

Catalina Island

California's Magic Isle



In All The World No Trip Like This

SPRING 1925

A bird's-eye view of Avalon and adjacent attractions, including Hotel St. Catherine, Hotel Atwater, Island Villa, Villa Park, Catalina Country Club, the Baseball Grounds and Golf Course, Buena Vista Park and Mount Ada, site of the beautiful home of Wm. Wrigley, Jr., owner of Catalina Island.

Moving Picture activities are very frequent at Catalina. Its unrivalled scenic beauties have made it a favorite location for moving picture productions. Its charming coves are often transformed into South Sea Island scenes. Its beaches and adjacent waters lend themselves to land and water "stunts" and "locations."



A two-mile board walk extends from the Hotel St. Catherine to Avalon and to Pebbly Beach



Island Villa and Villa Park, largest one-floor hotel in the world. 1250 one-room bungalows. European plan.

Hotel Atwater, one-half block from Steamer Pier. All outside rooms. European Plan.



Hotel St. Catherine

C. D. PIERCE, MANAGER

THE Hotel St. Catherine has all outside rooms, many with connecting baths, and is situated in beautiful Descanso Canyon on the ocean front. A number of bungalows in connection afford privacy amid delightful surroundings in Descanso Canyon gardens. St. Catherine Orchestra renders music for luncheon and dinner. An artistic and comfortable sunroom on the ocean front provides a most enjoyable place to lounge.

American Plan (with meals)

Room, 1 person, without bath.....	PER DAY
Room, 1 person, with bath.....	\$ 9.50 to \$11.00
Room, 2 persons, without bath.....	11.00 to 17.00
Room, 2 persons, with bath.....	12.00 to 15.00
Bungalow, 1 person, with bath.....	14.00 to 22.00
Bungalow, 2 persons, with bath.....	12.00
Bungalow, 2 persons, with bath.....	18.00

Hotel Atwater

GEO. E. DAUL, MANAGER

Atwater rooms are large and airy and many have private baths; outside exposure to every room. It is situated but one-half block from the steamer pier.

European Plan

	PER DAY
Room, one person, without bath.....	\$2.50 and up
Room, one person with bath.....	3.50 and up
Room, two persons, without bath.....	3.50 and up
Room, two persons, with bath.....	5.00 and up

Island Villa and Villa Park

GEO. E. DAUL, MANAGER

ISLAND VILLA and Villa Park form a vast 1250-room open-air hotel, the largest one-floor hotel in the world! The Villas are cared for daily by maids. They are lighted throughout by electricity. Each Villa is furnished with a double bed, dresser, rocker, chair, etc., the same as any modern hotel. "Like your sleeping porch at home" best describes the Villas. Comfortable offices and writing rooms are maintained for the convenience of patrons.

A cluster of several hundred bungalows in Island Villa, one-half block from the steamer pier, are open the year round. Meals may be taken at any of the numerous cafes and cafeterias, or at Hotel St. Catherine, at moderate prices.

Rates for Villa accommodations are as follows:

European Plan

	PER DAY	PER WEEK
Two persons.....	\$2.00 and \$2.50	\$15.00 and \$17.50
Three persons.....	3.00 and 3.50	17.50 and 21.00

There are numerous other hotels, apartments and rooming houses at Avalon. A complete list will be furnished upon request.



Hotel St. Catherine Beach was the scene of much of the activity in the great Paramount picture "Feet of Clay."



Hotel St. Catherine and Bungalows

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*In All the World
 No Trip Like This*

CATALINA ISLAND

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AS if to sum up all the scenic glories of golden California—its towering mountains, wooded canyons, its undulating shore line—Nature made Catalina. This magic island, enveloped in soft summer air and set in a turquoise sea, is separated from the mainland at Los Angeles Harbor by 25 miles of blue water.

Since the far off days when Cabrillo, the Spanish navigator, discovered it in 1542, then densely populated with Indians, it has ever been a land of romance, frequented in early days by adventurers, freebooters and pirates who pillaged the rich galleons from the Philippines and East Indies.

This picturesque land is twenty-two miles long and varies from one-quarter to seven and one-half miles in width, an enchanting region of high mountains, circling bays, lofty cliffs, canyons, smooth beaches and calm transparent water.

Families come from every part of the United States and Canada to enjoy its mild winter climate and the delights that are never ending at Catalina. During the summer it is the favorite seaside resort for all of Southern California.

Catalina is noted for its freedom from hay fever, mosquitoes and flies.

Avalon, the center of the island's life and gayety, is on the landward side, protected from the ocean winds by the Island Mountain Range. Nestling in this sunny cove are its hotels, stores, bath houses; its tennis courts and

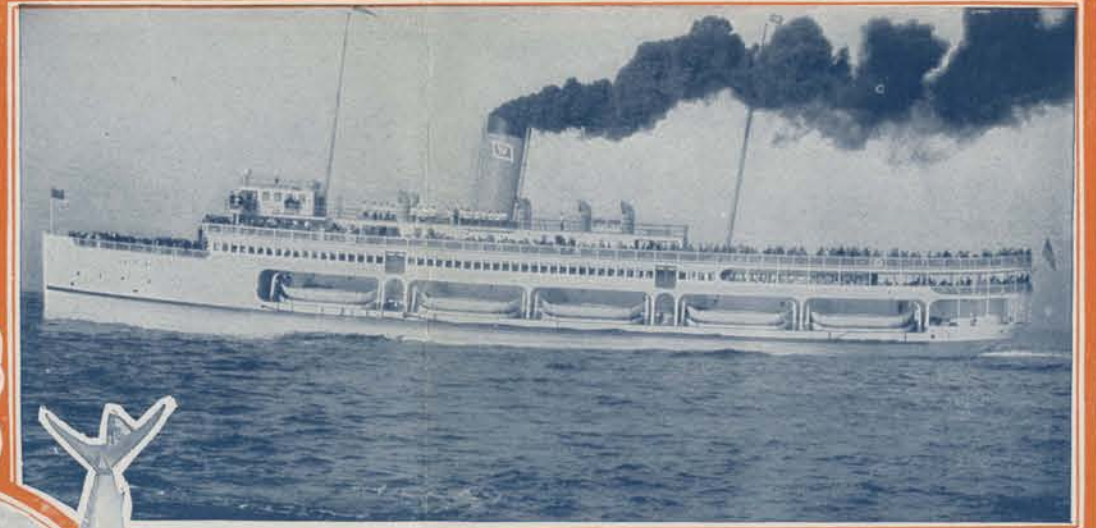
golf links; its Island Villa and Villa Park (largest one-floor hotel in the world) and the cosy homes of Catalina residents, many of whom for years have dwelt in this island paradise.

In the delightful Avalon harbor, too, are hundreds of small pleasure craft—launches equipped for big game fishing; the glass-bottomed boats which journey to the marine gardens; sail boats, row boats, and the piers where the Catalina steamers land.

The strangely beautiful Submarine Gardens of Catalina are known the world over. Glass-bottomed boats make daily trips to these wonderful gardens where the colorful life of the ocean beds can be clearly seen. Blue, green, red and purple fishes playing through the weird and lovely forms of sea vegetation, is a sight never to be forgotten. At Seal Rocks playful and friendly seals can be studied at close range. Here, too, are found the beauti-

flying fish during the season that they are active. The motor ship, "Betty O," makes trips from Avalon to the Isthmus, where the quaint old Chinese pirate ship "Ning Po" is moored.

Outdoor sports can



Magnificent New S.S. Catalina—A Million-Dollar Ferryship to Fairyland

Glass-bottomed boat over Marine Gardens



Motorship "Betty O" goes to the Isthmus and to Seal Rocks; also for evening searchlight trips



be enjoyed the year round. A sporty golf course; well kept tennis courts; horse-back riding over special bridle trails around the beautiful hills of Avalon; jaunts afoot; sailing; swimming; game fishing; these and many others are pleasures which await the sojourner at Catalina.

The nine-hole golf links have been pronounced by experts to be among the most attractive and "sporty" to be found anywhere. The scenic setting is unexcelled. The charge for playing golf is 50 cents per person. The tennis courts near the golf club house are in a beautiful and picturesque location. Charge 25 cents per hour per person.

Sight-seeing automobiles owned and operated by H. W. Eichbaum, make daily trips around Avalon and the "Skyline Drive," and to the Summit, Middle Ranch and Isthmus. Luxurious Pierce-Arrow touring cars are used. The Isthmus trip may be made one way by auto, the other by boat.

Big game fishing is a sport which draws hundreds of fishermen to Catalina every year. Nowhere is such a variety

and size of fighting fish nor such remarkable catches as are recorded here. A fleet of power launches in charge of experienced boatmen, with full supplies of bait and tackle, and a knowledge of the best fishing grounds, make the sport easy to enjoy.

The leaping Tuna, weighing from 80 to 250 pounds, the hardest fighting fish known, is caught with rod and reel only in Santa Catalina waters—season: May to October. The Swordfish, weighing from 100 to 350 pounds, is also a splendid fighter—season: June to December. The Albicore, smallest of the three varieties of Tuna, weighing from 15 to 60 pounds, is taken all year. The Yellowtail, weighing from 15 to 60 pounds, is one of the hardest fighters known—season: March to December. White Sea Bass, weighing from 30 to 70 pounds, come next as hard fighters—season: March to November.

The Black Sea Bass, weighing from 100 to 450 pounds, is taken from April to December. Barracuda, Bonita, Rock Bass, Sheepshead, White Fish and many others, all taken with light tackle, afford the fisherman plenty of sport at all times.

The new Steel Steamship "Catalina," plying between Los Angeles Harbor and Catalina Island, is a comfortable, commodious, million-dollar Ferryship to Fairyland, with orchestra for dancing.

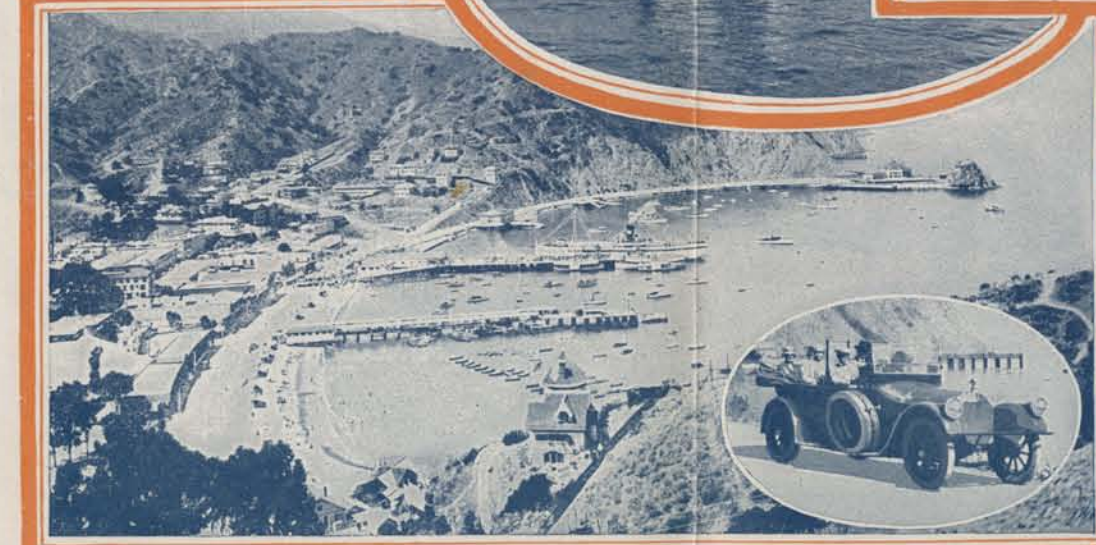
The Steamship "Avalon," large and with ample deck space, both open and enclosed, and the Steamships "Cabrillo" and "Hermosa" comprise the Island fleet for cross-channel passage.

Flying Boats go to Catalina in 20 minutes



Old pirate ship, "Ning Po" at Isthmus

ful abalone shells on the ocean floor. The glass bottomed boat fleet comprises the Emperor, Empress, Princess and Cleopatra. The fast power boat, "Blanche W," makes evening trips with searchlights on her deck to see the thousands of



Beautiful Avalon Bay. Inset is Pierce-Arrow car—one of fleet of cars making daily trips to the Isthmus



The picturesque and sporty golf course at Avalon, showing the club house, tennis courts and baseball grounds.

FARES AND INFORMATION

ELECTRIC trains for the Catalina steamers leave Pacific Electric Station, Sixth and Main Streets, Los Angeles, at 9:00 A. M. every day throughout the year. They also leave from Pacific and Ocean Avenues, Long Beach, at 9:15 A. M. Several through trains per week are run from Pasadena, leaving Colorado Street and Broadway at 8:20 A. M. The steamer sails from Los Angeles Harbor, Catalina Terminal, Wilmington, at 10:00 A. M., arriving at the Island at noon. Returning passengers arrive in Los Angeles, Long Beach or Pasadena in the early evening. The Wilmington Transportation Company reserves the right to change steamers and time of sailing without notice. Consult current time tables.



THE Catalina Terminal at Los Angeles Harbor, foot of Canal Ave., Wilmington, includes a garage with accommodations for several hundred automobiles. Storage rate 50 cents per day.

Round trip, Los Angeles to Catalina.....	\$3.10
Round trip, Pasadena to Catalina	3.55
Round trip, Long Beach to Catalina.....	2.45
Round trip, Wilmington to Catalina.....	2.25
Glass bottom boat ride over Submarine Gardens.....	.75

Pacific Marine Airways Company operates flying boats between the mainland and Catalina Island most of the year. Fare, \$12.50 one way; \$20.00 round trip. Phone San Pedro 1567 J.

GENERAL PASSENGER DEPARTMENT

WILMINGTON TRANSPORTATION COMPANY SANTA CATALINA ISLAND COMPANY

Sixth and Main Streets, P. E. Building, Los Angeles. Phone, TRinity 2961

TICKET OFFICES ALSO LOCATED AT

Pasadena, 148 E. Colorado St.....Phone, Fair Oaks 46
 Glendale, 106 N. Brand Blvd., P. E. Station.....Phone, Glendale 21
 Santa Monica, 608 Santa Monica Blvd.....Phone, 244-38
 San Pedro, 109 W. Seventh St.....Phone, 1067
 Long Beach, 156 W. Ocean Ave., Pac. Elec. Sta.....Phone, 619-74

Santa Ana, 113 W. Third St.....Phone, 393
 Riverside, 680 Main St.....Phone, 626
 San Diego, 217 E. Broadway.....Phone, Main 1157
 Catalina Terminal, Wilmington.....Phone, Wilmington 127
 Pacific Electric Agencies in Outlying Cities and Towns.



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