

## William E. Alexander: TIMELINE

- 1856** William E. Alexander born in in **Gallia county, Ohio, July 15, 1856.**  
*San Diego County, California: A Record of Settlement, Organization, Progress and Achievement* (Chicago: S. J. Clark Publishing Company, 1913), vol. 2, 8-10.
- 1863** [Alexander] attended private school in **Tishomingo county, Mississippi**, to which place the family removed in 1863....”  
*San Diego County, California: A Record of Settlement, Organization, Progress and Achievement* (Chicago: S.J. Clark Publishing Company, 1913), vol. 2, 8-10.
- 1880** “In St. Louis, in **February, 1880**, Mr. Alexander was united in marriage to **Miss Emma J. Boyd...**”  
*San Diego County, California: A Record of Settlement, Organization, Progress and Achievement* (Chicago: S.J. Clark Publishing Company, 1913), vol. 2, 8-10.
- 1882** W.E. Alexander, *History of Winneshiek and Allamakee Counties, Iowa*. Sioux City, Iowa: Western Publishing Co., 1882. 738 pp.  
<https://search.worldcat.org/title/3554288>
- 1880-83** “After their marriage at the home of Mrs. Alexander’s aunt in **St. Louis, they made their home there for several years....**”  
Anaheim Gazette, March 20, 1941, p. 7.
- 1883** W.E. Alexander, *History of Chicasaw and Howard Counties*. Sioux City, Iowa: Western Publishing Co., 1883.  
<https://search.worldcat.org/title/1402840621>
- 1891** W.E. Alexander, Map of Denver and Vicinity. Denver, Colo: The Denver Lithographic Co., 1891. Map.  
<https://search.worldcat.org/title/889182789>
- 1903** [HOTEL REGISTER, Santa Fe] Claire...**W.E. Alexander, San Francisco...**”  
Santa Fe *New Mexican*, **April 11, 1903**, p. 4.  
“**W.E. Alexander, representing a Schilling tea house of San Francisco** came in to visit the trade this afternoon.”  
Las Vegas *Daily Optic*, **Aug. 11, 1903**, p. 5.
- 1904** “**W.E. Alexander, the representative of the Wardenberg Mercantile company of Trinidad**, went north this afternoon.”  
Las Vegas *Daily Optic*, **July 12, 1904**, p. 5.

“**W.E. Alexander, late of Trinidad**, has arrived in the city to succeed R.E. Kelly, the courteous day clerk at the **Castaneda**, who is to be transferred, If the new man proves as popular as the old one, he will be alright.”

Las Vegas *Daily Optic*, **Sept. 7, 1904**, p. 5

“**W.E. Alexander**, the **Trinidad [Colorado]** commission man, is after Las Vegas business.”

Las Vegas *Daily Optic*, **Dec. 29, 1904**, p. 7.

- 1905** “...In **1905** [Alexander] sold out there [**Pocatello, Idaho**] and came to **California**, more particularly on account of his wife’s health. Making his headquarters in **San Francisco** he **traveled for three years over the state** looking for what he considered a desirable location....”

*San Diego County, California: A Record of Settlement, Organization, Progress and Achievement* (Chicago: S.J. Clark Publishing Company, **1913**), vol. 2, 8-10.

[HOTEL REGISTER, Las Vegas] “Guests at the Castaneda are...**W.E. Alexander of Trinidad, Colo.....**”

Las Vegas *Daily Optic*, **Oct. 26, 1905**, p. 5.

- 1906** W.E. Alexander account of the **1906** San Francisco earthquake and fire : Berkeley, Calif. : TD, [ca. 1906?] Manuscript Cecil H. Green Library, Stanford.

<https://search.worldcat.org/title/122569463>

“**Narrow Escape on Casitas Pass...**The most thrilling event of the big Los Angeles—Pismo Beach endurance run was a head-on collision on one of the steepest grades of the Casitas pass between Dr. E.R. Hilliker’s Elmore and a large Premio automobile, owned by parties unknown. The catastrophe which badly damaged both machines, occurred early in the afternoon ... the collision forced both machines half-way over the steep embankment where they hung securely locked to each other, each machine keeping the other from a plunge into the canyon below...**W.E. Alexander arrived on the scene an hour afterward and with his Pierce Great Arrow automobile pulled the two machines back on the road again....**”

*Ventura Weekly Post and Democrat*, **June 15, 1906**, p. 1.

“**W.E. Alexander** was registered at the **Potter** yesterday. He is on his way south in his **Pierce Arrow**, returning from **Del Monte**, where he went a few weeks ago with A.C. Balch and family of Los Angeles. They went as far north as San Francisco, and back to Del Monte, where Mr. Balch decided to continue his trip by rail.”

*Santa Barbara Morning Press*, **July 20, 1906**, p. 5.

- 1907** “**Mr. W.E. Alexander** has returned to **Raton** [New Mexico] from his business visit in the east. **Mrs. Alexander will remain in Iowa** and visit for some time, at Forest City and Cedar Rapids.”

Las Vegas *Daily Optic*, **Feb. 2, 1907**, p. 7.

1908 “Mr. Alexander came to Escondido about the year 1908....”  
Escondido *Weekly Times-Advocate*, **May 21, 1943**, p. 10.

1909 “**Came on Sad Mission. W.E. Alexander** of Ratan, New Mexico, was in the city last evening en route to Massilon [Ohio] with the remains of his mother, formerly of that place, widow of J.M. Alexander, an Iowa pioneer and veteran publisher of several county histories.” [Very confusing, his father, John B. [?] Alexander may have been an Iowa pioneer, but it W.E. was the publisher?]  
Cedar Rapids *Gazette*, **July 30, 1909**, p. 2.

1910 “**Cranston Park About Complete. W.E. Alexander, Owner**, Has Grounds Nearly Ready For The Public. Plans Celebration. Escondido People Invited To Visit Place and Get Benefit of Natural Beauties. **W.E. Alexander, president of “Homeland Acres” tract**, is getting the new Cranston park ready and within a short time the beautiful grounds will be thrown open to the public. Mr. Alexander is arranging for the holding of a Fourth of July celebration at the park....”  
Escondido *Weekly Times-Advocate*, **March 25, 1910**, p. 1.

1911 “**SOL SHERIDAN SEC’Y CHAMBER OF COMMERCE: Popular Booster Chosen to Look after Business End of Promotion Body. ....**”  
Ventura *Free Press*, **thoroughbred**, p. 1

“**AN ATLAS OF VENTURA CO.** Mr. W.E. Alexander, representing the H.S. Crocker Co., has located in Ventura for the purpose of compiling an atlas of Ventura County. Mr. Alexander has had wide experience in publishing works of this character and cites us to many counties in Iowa, Wisconsin and Minnesota of which he has published similar works. We give below a synopsis of what this atlas will contain.

“A comprehensive history if Ventura county giving its first occupation by the Spanish [not a word about indigenous population] and bringing it through from its first settlement to the present day...Its improvement as a fruit growing county; Its business improvement—banks and mercantile; Its oil industries; Its farming industries; Its public works; Its churches; Its fraternal organization; Biographical sketches of old settlers and representative business.

“Photographic views of many of the fine residences which are scattered over the country. Portraits of pioneers and business men.

“In addition to the above, a map of each township or school district will be engraved on a page by itself, giving farm lines, with the names of owners printed thereon.

“The atlas will be 16 x 18 inches square with leather back, embossed sides and printed on fine book paper, and contains sufficient pages to include above data.

W.E. Alexander.”  
Ventura *Free Press*, **Aug. 25, 1911**, p. 8.

**“FINE ATLAS PLANNED FOR ENTIRE COUNTY.** W.E. Alexander, representing H.S. Crocker Co. of San Francisco, one of the largest publishing houses on the coast is preparing to publish an historical atlas of Ventura county. The work has already begun and plats of different districts have been shown us. The work will be of inestimable value to any citizen of this county, as farm lines are shown with the names of owners printed thereon, locating roads, streets, etc., views of residences, portraits of prominent men and pioneers and pioneers, history of the county, with biographical sketches of pioneers and prominent men. Mr. Alexander is making an experimental canvas of the county, and if sufficient encouragement is obtained the atlas will be published as soon as the data can be compiled.

“Mr. Anderson [Alexander?] was in Oxnard with Walter Barry today and explained to the Courier the proposition he is working on and showed copies of the drawing. It will be one of the most valuable publications ever attempted in this county, if completed as outlined by him. It is most enthusiastically endorsed by men such as J.A. Donlon, president of the First National Bank of Oxnard.”

Oxnard *Courier*, **Sept. 22, 1911**, p. 8.

“The purchase of a county nap was suggested by City Clerk Bellah, who stated that one **W.E. Alexander** had called upon him during the week, with an excellent map, showing location of all properties, owners, subdivisions and other interesting matters. The board believed the purchase of such a plat would be a good idea.”

Oxnard *Courier*, **Sept. 29, 1911**, p. 6.

“J.C. Howard, special agent for the Tyson Agency California insurance purveyors, and America’s champion 3-cushion billiardist, was introduced at the Citizen’s Club Thursday evening, where he did some of the most skillful playing this town has seen for many a day. But he found a good match in straightaway billiards, In **W.E. Alexander**, the Ventura expert payer.”

Ventura *Free Press*, **Nov. 10, 1911**, p. 5.

“...It was in **1911** that Mr. Alexander organized a syndicate with his friends and purchased the original townsite of **Escondido** with its adjoining lands comprising seven thousand acres which he has since platted for oranges, lemons and grapes....”

*San Diego County, California: A Record of Settlement, Organization, Progress and Achievement* (Chicago: S.J. Clark Publishing Company, **1913**), vol. 2, 8-10.

[1912] W.E. Alexander, Edwin M. Sheridan, *Historical Atlas of Ventura County*. 1912. Includes E.M. Sheridan's “History of Ventura County.”

<https://search.worldcat.org/title/80551133>

**“NEW COUNTY ATLAS WILL BE VERY FINE.** We were today shown a few proof sheets of the forthcoming atlas of Ventura county. The work has been compiled by Mr. W.E. Alexander and is being published by the H.S Crocker Co. Mr. Alexander has spent the greater part of a year in compiling these maps and has been ably assisted by E.M. Sheridan in the Historical Department and W.E. Barry in the Map Department. We feel

justified in saying that this is the most complete atlas we have ever had submitted to us of any county and one that any citizen of Ventura county should feel proud to possess. “

*Ventura Free Press*, **March 1, 1912**, p. 5.

“Joseph C. Brooks representing the H.S. Crocker Co., of San Francisco, is here assisting H.M. [*sic.*] Alexander in the distribution of the **Historical Atlas of Ventura County**.

*Ventura Free Press*, **June 7, 1912**, p. 3.

[1912] W.E. Alexander, *Plat Book of San Diego County California*, Los Angeles: Pacific Plat Book Co. [1912]

<https://search.worldcat.org/title/743366047>

**1913 “Escondido Men of the Hour in Cartoon. W.E. Alexander.** W.E. Alexander, whose cartoon is shown herewith, came to Escondido four years ago and purchased the McCoy ranch. He immediately platted 1,000 acres of it to Muscatel grapes and sold it. He then formed a syndicate of his eastern friends and bought the original Town Company and is now extensively engaged in selling off these tracts in small parcels and also in a dancing the fruit and particularly the apple industry in this section.

“**Mr. Alexander is the president of the Escondido Valley Land & Planting Company** which has spent more than \$15,000 in advertising the opportunities of this beautiful valley.

“He is also the **director of the Mutual Water Company, a member of the finance committee of the Panama-California Exposition.** He grabbed the Grape Day Fiesta in its infancy and during the three years, he has been president of this association, has made of it an institution of statewide influence and a splendid advertisement.

“Shortly after he came to this city, he re-organized the present Chamber of Commerce and is chairman of the committee on publicity at the present time. He has been working for several months on a plant to enlarge the present water system to about two and a half times its present capacity and is sure to make it go.

“**W.E. Alexander is a thoroughbred ‘booster.’**”

*Out West*, **Jan. 1913**, p. 54.

“**William E. Alexander** is president of the **Escondido Valley Land & Planting Committee.** He has been a resident of Escondido, San Diego County only since 1909, but within that period he has demonstrated his right to be ranked with the leading and representative business men of the district. He brought with him a knowledge of fruit culture and of real estate activities gained through almost a quarter of a century’s identification with those interests in Colorado, and his enterprise here is leading to rapid and permanent development and improvement in the valley in which he is operating. He was born in Gallia county, Ohio, **July 15, 1856**, his parent being John B. and Harriett R. Alexander. He attended private school in Tishomingo county, Mississippi, to which place the family removed in 1863. His more specifically literary course was continued

there until he reached the age of sixteen years and later he spent a year as a student in the law office of Colonel W.S.J. Adams. He then removed to St. Louis, Missouri, where he entered commercial circles as general manager for Charles A. Fowle & Company, proprietors of the second department store established in America, but the lure of the west took him further and further toward the Pacific coast. At Denver, Colorado, he conducted a department store on his own account under the style of W.E. Alexander & Company, meeting with success in that undertaking during the eight years in which he continued in the business. After selling out he turned his attention to irrigation interests and built the first important reservoir for the storage of water in the state of Colorado known as the Castlewood dam. This was a million dollar proposition with which he was connected until 1893, when he sold it. He continued, however, in the real-estate and irrigation business in that state until 1903. He spent twenty years in Colorado, during which time he has planted some four hundred and seventy-eight thousand apple trees and built three towns in the Manzanola country known as the Arkansas valley of Colorado. His father and grandfather before him were expert in apple culture and he added to his early knowledge of the subject which has been gained through practical experience, wide reading and scientific investigation and experimentation. Mr. Alexander was accidentally attracted to that region and after making a thorough examination of the soil, bedrock, drainage, water and climate concluded that it had the making of one of the finest apple districts in the country. Many laughed at him, saying that he could never grow apples in that district. In the Pueblo (Colorado) Chieftain [newspaper] there appeared the following: 'Fourteen years ago when W.E. Alexander, now of California, began to set out hundreds of acres of apple trees, he was regarded as an eccentric and his appearance on the streets of Manzanola was the occasion for an exchange of knowing looks by the town's people. Yet this year's crop from these orchards will make their owners wealthy.' This was Mr. Alexander's wisdom and judgment demonstrated. On leaving Colorado he went to Pocatello, Idaho, where he built a large irrigation ditch and reclaimed an extensive tract of desert land. In 1905 he sold out there and came to California, more particularly on account of his wife's health. Making his headquarters in San Francisco he traveled for three years over the state looking for what he considered a desirable location. During that time he investigated orange, lemon, prune and fig business and the growing of apples, pears and grapes. In fact he studied the question of fruit culture in its various phases but did not find exactly the conditions that he desired. He then returned to the east for a year but the climate of California lured him back and settling in Los Angeles, he began a thorough investigation of the southern part of the state [state]. After two years he drifted by accident into the Escondido valley and found there what he had sought—ideal water, soil and climatic conditions. This was in 1909. He finally secured the McCoy ranch of about two thousand acres adjoining the town of Escondido on the south and concluded to plant Muscatel grapes which he found came to the highest perfection in this district. The grapes were set out, the land divided into ten acre tracts and advertised. Within six months one thousand acres had been sold—all that the company cared to part with at that time. Their next purchase consisted of five thousand acres of land all in the Escondido valley. It was not long before Mr. Alexander had given practical demonstration of his ability that the finest grapes in the world can be raised on these lands without irrigation and that especially fine apples, peaches and pears can also be produced without or with very little irrigation—a point of the greatest importance as

fruits grown without irrigation have a more delicious flavor, will ship better, are more satisfactory to the consumer and bring greater profit to the purchaser. It was in 1911 that Mr. Alexander organized a syndicate with his friends and purchased the original townsite of Escondido with its adjoining lands comprising seven thousand acres which he has since platted for oranges, lemons and grapes. He is today one of the most prominent fruit producers in southern California, his interests having assumed extensive proportions. The equable climate of San Diego is a great factor in his success and, moreover the average rainfall of the Escondido valley is sixteen inches per annum, while that of San Diego is but ten inches. Soil and climate, added to the most careful and scientific cultivation, have brought to the company a measure of success that is most gratifying and their prosperity has proved an element in the continued growth and development of this section.

“In St. Louis, in **February, 1880, Mr. Alexander was united in marriage to Miss Emma J. Boyd** and they have three children: W.E., thirty-one years of age; Robert B., twenty-seven years; and Richard M., nineteen years. The three sons are now associated with their father in business. Mr. Alexander is a popular member of the Benevolent Protective Order of Elks and the Royal Arcanum, and he gives his political allegiance to the republican party. He is a most wide-awake active and energetic citizen in his support of measures and improvements having to do with the public good as well as the advancement of individual interests. He was active in instituting the ‘Escondido Grape Day,’ a unique fall festival held September 9 each year, when the hospitality of the citizens is extended to several thousand visitors who are shown the fruit farms of this region while eight or ten tons of the delicious Muscatel grapes are placed on ice a day or two in advance of the festival and are given freely to the visitors when they arrive, together with a boxful which they are allowed to take home. Of the Grape Day Association Mr. Alexander is president and after its annual celebration his correspondence for months is very heavy, answering questions relating to the cultivation of grapes and other fruits in this district. He is one of the directors of the Escondido Mutual Water Company and has devoted a great deal of time and energy to the enlargement of the storage capacity of the system. While actuated by the laudable ambition of attaining success he at the same time realizes his opportunity to aid in the growth of the district and his labors have indeed been an effective force in its development.”

*San Diego County, California: A Record of Settlement, Organization, Progress and Achievement* (Chicago: S.J. Clark Publishing Company, **1913**), vol. 2, 8-10.

[1914] *The Beautiful Escondido Valley*. Escondido Valley Land & Planting Co. Escondido, [1914]. (“W.E. Alexander, Prest.”). Pamphlet, 16 pp.

Copy located Pioneer Room, Escondido Public Library.

**1916** “[Alexander] came to Anaheim in **1916**....”

*Anaheim Gazette*, March 20, 1941, p. 7.

**1918** “It was about **1918** that [Mr. & Mrs. Alexander] moved to Anaheim...”

*Escondido Weekly Times-Advocate*, May 21, 1943, p. 10.

**1921** “**ACKNOWLEDGE GIFT OF NICE ATLAS.** The Oxnard Junior club acknowledges the receipt of a fine 16 x 18 historical atlas of Ventura County school districts, quite an elaborate work, compiled and published [sic.] by W.E. Alexander and presented to the club by the ex-president of the Oxnard board of trade, Jon Steinmiller.”

Oxnard *Press Courier*, **May 18, 1921**, p. 1.

“**BEAT-UP BUT BEAUTIFUL**—Adele Flynn Camarillo librarian exhibits her pet book of history, often used to answer school-children’s queries. Years of use have loosened its spine, roughed its covers, brittled its pages. ‘I’ll personally carry it to the new library,’ vowed Mrs. Flynn, Title of the valuable tome” ‘Historical Atlas of Ventura County,’ **compiled by W.E. Alexander.** No publishing date appears, but it is estimated to have been written about the time the S.P. railroad built its station in Camarillo in 1900.” [sic.]

“Adele Flynn, Camarillo Librarian, Enters Her 29<sup>th</sup> Year of Service,”  
*Conejo News*, **Dec. 13, 1961**, p. 13.

**1938** “**Charm of Escondido Told in Early Booster Edition.** ‘A Home and a living in the most delightful part of Southern California—Escondido Valley, the climatic wonderland of the world.’ So reads the legend on the title page of a booster booklet loaned to this office through the courtesy of Ranford Lewis, and **published in 1909.**

“In its prelude the pamphlet states in part: “This unpretentious little booklet has been written under the impression that, scattered throughout the colder portions of the united States, there are thousands of person who long to live in a congenial, sunny clime such as that of Southern California, but who cling to the known (disagreeable though it may be), rather than to tread paths they know not of. To persons so situated these pages bear a veritable message of hope.

“Pages follow with such titles as ‘The Most Equable Climate I the World.’ ‘Not Only Delightful but Healthful’ and pictures of the vineyards, citrus groves and the ‘Thriving Little City,’ the latter being a picture of Grand avenue taken on Grape Day, but modestly foregoing any mention of this fact.

“The pamphlet reaches a climax in its description of Homeland Acres which is given here in part. ‘Homeland Acres’ comprises 2000 acres of gently rolling land which adjoins the City of Escondido on the south...The soil throughout is a rich chocolate loam, loose and deep. Near the center of the tract are a few acres covered with gnarled old oaks, marking the location of a lovely little ravine, down which a tiny rivulet always flows...In fact a peculiarly attractive characteristic of Homeland Acres is that the knolls lack only the crowning feature of a cottage to make the picture complete. From these small hill an entrancing view of the Palomar mountain range (sometimes snow-capped, always beautiful), may be obtained; on the other side is old Black Mountain, grim but restful; while closer are the homes of the city, neighboring groves laden with golden fruit, and one’s own vineyard. Lying as it does at the doors of the city, its residents have all of the advantages of city life—schools, churches, stores, all within easy walking distance—and at the same time have the quiet and peace which surround a country home. The roads are good. The new San Diego & Escondido electric railway will pass through the center of

the tract from one end to the other...residents will be surrounded by friendly neighbors. In this connection it is of interest to note that the entire valley is peopled by an intelligent class of American citizens. "The little book ends with a most cordial invitation to newcomers to come and enjoy the pleasures and profits of life in Escondido.

"Even though we may smile at the idea of an electric railway, we cannot help but be proud of the intense enthusiasm of those earlier times and we must realize the vital part played by that men who wrote these glowing praises in bringing **home-seekers** to this part of the state.

The booklet from which these quotations were made was written by W.E. Alexander and used by Mr. Lewis when he was selling Homeland Acres for the **Escondido Valley Land and Planting Company, a project of W.E. Alexander**. Mr. Alexander was one of the men who worked most diligently and successfully to put Escondido 'on the map.'"

Escondido *Daily Times-Advocate*, **Oct. 8, 1938**, p. 12.

**1941 "W.E. Alexander Reviews Long Life. Eighty-Five Year Old Anaheim Resident Interviewed The Week.** Eight five years of life make W.E. Alexander of 501 Lemon St. a good judge of life as it is today and many years ago.

"He was born in 1856, attended a 'little red school house' until after the civil war when, 'since there were only a few schools left,' his parents employed a private tutor for him until he was about 16. He states that at that time there were some colleges; however, they were attended mostly by girls.

"Like most men of his time he went to work at an early age and was the youngest editor of a newspaper in the state of Mississippi. He later **published the first irrigation magazine in Denver Colorado.**, and continued to publish it for many many years. He **also published county weekly papers in two districts of Colorado.** Having written many pamphlets in his time, he still writes an article one in a while.

"He was married 60 years ago and he and his wife celebrated their sixtieth anniversary Feb. 14. When asked to what he attributed his long married life, he smiled and said, 'Good Luck I guess.' After their marriage at the home of Mrs. Alexander's aunt in St. Louis, they made their home there for several years.

"They had four children, three boys and a girl. Only one child lived to adulthood, however, the girl dying at the age of eight, and two of the boys were killed in an automobile accident. They have one granddaughter and two great grandchildren, a girl six, and a boy six months.

"After building small communities in Colorado, Texas, Idaho, and California, by buying large tracts of land and subdividing them, then building small homes and selling them on easy payments so that people who would not be able to buy homes otherwise were able to purchase them, he came to Anaheim in 1916. He and his wife lived in an apartment until

1923 when he decided that since Anaheim was a quiet, clean little town that he would build a home here and retire, close to things and yet not in them.

“He says that he has voted in every election since he was 21. He has been a member of the Republican county central committee in every state in which he has lived. When asked about voting he made the following statement, ‘I think it is everyone’s duty to vote. The greatest trouble now in the apathetic attitude. The politician takes advantage of it and slams us to sleep whenever he gets the chance.’

“He also said, “I am glad to have lived in such a progressive age from the Morse telegraphic system to television. They once said that the frontiers were gone, but science has opened up a newer and larger frontier than was ever dreamed of. You can’t count all the new things. **The greatest invention I know of, however, is the machine that makes the machine.**”

*Anaheim Gazette*, **March 20, 1941**, p. 7.

“**Alexander Greets Grape Day Guests.** W.E. Alexander of Anaheim, 100 per cent booster of Escondido in the early days and president of Grape Day in its second, third, fourth and fifth celebrations, sent the following letter of greeting to the people of Escondido and guests of today:

“To the editor: I regret exceedingly that my health prevents my being with you on Grape Day, but I am with you in spirit. You have the most beautiful valley in California and thousands of progressive citizens to all of whom I send warmest greetings and best wishes for continued success. W.E. Alexander.”

*Escondido Daily Times-Advocate*, **Sept. 9, 1941**, p. 15.

**1943** “**Mrs. Emogene J. Alexander** whose death at the age of 87, occurred Monday at her home **501 North Lemon street**, had been a well-known resident of this city for 24 of the 38 years she had spent in California. She was born in St, Louis, Mo. Mrs. Alexander was noted here for her poetic gifts and her original poems were always a source of pleasure to her friends.

“She was survived by her husband, William E. Alexander of the home, a son, William E. Alexander Jr., of Los Angeles, and a granddaughter, Mrs. Jeanette Green of Philadelphia, Penn. Funeral services were held yesterday afternoon in the Backs, Campbell and Kaulbars chapel, with the Rev. Thomas L. Burden of White Temple Methodist church, in charge. Burial was in Anaheim cemetery.”

*Anaheim Gazette*, **March 11, 1943**, p. 5.

“**W.E. Alexander Called by Death.** Old time leader in Escondido Development Follows His Wife in Death, at Advanced Age. W.E. Alexander, old-time citizen of Escondido, who was not only a leader in development and civic affairs in Escondido around 30 years ago, but was also beloved by the many who enjoyed his friendship, died a four o’clock Friday morning at his home in Anaheim. The word came to the Times-Advocate in a

telephone message from his only surviving son, W.E. "Gene" Alexander Jr., Friday morning.

"Mr. Alexander's death follows that of Mrs. Alexander on March 8, two months ago. Both were past the four-score milestone in age, but were very much alert and active until recent times. Their one surviving son has a daughter, Mrs. Janet Alexander Greene, of Philadelphia. Mr. and Mrs. Paul Chatham, of Escondido, are distant relatives, also.

"Mr. Alexander came to Escondido about the year 1908. He was then associated with the late E.M. Cranston, the two being old time friends and business associated in Colorado. Mr. Alexander took stock in the Escondido Land & Town Company, of which Mr. Cranston was the president at that time. Mr. Alexander also formed the Escondido Land & Planting Company and for a number of years was very active in the promotion of this valley.

"Another interest of Mr. Alexander at that time, also, was that of the Escondido Vineyard & Winery Co., which owned extensive vineyard acreage here and bought the grapes of other vineyards for manufacture into wine at the large winery that for many years stood across the tracks from the Santa Fe depot and was finally burned to the ground about seventeen years ago.

"Coming to Escondido at the time when the old water district bonds were burned. Mr. Alexander arrived just as the development days of the city and valley were starting, in the 'boom' that followed the burning of the bonds. That probably had a part in causing Mr. Alexander to come here. He immediately went into all civic activities where he could possibly do so, and was a leader in such matters. W.L. Ramey was the first president of the Grape Day association, which was formed in 1908 and gave Escondido her first celebration. Mr. Alexander then was elected president and served for the following four years in that capacity. He also was active on the chamber of commerce board. Likewise, he and Mrs. Alexander were active in charities and other good works, It was about 1918 that they moved to Anaheim, leaving many warm friends in this city and valley."

Escondido *Weekly Times-Advocate*, **May 21, 1943**, p. 10.

**1972** W.E. Alexander, *History of Winneshiek County, Iowa*. Decorah, Iowa: Moneek Press, 1972. 284 pp.

<https://search.worldcat.org/title/3344007>

**1974** W.E. Alexander, *History of Winneshiek and Allamakee Counties*. Tucson, AZ: W.C. Cox Co., 1974. Microfilm format.

**1975 1883** W.E. Alexander, *History of Chicasaw and Howard Counties*. Evansville, Ind.: Unigraphic, 1975. 629 pp.

<https://search.worldcat.org/title/1144650477>

**1978** "—A handsomely bound and printed Historical Atlas of Ventura County published by W.E. Alexander. Strangely, he didn't indicate the date of publication any place that I can

find, but I assume it was printed about 1915 because it has a photograph of the old (then new) County Courthouse, built in 1911. As a frontispiece. Prized photos of the Dr. T.E. Cunnane, David Darling, E.G. Outland and John Dent Homes, among others, and maps of all the municipal districts then existing in the county are included, plus a comprehensive historical account. A treasure!

Julius Guis, [editor] *Ventura County Star*, **Aug. 7, 1978**, p. 28.

**1981** “Bibliography shows abundant literature in county,” “Alexander, W.E. *Historical Atlas of Ventura County*, 1914.”

*Ventura County Star*, **March 19, 1981**, p. 47.

**1983** “**Q: What are the best sources for learning about Ventura County history?...**W.E Alexander’s *Historical Atlas of Ventura County* (1914) [*sic.*] is useful showing names of the owners of land parcels....”

*Ventura County Star*, **Sept. 25, 1983**, p. 77.

**2018** W.E. Alexander, *History of Winneshiek and Allamakee Counties*. Forgotten Books, 2018. (REPRINT COMPANY).

Compiled by Charles Nelson Johnson, historical consultant,  
for the Pioneer Room, Escondido Public Library.

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