, in OUR PAPER of September 13, 1884 (Vol. 2 No. 16), provides details of a stage coach disaster.

"We returned home," Borden reported, "visiting on the way the scene of the late stage disaster which occurred on the 'Forster Ranch'; only a few miles from where we were encamped on the same night of our trip up coast.

"To us the sight was indeed horrifying. Evidently the stage must have been drawn forward at considerable speed over the precipice, and not backed off as some reports have given it. The tracks of the stage led us to the spot where, 100 feet below, a shattered coach and two mangled horses told the tale of the sad misfortune. It is a mystery to us how any living being could be precipitated from such a height without instant death. Think of the driver living long enough, as this man did, to tell the tale of his own fate," OUR PAPER reported.



Horse-drawn reapers were common in the 1880-1890 period of San Marcos' agricultural beginning. Grain was the money crop of the area from which many of the early farmers and merchants created fortunes in land and cattle.

In the edition of September 17, 1884, O.H. Borden put his land on the market. He advertised: "For sale or rent. 400 Acres of land situated on Stage Road, 5-½ miles northeast of Encinitas on the head of Batiquitas Slough. A large portion is tillable. Title: U.S. Patented. Improvements consist of a commodious dwelling house and a large hay shed and considerable fencing. I also have a couple of second-hand four-horse wagons, a mower, gang plow and two mules to sell very low for cash. Apply to O.H. Borden, Valley Center, California".

The knowledgable will immediately recognize the land as lying either under or adjacent to the LaCosta Country Club development off El Camino Real.

By October 1884, it was noted that the owner of the Inland Stage, J. Chauncey Hayes, was also being identified as a notary public, deputy county clerk, real estate dealer, a general agency, in the land probate business and specially in government land leases. The listing explained that "He will be in Barham every Saturday." Mr. Hayes' office address was given as Oceanside.

Barham's OUR PAPER of October 11, 1884, reported; "Rancho Encinitas was lately turned over into the hands of new owners for the handsome sum of $66,000. The ranch contains, we believe, the old Spanish lengue of 4438 acres. Mostly hill land, by no means the best to be had in our country. The new owners represent the Olivenhain Colony, families of which will immediately come to the land and occupy. No doubt the proverbial thrift of the Dutch will work a transformation in their new home."

In the same issue, Editor Borden reported that a Barham resident, Mrs. Ida Peterson, "Had the misfortune to loose one of her horses lately and since then another has taken sick. Sorry for her," Borden wrote.

On another page a happier story is presented to the reader, wherein: "It is reported that Billy Cozens, is entertaining an 'Ida' favorable to matrimony. The 'Ida' is good, Billy, and we hope soon to have another 'Cozen' added to our already long list of relatives;" Editor Borden wrote in his witty style.

The election of November 8, 1884, came and went with OUR PAPER reporting balloting in the Barham precinct as "Democrats 20, Republicans 15."

The same issue carried an estray notice which read: "Strayed to the premises of Schmitt and Hutching, on the San Marcos Ranch, San Diego County, a small buck-skin colored horse mule.

By now; German families who had purchased the Encinitas Ranch, a month before, were heading for their Olivenhain home. Mr. Juan Ortega, who had been in San Diego, brought Borden the news that 40 families of the Olivenhain Colony were in San Diego and on the way to their future on the Encinitas Ranch and places adjoining. The nearest approach to Olivenhain, from Barham, was only about five miles. "We naturally look for more stirring times in these quarters," Borden wrote. "Now is the time to buy land, for when it is demonstrated (and it is bound to be done at no distant day it seems) that preserverance, energy and tact can make much of our land, that is now lying idle, it will become most valuable."

Advertising, the lifeblood of the newspaper business, was then becoming much a part of Borden's publication. In the issue of December 18, 1884, John H. Barham, "Dry goods merchant and dealer in general merchandise" was telling his customers that they will find his prices often below San Diego prices with all goods marked with a price in plain figures.

"I have on hand a full supply of bolts, oil and so forth for farming machinery. Give me a call at Barham, California;" John Barham's ad proclaimed.





This lovely home was built for Randall Borden, son of San Marcos first postmaster, school teacher, preacher and recorder of area history in his weekly OUR PAPER and THE PLAIN TRUTH. Vehicles in these pictures indicated the photographs were taken around 1930. The home, on Richland Road, is one of the lovliest in the area.

San Diego was also taking notice of North County settlement. A doctor, by the name of D.B. Hoffman, M.D., had resumed his practice of medicine and surgery from an office and residence at the corner of 8th and G Streets, in San Diego. His advertisement, in OUR PAPER, said the fee for a visit to the locality of Barham would be $20. When transportation was not furnished, the actual cost of same would be added to the above amount, Dr. Hoffman advised his potential patients.

Then there was local resident Charles Kelly who advertised, "I am prepared to do any ordinary land surveying at any time. I also have a number of cows and fat hogs for sale near Barham, California."

As Barham's postmaster, Borden remained keenly interested in the quality of mail service. In OUR PAPER of December 16, 1884, he wrote "Mail leaving Barham post office for Escondido (a distance of 6 or 8 miles) leaves this office by route 46.388 and goes as far as San Luis Rey where it arrives too late for the stage to San Diego and so lies over to the following day.

"Going on from there to San Diego, at a late hour, it must again lie overnight. If the next day does not happen to be one of the tri-weekly mail days of the San Diego



During an interim period, between loving owners, the Randall Borden home was offered for sale. The five-acre property, with buildings, was offered for sale for only $17,500. Shutters have been added, other wise the home closely resembled the "as built" 1890-1900 condition.

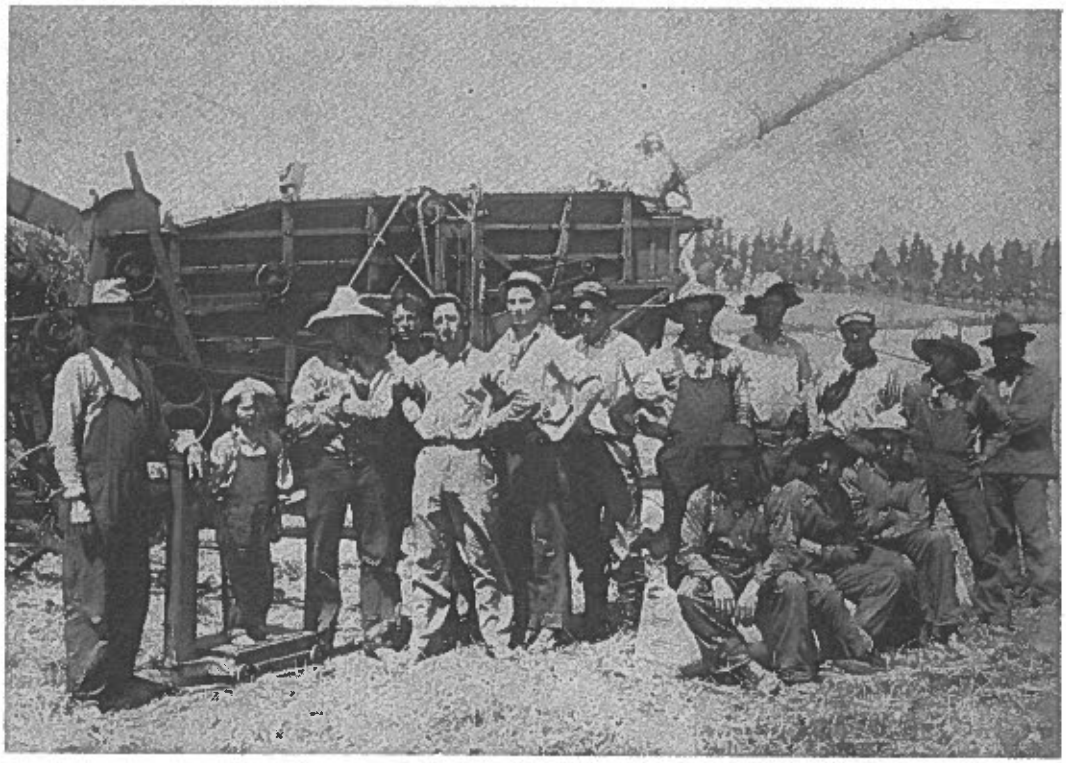
and Temecula mail route, the letter can spend another day or two 'In town'. After a delay of from three to five days the message reaches its destination having travelled (by team and wagon) almost completely around an elongated triangle 100 miles in circuit passing through from five to eight postmasters' hands to find itself, at last, six or eight miles from where it was first mailed.

"This involvement, in this thing, is only an example of several post offices, beside the two mentioned, who are no less interested in a better order of things," Borden concluded.

Nor was there perfection in the lives of all the settlers. By mid-1885, Borden was reporting the breakup of the German colony at Olivenhain. His issue of July 28, 1885 was advising its readers, "Almost every day or two we see some of the former members of the Olivenhain Colony (the Colony has dissolved its organization we understand and no longer exists as such) going past, toward the interior of the country; generally with their household goods and generally with their houses, also taken to pieces, hauled in parts.

"These people, we suppose", Borden continued, "are locating on the remaining scraps of government land lying a few miles further from the Coast and will obtain, at least, larger claims at cheaper rates than they could have had in the Colony."

It was during the same summer of 1885 that Borden wrote about a trip to Oceanside. As he told of the visit, "Business called us to Oceanside last Saturday and withal we had a pleasant visit. We found the town's still small, of course, but building up rapidly with neat and comfortable houses, nearly all of which have been built since we had last seen the place.



San Marcos threshing crew, of the 1890 period, included men and boys. The rig appears to be driven by a steam tractor off to the left.

"J.C. Hayes is building quite an elegant commodious two story residence south of town. Meyers is also just completing a handsome residence in town. Other houses are being erected but we did not find the names of the owners. The Russ lumber yard is not large but is supplied with a good variety of the needed kinds of building materials and being so near to San Diego by rail, anything found in the yards there can be furnished on short notice," Borden reported.

"Reece Brothers Store is kept by Oscar M. Reece, also Postmaster, and it seems to have a good trade. The people of the place are under great inconvenience, not to saying expense, owing to the lack of water; which is supplied by hauling some distance at 50¢ a barrel. Movement is now on foot to remedy this disadvantage by the formation of a water company; for water can be brought from the San Luis Rey River with only reasonable outlay, we suppose, for the water works.

"Another matter that pleased us to note is the fact that a lot has been promised on which the Christian Churches are to erect a house of worship. We were not able to call on all our friends in the short time of our stay. We hope they will overlook the failure under the circumstances," Editor Borden advised his readers and friends.

Barham was a busy place, situated as it was on the main road leading from the coast to Escondido. In September 1885 Borden wrote "We dare say that no thorofare in this part of the country has more travel on it than the road to Stewart's warehouse. It is no uncommon sight to see from three to six freight wagons, at a time, crossing this valley on their way to and from that place. All these are loaded with grain to be shipped off on the railroad."

Inflation hadn't been felt in Barham by November 19, 1885 when a newspaper advertisement proclaimed, "The undersigned has a nice lot of rooted fig cuttings which he offers a 5¢ a piece. There are three varieties." Signature on the ad was W.S. Kelly.

W.S. Kelly, at one time, assisted in publishing OUR PAPER. He was related to Borden's wife who was a Kelly. On March 30, 1886, Borden wrote "The Kelly brothers took a drove of hogs 'To Town' last week. A. Hutching sent a few in the same drove."

Borden's third child, Bertha Ellen, was born in Barham, on Plain Truth Hill west of the San Marcos Ranch, on June, 1886. In the proud father's newspaper, now titled PLAIN TRUTH, of June 18, 1886, headlines proclaimed "Bertha Was Born".

About this Borden wrote "Owing to the fact that for four days of the past week we have had everything hanging upon our own individual shoulders, including not only our editorial work but also the 'housework' to which was added the work of nursing the sick wife with an infant child: Our paper is not as well filled as it ought to be.

"It happened unavoidably that on the day the last paper was mailed, our nurse (wife's mother) was called away to help others more in need than ourselves and we were left in charge. In consequence we had to close our school for the week. But after all, the work has been a change for us, giving our worried nurse a rest. After a few more days we hope to have everything settled back to the normal conditions," Borden explained to his readers.

In PLAIN TRUTH of June 25, 1886, Borden reported that Dewey's steam thresher was soon to be brought into the San Marcos Valley to begin work. It was said to have a "road engine" for traveling by steam. "We shall be pleased to see it as we have a liking for such machinery," Borden editorialized.

He also reported that the Escondido "hack" was passing regularly through Barham and the valley on its way to and from Encinitas.

A few days later the weekly PLAIN TRUTH, of July 1, 1886, reported; "The Dewey steam thresher is puffing away at its work of demolishing grain stacks in this valley. As the engine came into the valley last Sunday, quite a number of our people turned out 'to see the thing' as it was an object of curiosity to many to see such a thing in motion, without horses, on the trackless plains. The crew have their outfit complete and the farmers express themselves with much pleasure that they will escape the usual worry of threshers or hands."

Borden's concern for better mail service never flagged. On July 1, 1886 he told readers that, according to a new contract, "The tri-weekly mail from San Luis Rey to Escondido, by way of this place, should commence on Friday next. Shall we have it?", he questioned.

There were other problems marring peace and progress in North County. In the middle of July 1886; it was reported that the sound of hammers on the Buena Vista Ranch, where land jumpers were building their houses, could be plainly heard in Barham, three or four miles away, on any still morning. "We have an exceptionally good position for catching sounds as well as seeing sights around us," Borden wrote.

That he loved the life around him Borden made clear in another report in PLAIN TRUTH, "Among the many trains now running on the California Southern Railroad, seven miles from this place, it is easy to distinguish the 'Cannon Ball train' by the difference in noise of its running. It sounds very much like distant thunder and can often be heard when the others cannot. (When he speaks of "this place" he is writing about Plain Truth hill at San Marcos Boulevard and Rancho Santa Fe Road. This would identify the California Southern as the railroad along the coast between San Diego and Los Angeles.)

The grandparents of San Marcos' resident Stanley Mahr were mentioned by Borden on September 21, 1886. He wrote about the Mahr family while reporting an accident: "Last Saturday evening, while August Hett was attempting to ride an unbroken horse to water, the animal started to run and thinking it would be safe to

jump off the gentlemen did so. But on striking the ground his left leg was broken just above the ankle joint, the ends of the broken bones being driven out through the flesh.

"He was carried by M. Mahr to his home, and a physician called from Escondido. The doctor, not wishing to undertake the setting of the injured limb without assistance, went to Valley Center and returned with Dr. Hastings. It was past midnight before their work was done but in the meantime the sufferer bore his pain patiently. We visited him last Tuesday and were told that he hoped the wound will heal in a reasonable time," PLAIN TRUTH reported.

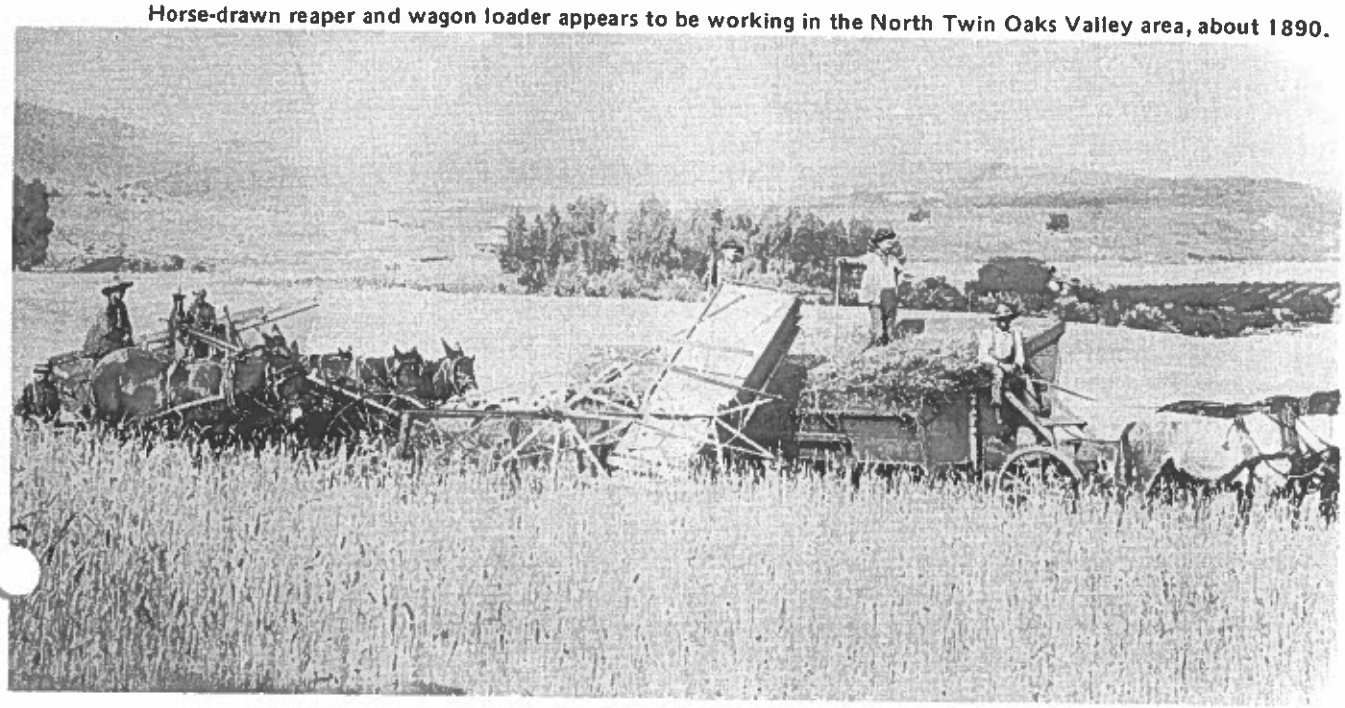
In this instance, the truth was not so plain for on September 23, 1886 Borden had to explain, "August Hett, the man whom we mentioned as having had his leg broken a few weeks ago, has since had to have the limb amputated. The Escondido Times says 'A petition is being circulated asking aid from the County for one Michael Mahr, for helping August Hett during his protracted illness incidental to the amputation of one of his limbs rendered necessary by injury. This is alright as far as it goes but, while about it, the move should also be made to recompense Dr. Ackerman, in a degree, for the services he rendered in the case of said Hett who has been under his care since the 16th of August and to whom Hett owes his life. There is no good reason why the County of San Diego should not pay Dr. Ackerman a reasonable fee for his services and for the medicines given to Mr. Hett'."

In the same September 23rd issue of PLAIN TRUTH, the first step leading to formation of the town of San Marcos was reported in the denial of a rumor. "Notwithstanding the fact that the San Marcos Ranch has been reported sold, the fact has been denied by the owner herself."

But the denial was not to stand. A short while later the Couts sold their rancho and San Marcos townsite was soon to be formed as a land promotion.

The first report in PLAIN TRUTH, of the planned community of San Marcos, appeared in the issue of March 9th of 1887. Borden wrote: "And with a motor (rail) road to Escondido; the San Marcos grant is to be divided up immediately and then will begin that era of development and improvement that we have long hoped for."

Horse-drawn reaper and wagon loader appears to be working in the North Twin Oaks Valley area, about 1890.



Later, in his March 29th issue, Borden was telling readers of farm crops "about Potrero and Campo" which were said to look well but in need of rain. Cattle were also said doing well though the country seemed, according to Borden, to be overstocked. "Miss Susie Stockes teaches the spring term at the Live Oak school and B.F. Young at the Campo School," was additional news in the same issue of PLAIN TRUTH.

There was a jubilant note in the September (1887) edition when Editor Borden reported "Now for the railroad: The good news is now made public that actual work was begun on the San Diego Central Railroad, between Oceanside and Escondido, last week.

"This will remove all doubts that may have existed as to sincerity of the promise made by the railroad company to build this road to Escondido by the first of January. Our people will appreciate the difference between the past condition of things and that which they now may hope to see," he wrote.

"Seven miles of up hill road, and most of it heavy with sand, now lies between us and everything received by way of the nearest railroad at present. It is worst still for those living further from the coast. The change cannot come to soon.

"The San Marcos Land Co. have secured arrangements for a depot in their townsite. It is in easy reach of every part of the valley and much of the country around it. Daily trains will bring us daily mail, besides furnishing to our people a more convenient means of travel and conveyance to and from other parts of the country. Bid the railroad welcome," Borden exhorted his readers.

By now the pioneer town of Barham was failing its purpose. A sibling new development, Glen Barham, was underway in the area by October of 1887, when PLAIN TRUTH told its part of the story. "Glen Barham is the name of a proposed new town now being layed out near the old Barham store, which is about two miles southwest of the new San Marcos townsite, according to the Escondido Times.

"Hold on there," Borden continued, "We can't let it go out that it is two miles between towns in our valley.

"We happen to own 86 acres of land extending half a mile from north to south. It is just three quarters mile east of the center of this tract to the northwest corner of the Barham townsite, while the north end of the same land is only 500 yards from the townsite of San Marcos. The centers of the towns will be further apart, of course, but the boundaries are not separated a quarter of a mile in places," Borden explained.

Making it more attractive for potential investors to railroad from San Diego to Encinitas, then travel to the land development; the Glenn Barham Town Co. started a stage between their new town and the Encinitas railroad station on November 1, of 1887.

The stage was not to last long. It took only two months before grading and track crews reached San Marcos; after their start, in Oceanside, in September. In PLAIN TRUTH, under the dateline of "Barham, San Diego County, November 16, 1887" Editor Borden wrote "A force of graders, on the Escondido Branch of the California Central Railroad, is now camped just over the hill north of the valley. A blast was touched off one evening this week, at the entrance of the valley, as sort of a salute to tell of the near approach of the railroad. The work is rapidly pushed and will soon be completed."

(It's worth noting that Borden's September report of the branch line referred to the railroad as the San Diego Central. In October he was identifying it the California Central. Today (1976) it's simply known as the Santa Fe.)

Nevertheless, track crews were working with diligence. In December Borden reported "A small 'city' of railroad tents had been set up just east of San Marcos one day this week and work at that point is going right along."

Only a few weeks later the California Central had its cars in Escondido. The date: December 29, 1887. The railroad had promised to be serving Escondido by January 1, 1888.

By February 1, 1888 the construction train had ceased to put in an appearance on the railroad as track crews finished their clean up work. The dining (work crew) cars were taken away and regular trains began running between the coast and Escondido. The first problem didn't arrive until the last week of May, 1888.

"A railroad strike came and went, giving San Marcos residents a slight idea of such experiences. However, as it lasted but a few days, we will forgive them if they promise not to do it any more," Borden wrote in PLAIN TRUTH.

Fire was a continuing problem to everyone, most of all to those living near the railroad. "Vegetation is getting dry enough to burn now and engines set fire all along the track from Oceanside to San Marcos a few days ago. The same thing may occur later in the season and then look out," Borden warned his readers in the issue of May 16, 1888.

By June of 1888, service on the railroad was up to four trains a day. There were two each way which made it nearly as convenient for San Marcos pioneers as it was for San Marcos bus riders in 1970.

Use of the railroad brought "civilization" and competitive prices to the new town of San Marcos, located near what is now Grand Avenue and Rancho Santa Fe Road. It was in PLAIN TRUTH, still published in the fading town of Barham, two miles to the south (Rancho Santa Fe and San Marcos Boulevard), that on July 1, 1888 the San Marcos Store, operated by the Ortego Brothers, advertised as follows.

> "Stop where you are. See what you can get for $1.00." Listed, at the one price, were the following items. Two pounds best green Japan tea. 4½ Packages Arbuckles coffee. 14 Pounds best raisins. One gallon best molasses. 14 Yards best standard prints. One good wollen shirt. One pair jean pants. One pair good shoes. 12 Pairs gents cotton socks. 14 Cakes washing soap. 6 Good towels.

The ad then advised potential customers that "All other goods equally low at the San Marcos Store".

San Marcos Depot, about 1910 shows Locomotive No. 6 with two falt cars and two passenger coaches. Farm wagons, ready for assembly, are on the laoding dock with far mmachinery parked on the ground in front of the station. The dirt road is now Mission at Pico.



Barham began, at last, to begin receiving mail regularly, by train, on August 1, 1888. The stagecoach mail service had been discontinued the previous Monday, between San Marcos and Encinitas.

The pace of life in the little valleys of St. Marks was picking up. When editor Borden made a trip it was news worth reporting. His tale, in PLAIN TRUTH of October 16, 1888, spoke of Escondido.

"A week ago last Saturday, we took a train to Escondido and spent the day transacting such business as required our attention and for others taking a little time to look around. We found some improvments under way and altogether considerable evidence that the town was 'alive and well'.

"One thing that impressed us as a peculiar sight in a new town like that: We saw churches everwhere we went but not one saloon or gambling den. The large college building is the most prominent object in town but we did not find it open yet so did not visit it. We found the Times editors busy at work and stayed to see them get up steam and start their press. We called on Brother J. H. Riddle and found him pleasantly situated in a neatly furnished house where he has good land and the best water we have found in any well in the state. Altogether we seldom experience so much unalloyed pleasure as that visit gave us," Borden reported.

Closer to home all was not well with Barham. Even the speculative land development, Glen Barham, failed to get off the ground. The new town of San Marcos, close to the railroad but without a station, was attracting the strongest investors and now settlers. Lots 25x150-feet were selling for as much as $300 each. Never one to ignore handwriting on the wall, Editor Borden changed the mailing address of PLAIN TRUTH from Barham to San Marcos in December of 1888. San Marcos had a post office. That at Barham had been closed by postmaster Borden for lack of business.

San Marcos stepped forward again, on February 5, 1889, when a petition was approved by the County Superintendent of Schools. A large slice of Buena (Vista) territory was joined to the old Barham school district which, by that time, had become the San Marcos School District. The former San Marcos district was, at the same time, renamed the Twin Oaks District. For a while, much later, Twin Oaks was a part of the Escondido school system.

PLAIN TRUTH, of April 22, 1889, chronicles establishment of the 'first' San Marcos school. As Borden reported it "The Barham school trustees and managers of the San Marcos Land Company have at last come to an agreement concerning the location to which the (Barham) schoolhouse will be moved. The Company gave it a place in Block 47 which faces on C Street, a few blocks south of where it crosses Grand Avenue in the center of town.

"The people near the old site would, of course, find it more convenient to have it remain where it is but the greater number will be better accommodated by having it moved and the new site will give general satisfaction"

A few weeks later Borden explained to his readers that the old Barham school building had been moved and was now the 'first' schoolhouse of San Marcos. "The schoolhouse is now settled in its new location. A water pipe is layed to the grounds, a fence is being put up around the yard and the building is being fitted up in better order than it was before. This work is all being done at the expense of the San Marcos Land and Town Company who know the value of convenient school facilities," Borden reported in PLAIN TRUTH.

What we today refer to as the Richland School was mentioned in PLAIN TRUTH of July 1, 1889. "The Richman schoolhouse is being built", Borden reported. But note his spelling. It is possible the school is now misnamed; or did he hear it wrong?

Crime news was seldom in PLAIN TRUTH but in the issue of September 16, 1889, readers learned "The Indian desperado, Sylvester Morales, bids fair to equal Vasquez of past years. After stealing several horses, robbing a number of people and committing other crimes in the country, his last trick was to steal a girl at San Dieguito (one of his own kind) then retire to the mountains."

In the issue of a month later, October 16, 1889, Morales, the halfbreed desperado, was reported at last captured and behind bars. Keener Wilson of Oceanside, assisted by Juan Castillo, were said to be the officers who found and captured Morales at Alamitos Bay in Los Angeles County. "A large crowd turned out to see what such a monster would look like. He pleads guilty to the charges brought against him," Borden said.

Home industry was not wanting in San Marcos. A January 10, 1890 advertisement in the San Marcos paper read "Any lady wishing a toboggan cap crocheted, will please call on or write the undersigned at San Marcos stating what color she would like. I will furnish the yarn and make the cap for $1.25". But alas, someone erred. There was neither name nor address in the ad.

Another story in PLAIN TRUTH of the same date tells us that Mr. Carver and Mr. Kauffman, in attempting to cross the mouth of the San Marcos Creek ("On the coast seven miles west of this place"), had their wagon capsized and one of the horses drowned.

Inspection of the issue of June 16, 1890, finds PLAIN TRUTH still published in San Marcos. The issue of that date is listed as Volume 5, Number 11. The publisher was W.W. Borden, Editor and Chief, with Mrs. M.L. Borden as assistant. The mailing address: THE PLAIN TRUTH, San Marcos, San Diego County, California. Publication had dropped from weekly to semi-monthly at 50¢ a year for a subscription.

Long forgotten in the United States is a rural alternative to paying taxes. Borden tells about it in PLAIN TRUTH of July 1, 1890. "The editor spent a few days lately working out his own, and others, road tax. The latter work, especially, is more profitable than editing; if it would only last," he wrote.

By now advertising was helping to support Borden's newspaper. In the August 1, 1890 issue of PLAIN TRUTH there was an ad for the "Shaving Bazaar" in Oceanside on Second Street. Hair cutting was 25¢ and shaving 15¢. The proprietor was named as one B.R. Taylor.

PLAIN TRUTH, Volume 5, Number 14 is dated August 1, 1890, and continues publication from San Marcos. In this issue J. Chauncey Hayes, of South Oceanside, who has been mentioned before as a real estate agent was, among other things, offering 600 acres at $30 per acre. Tracts could be bought in areas to suit at $25 to $50 an acre. He offered 80 acres near Vista for $500. 320 Acres near Buena (Vista), two miles to the railroad, schoolhouse and post office, were priced at $6 per acre. 160 Acres, three miles from Fallbrook, "oak, timber and spring water" were $7 per acre. And 'Depot Grounds', Lot 12, Block 294 in San Diego, were offered for only $1000 to the lucky buyer.

In PLAIN TRUTH'S issue of August 16, 1890, Marron's thresher was said to be finished threshing Mr. Blethen's grain on the mesa east of Dr. Vailes. "He has 800 or 1000 sacks," Borden reported.

The Hope School, which was located off Questhaven Road, was in the news. His newspaper, on December 13, 1890, reported: "School children in the Hope District, John Borden, Willie Borden, Lula and Lee and Lybie Borden, Mollie and Florence Martin, Anna and Claude and Bennie Porter and Albert and Cala Vale, with W.W. Borden teacher." Here was the teacher instructing his own children then telling about it in his local newspaper.

Not to be outdone in delightful self-interest, the single men of San Marcos took their future in hand. In PLAIN TRUTH, of January 1890, Borden wrote "The old bachelors of San Marcos took pity on themselves one day recently and got up a social for an evening following. They met at the hotel parlor and all went pleasantly except, we understand, that someone discovered there were not enough old bachelors to go around among the old maids who happened to drop in."

Nowhere in Borden's notes do we find reference to any results of the men's efforts.

With the railroad then the best form of transportation, it was not uncommon for accidents to occur on the heavily traveled lines. In PLAIN TRUTH of January 10, 1891 Borden wrote "A wreck occurred on the California Central's coast road to Los Angeles, near San Juan (Capistrano) on December 31. The train ran into a landslide. The engine turned over catching the engineer under it killing him instantly. His name was Leroy King and his home was San Bernardino."

A month or so later, another Borden was involved in a minor mishap on a railroad trip between Escondido and Temecula. As editor Borden's newspaper of March 1, 1891 reported it: "E.W. Borden of Vailetta went to Temecula last week to attend a meeting of the Farmers Alliance. On the way up one of the cars jumped the track but did no damage except to the road bed, but he reports that there were some excited people just the same."

The first reference to a San Marcos railroad depot was published in PLAIN TRUTH of January 10, 1891. This would be the first location of the depot, at Los Posas and Mission Road, about a mile from early San Marcos; then located near what is now Grand Avenue and Rancho Santa Fe Road.

In this issue, of January 10, Borden wrote "Just after the last issue of this paper was mailed, a special train called; with leading railroad men, their wives and others, drew up at the San Marcos station. Leaving the train at this place the majority of the party were taken by teams, which were awaiting them, through the best parts of our valley and on to Escondido where the train had preceeded them and by which they returned to San Diego well pleased, of course, with what they had seen," PLAIN TRUTH reported.

Equally important to readers of Borden's newspaper were day-to-day happenings in the San Marcos area. Such as when on January 16, 1891, Borden wrote "Just after we went to press with last issue, Chester Gann of Julian passed this way with 105 head of cattle to be pastured on the Kelly Ranch."

In the same issue he also reported, "Mr. Plumb is fencing his tract of land we notice. A good thing for both himself and neighbors. He is single, we understand, and just the kind of plumb the girls should pick, no doubt."

A short time later readers of the March 1, 1891, issue were told, "Our Barham friends were out eight days before reaching Anaheim on their way up coast. Their friends here think their enjoyment of camping out in the rain was not as great as it might have been." (Imagine, if you will eight days of travel, by horse and wagon, to reach Anaheim from San Marcos. Ed.)

Necessity is said to be the mother of invention and in PLAIN TRUTH of May 1, 1891, Borden tells about his uncle, J.S. Borden, who built a patent table with a revolving center on which dishes of food were placed leaving the guest plate, and so forth, on another and stationery part. Instead of the inconvenience of passing dishes to and fro, they were brought gently and swiftly around by the diner or by any other who preferred to wait on the rustic "Lazy Susan."

"Ours is one of the highest price size," Borden wrote, "and we do not regret the $15 paid, since it will last a life-time and is the sum of all conveniences for the 12 persons who can dine at it from one time."

February 12, 1892, reporting put nearby Merle in the news. Over 50 inhabitants within a half mile of the community felt cruelly wronged because of the possible loss of their post office unless they were to support it by subscription. The office had been losing money for over three years, "The residents have found a man who will contract to run the office for two years, at $2.00 per month, and (keep) what he can make cancelling stamps according to law," Borden reported. "They have obtained 36 names on one petition to re-establish it, and 38 on a duplicate petition, and sent them both to Washington. This is mentioned to warn all Fourth Class post offices: If they do not obtain enough income cancelling stamps, to pay them $10 or $15 per month, they should petition Congress at once to make a law," he added to his news story.

From the August 16, 1892 issue of Editor Borden's newspaper we learn that "W.B. Couts has a large hole in his roof made by fire. But for a handy tank and hose he might have lost all as scarcely anyone knew of the fire at the time."

And: "The Abell steam thresher has been busy at work for the past ten days in this end of the valley and the Marron horse power thresher is still in the vicinity over north," Borden told his readers.

Tragedy struck a friend on December 3, of 1892, when he reported "Frank Freeman of San Luis Rey took cold after cooling off too suddenly by riding home without a coat after getting too warm from his days' work and died the next day. This is the most dangerous thing, as we have both seen and experienced, though many have not yet found it out."

A more far reaching tragedy faced the new town at the same time, as we learned from PLAIN TRUTH of December 3, 1892. San Marcos was without a mercantile store. As Borden wrote, "When Mr. Tuck undertook merchandising there, over a year ago, we suggested that the firm would have to change to 'Nip and Tuck' if they wish to succeed. Now it seems that the people will have to take their nip without tuck. Well, we are sorry if the place cannot, or will not, support at least one house of the kind, but if there is no help for it; we will just have to do without, we suppose," Borden philosophized.

As may be recalled, Mr. Tuck was earlier a shoemaker in Richland. Apparently he took over the San Marcos store from the Ortega Brothers who started it. Because alcoholic beverages could not then be sold in San Marcos, Tuck failed in business. He lacked profitability of the "nip" that Borden told him would be needed.

That history repeats itself appeared in late 1960 when North County developer James Downing presented his "Downing Plan" intended to split San Diego County into a Northern and Southern section; with the City of San Diego making up most of the latter. This was not really a new idea. Back in March 15, of 1893, area residents were talking of splitting San Diego County. Here's what Borden wrote in 1893. "Now that Riverside line has taken a large slice of San Diego County into its new county, and San Diego County will have a smaller population without a reduction of taxes, the question of dividing off San Luis Rey County, next, comes up more forcibly than before.

"This paper has taken but little part in the agitation," Borden continued, "because it was not certain that division was desirable. But we are inclining a little more to the opinion that, if properly managed, the thing would be for the best interest of our people. It all depends on whether the new county will be small enough to put 'Class' down so low, as to reduce running expenses sufficiently, as to whether our people will be satisfied to not put on too much airs afterward.

"We don't exactly like helping San Diego City keep house, considering the way it is likely to be done from the way it has been done, but if other districts in the County are willing to stay with the City, and let us go, we should be inclined to try it," Borden's editorial concluded.

Loss of the San Marcos store, and a slowing of area development found Borden's newspaper also having its problems. PLAIN TRUTH of March 15,1893 was described as an "irregular edition" published by W.W. Borden and wife. It was Volume 8, with the printed Number 3 overlayed by pencil identifying the issue as Number 4.

THE PLAIN TRUTH.

VOLUME 8. NUMBER 4
Irregular Edition.

BY W. W. BORDEN AND WIFE.
Until further notice, address us at
MERLE, San Diego Co., Calif.
MARCH 15, 1893.

"The Christian Standard."

Solomon thought it a big task to write a book. But, in these days, a large, well-edited newspaper may contain as much every week as would have made quite a large "book" when brushes or quill pens and parchment scrolls were the fashion. Still, in spite of the great advantages in reach of the editor and publisher, it cannot be a light task to bring out a newspaper that, thru fifty-two issues annually, will maintain its place in the lead of the hundreds of journals that bid for popular favor. The good reading that such a paper furnishes is truly astonishing, and cannot be appreciated by those who skim thru its pages without reading a line in a hundred.

Such a paper is the "Christian Standard," of Cincinnati, Ohio, made famous years ago by the lamented Isaac Errett, a king among American journalists. Here is a copy; look over its 20 pages of almost solid print—five columns to the page—and note its contents:

Here are two pages filled by an interesting "Foreign Letter," cuts of missionary workers, etc.

Another page gives as much reliable news from "Around the World" as you get for more money in many papers that have little else in them.

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established by indubitable scientific proofs. Minot J. Savage in the Arena comes to about the same conclusion. We believe circumstances will force the examination of this question, but don't think we're all going to rush to one conclusion.

These are noted men and leading magazines, but others as noted still doubt. We must each do our own thinking.

We are pleased to call the attention of our readers to Rev. Irl R. Hicks' valuable monthly family and scientific paper "Word and Works," which is now in its fourth year. Besides the noted monthly forecasts of Rev. Irl R. Hicks, the paper contains much useful and interesting literary matter, a complete explanation of Rev. Hicks' storm theory a Household Department, a Scientific Department for general science, a religious article or sermon in each number by Rev. Irl R. Hicks, himself, a Query Department for answers to all sorts of questions, and many other good things. All this for the very low price of $1 per annum. Send for sample copy and see it for yourself. Sample copies five cents in stamps or coin. Address Word and Works Pub. Co. 1136 N. 3d St., St. Louis, Mo.

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Have you heard of the "Poway Valley Nursery?" Here are some of the reasons why you should patronize them:—Their trees are home grown, and home grown trees are best, because already tested in the climate in which they are to remain, are furnished in better condition than those from a distance, and are not liable to introduce injurious insects prevailing in other localities.

They guarantee well grown, clean and healthy stock, careful handling, thorough packing, and speedy delivery.

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Services after the order of the Episcopal Church of America are held at the hall every Sunday at 10:30 A. M. when not announced previously for another hour. All are cordially invited.

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But the worst was yet to come. Shortly afterward the Borden home on "Plain Truth Hill" (at Rancho Santa Fe Road and San Marcos Boulevard) in Barham (San Marcos), burned down and in mid-1893 the family moved to Carlsbad. He continued to publish his paper on a homemade printing press. The earlier Barham-San Marcos papers were weeklies, the Carlsbad paper was a monthly. It continued to cover San Marcos and represents a delightful glimpse of a gentleman's view of rural life.

Borden was rather ingenious and on arrival in Carlsbad built a wooden windmill, It was somewhat like a waterwheel, about 12 feet in diameter, with blades 12 feet long. It had a wall built in front of it, so wind off the ocean pushed only on the bottom blades. Inside a "little house" the axle turned a grinder to produce corn meal or operate a homemade washing machine. Outside it threshed wheat with a belt drive.

Borden, though happy in Carlsbad, continued to keep his eye on Barham and San Marcos. He reported, in early 1900, that J.C. Hayes and a relative or son, Fred Hayes, one a real estate specialist and the other managing a cooperative store, were advertising "Stock pastured at $1.00 per head per month. Bull for service at $2.00."

He also reported that Mrs. Alfred Schutte was teaching the school at Twin Oaks. And explained that, in Carlsbad, "A large number of foot and brake-beam tourists have passed through town of late but owing to the activity of our local constable, our citizens have not much been pestered by them."

The business of keeping a newspaper profitable occupied Borden in 1901. He wrote to his subscribers, "When you send or pay a subscription for this paper, or when others have done so for you, watch for a blue mark here in the next issue of the paper. If you do not find it your name may not be on the editor's books and you should contact us immediately."

A year later, on February 26, 1902, the barter system was working. Borden wrote "The editor has accepted surplus 'odds and ends' of payment and so forth as part pay, where he has been employed during the past months, which has been the inducement that has led to the cottage, where his paper is printed, coming out in new colors, in parts.

A gracious way of thanking PLAIN TRUTH readers trading paint for news and giving Carlsbad a rainbow-hued newspaper office.

Shortly afterward, in early 1902, Borden was mixing editorial and advertising material. "Eggs taken in exchange for goods at the Oceanside Bazar." The next paragraph reads: "A.J. Culver and wife and Mrs. Stanfield are visiting in San Diego." The next: "You will find a new line of the latest style of spring goods at the Oceanside Bazar." Finally he reports that one Frank Shirley is employed by a Los Angeles electric power house at Azusa.

William Webster Borden continued publishing his newspaper in Carlsbad. From it come clippings revealing his delightful human and shrewd observations of the ever-changing world. Though they do not specifically relate to San Marcos; we include them.

On July 27, 1903 he reported "Air ships are being brought to a point of success slowly, it may seem, yet faster than we think. Since one ship has made one successful trip, against odds that prevented others heretofore, the rest will come in course of time."

Later in 1903 he also wrote "The editor rides a wheel nowadays, when he doesn't fall off. This is a warning to his friends to keep out of the way when they see him coming."

Borden wrote, in his February 20, 1904 issue, "Horses and automobiles will have to get used to one another in this vicinity now that Clint Culver has an up-to-date one cylinder Cadillac, price $900.00 (Culver was the Constable, the Deputy Sheriff and apparently the son of a real estate operator. The 'vicinity' Borden refers to is Carlsbad).

In August 1904 Borden's Carlsbad newspaper reported "The following wedding card has just been received. Many friends extend best wishes. "Mr. and Mrs. L.N. Bailey announce the marriage of their daughter, Ethel, to Mr. John L. Kelly on Wednesday, August 24, 1904 at Banner, California. At home, after September 15, at San Marcos, California."

In the next issue, August 26, 1904, matters equally important were newsworthy. "Emilio Wilson had the misfortune to have a cow fall through the cover of the cistern on the Hess place a few days ago. Though rescued before drowning, an accident in drawing her out caused such injuries that it was necessary to butcher her. The trouble was that Ralph Patterson had trouble to get the team to pull her out. When he got them started they brought her out so fast they pulled her to the top of the derrick, breaking the rope and letting her fall again, before Ralph could get the team stopped," Borden's story reported.

Ownership and circulation of the Carlsbad paper were explained in each issue as: "Published monthly by W.W. Borden at Carlsbad. Subscription price 25¢ a year. Advertising rates: This paper has a circulation of 250 or more copies each number. A few good clean ads will be accepted at the rate of 5¢ an inch for each issue. Ads long standing about half price. When convenient, trade will be taken in payment Payment due after each number is mailed. Entered as Second Class matter, August 4, 1903 at the Post Office at Carlsbad, California, under the Act of Congress of March 3, 1879."

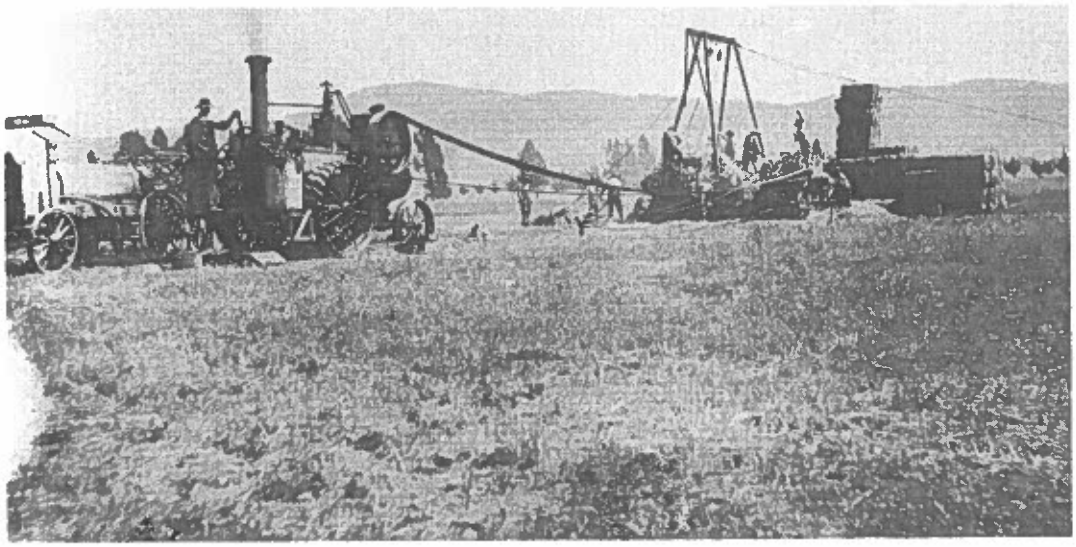
In speaking of boom activities in the Oceanside-Carlsbad area; on July 26, 1905 Borden wrote: "The prices paid have generally been in the neighborhood of $100 per acre or over and several of the first sold included everything they had owned. What does it all mean? Well, wait until we catch our breath before we attempt to answer. The purchasers only seem to be in on the secret. Some imagine it is a Huntington Electric Railway, some talk of a water scheme, others to guess this or that," he speculated.

San Marcos was in the news now and then. On June 28, 1905, the Carlsbad paper reported: "A.B. Huchting, of San Marcos, is gathering in the golden grain with his combine harvester not far from here. He reports that crops in his neighborhood will be about as good as two years ago, though in many places they are generally lighter. He also mentions some good offers for hay and grain that do not indicate that the prices will go low as was expected by many."

Inflation was a problem in Borden's time as comparison between the 1888 prices of the Ortega Brothers, in San Marcos, with those advertised by a member of the Borden family will show. Charles G. Borden, had a "Cash Store" in Oceanside in February 1908. He described himself as a "Satisfaction House" where money goes farthest. Among prices listed by him were "All ballbriggen underwear, heavy ribbed and wool mixed, 45¢; work shirts 45¢; flannel shirts $1.25 and corduroy pants $2.50." Blankets were listed at 75¢, 95¢, $1.25 and $3.50, while men's shoes ranged from $3.50 to $5.50.

Grain, as a money crop, was losing its importance in North County by July of 1908. Borden reported that Marron's large steam thresher made short work of the rather small grain crop "In this vicinity this season and is now working toward Vista."

Steam tractor, driving a hay baler is located approximately at Grand Avenue and Via Vera Cruz. Tractor engineer has throttle about one-third open. Men on ground are using a mule, and drag line, to bring cut hay to the baler. The original was a picture postcard of San Marcos.



In his issue of October 30, 1908 Borden reported "The Bryon family now have a telephone." But progress was not everywhere and by March 31, 1909 the Post Office in Carlsbad was closed for want of a Postmaster. Borden explained that residents couldn't find anybody to take care of the office so all mail had to be distributed to Carlsbad via Oceanside. Borden's newspaper, now called THE SPIRIT OF LOVE, was addressed through the Oceanside post office.

Some idea of property values of the period may be gained from a story in Borden's issue of October, 1909; from Carlsbad. "There is a desirable body of land, ordinary smooth coast land, that is advertised for Trustee's Sale on November 8, to meet the claim of W.H. Nichols against G.W. Wood and an A.A. Vail. The land lies on the coast at La Costa, about four miles south of this place (Carlsbad).

"As the claim is for only $359.37, and the land comprises some hundreds of acres, it is probable that only a small part of it will be sold. Most of the property was orginally entered under the Timber Culture Act by the editor of this paper and his two older brothers. If you want a chance; be at the Court House in San Diego on November 8 or send your representative," Borden advised his readers.

In his issue dated February, 1913, Borden wrote "We learned by telescope that a two-story house has just been built on or near 'Plain Truth Hill.' (In 1976 the house was in use.) The place was once occupied by our residence and printing office, when we lived just west of San Marcos Valley and published the paper twenty years ago, which gave its name locally to the hill on which the buildings stood but later, when sold to John Davies, were destroyed by fire."

A year later our Editor was feeling the pace of the machine age. On January 30, of 1914, Borden wrote from Carlsbad "Six air-ship passes in ten days, in January. Pretty soon we won't get out of bed to see one."

A year later one of our nation's air pioneers briefly entered Borden's life. He tells about it in the issue of February 28, 1914, when he wrote the following. "Forrest Borden had the pleasure of guarding (Glenn) Martin's noted air ship several days while the engine was being overhauled at Oceanside recently. Next thing to taking a fly.

"P.S.: Glenn Martin with two passengers were flying one and half miles over the ocean when the bearings burnt out so he shut if off and glided and landed in a field one half mile north of Oceanside. He had his own mechanic come down and take the motor out and pour new bearings at the Mission Garage in Oceanside.

"I am not sure but think that this was the plane he built in a church in Santa Ana. I was in town and heard him asking where he could get a watchman to stay with the plane and I told him I had a wagon to take home, then I would bring my blankets. I watched it day and night for six days for $18.00. The first big money I ever earned," Borden acknowledged.

In January of 1916 Borden wrote in his Carlsbad newspaper, "The January rains, considering their terrible affects in wreckage of property and loss of lives in the floods, must go down in history as the worst on record in this part of the State. Even the unprecedented rains of 1884, when my records made in San Marcos showed over 36 inches of rainfall, mostly during February and the Spring months, did less damage than was inflicted by this year's storms."

Further inroads of civilization surfaced in April of 1917. Borden reported that the residences of Carlsbad were to be electric lighted. "Wires are being put in to supply the fluid. It comes handy to be on an electric line," he wrote.

Six months later his readers were told; "The sound of tractors plowing for winter crops are heard on all sides and with the mingled sputter of automobiles and air ships, conditions are getting a bit noisy for a country location," the November 30, 1917, issue of Borden's newspaper lamented. And it is this final clipping that ends a fascinating glimpse into the life, of a pioneer gentlemen: William Webster Borden.