

# The Reasons Why I prefer CORONADO BEACH

"THE LAND OF THE SETTING SUN."



Published by the  
**HOTEL DEL CORONADO.**

CORONADO BEACH,  
CALIFORNIA.

E. S. BABCOCK,  
MANAGER.

THE REASONS WHY I PREFER  
CORONADO BEACH

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TO ANY RESORT I HAVE EVER VISITED,

—BY—



AUTHOR OF WHITE LIES AND OTHER STORIES.

PUBLISHED BY THE HOTEL DEL CORONADO,

CORONADO BEACH, CALIF.

E. S. BABCOCK, - MANAGER.

CABLE ADDRESS, "CORONADOTEL, SANDIEGO."

## Coronado Beach.

A sunny land, soft air and dreamful ease:  
I lie and watch a distant sail glide by,  
And wonder at the azure of the sky—  
Not here the thunder of the tumbling seas;  
Beneath the moon, untouched by any breeze,  
The long grey-glimmering waters slumbering lie;  
While sounds a faint and drowsy melody  
Along the shore, my wearied ears to please.  
For all the sunny pebbles on the beach  
Laugh, as the lazy waters round them creep:  
The rocks forget the storms and strife of spring,  
And greet the sea with whispered welcoming;  
Which, sweeter than the sound of any speech,  
Brings to tired eyes a gentler balm than sleep.

—ANON.

## Publisher's Argument.

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"Think on thy friends when thou haply see'st  
Some rare, noteworthy object in thy travels;  
Wish them partakers of thy happiness."

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We have entertained at our hotel 350,000 people since opening the house a few years ago. They came from every State in the Union and from every civilized country in the world. Some have not yet repeated their first visit, while others have done so from one to a dozen times. We have reason to believe from the cordial expressions of kindness and good-will invariably given us by each departing guest, and the oft-recurring visits of the many who annually come for the summer or the winter season, that they prefer Coronado to any resort they have ever visited. Now these people have each a friend or two to whom they would like to tell *the reasons why* they prefer the place, but the enumeration of these reasons would involve the writing of a long letter—a task too arduous while lotus-eating in this "Land of Sun-Down Seas,"—and we know that when they are gone and away from the *dolce far niente* you are now enjoying, you too will have forgotten one-half the things that most charmed you; and so we have tried to jot down a few of the reasons in the following pages, together with such data as you would want in substantiation, and on the title-page we have left a place for you to sign your name endorsing them, as it were. If, by sending a few copies of these Reasons to your friends, it leads them to make a trip to Southern California, we sincerely believe that they will be greater gainers by it than will be

Your Obedient Servants,

THE HOTEL del CORONADO.

## Location.

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"The Land of the Setting Sun."

The Hotel del Coronado\* crowns a bit of territory which occupies a peculiar niche in the geography of our country. It is the Ultima Thule of the American world—the jumping-off place—and justifies the expression made famous by Charles Dudley Warner when he described it as "A Unique Corner of the Earth." The hotel is situated on the beach of the peninsula forming the breakwater of the Bay of San Diego. This peninsula is in the extreme southwest corner of the

### UNITED STATES

480 miles southeast of San Francisco, 15 miles from

### MEXICO

and lies like an arm in the Pacific Ocean between the mainland and the Coronado Islands. The rugged promontory terminating in Point Loma extends into the sea at right angles with the Coronado strip of beach, making the narrow strait or inlet into the "land-locked" harbor of San Diego, discovered and described by Juan Rodriguez Cabrillo, the brave Portuguese navigator, in 1542. The Coronado Islands—faithful sentinels of the harbor—are part and parcel of our sister Republic's domains, and stud the Pacific Ocean's brow, like gems in a coronet, directly opposite the hotel.

\*Del Coronado is Spanish for "The Crown."



## How to Get Here.



"Reisen ist Leben."

The Santa Fe system runs daily trains through from Chicago to San Diego without change in three and three-quarter days. The Southern Pacific runs daily trains through from New Orleans to Los Angeles in four days, where a change of cars will bring you to Coronado in four hours. The Pacific Mail steamers ply between New York and San Diego via Panama, arriving and departing weekly, making the voyage in twenty-three days. The Pacific Coast Steamship Company dispatch their best boats from Puget Sound ports, Portland, Ore., San Francisco and Santa Barbara, every five days.

## A Few of the Reasons Why

A Land of Sunny Days. —F. G. B.

### Because Coronado Possesses

The only perfect four-seasons resort in the world; the Eden of Southern California; tropical fruits, trees and flowers; snow-clad mountains and sun-kissed vales; a lake-like bay and tumbling surf; a rocky shore and a sandy beach; shadowy evanescent islands defining the line between the turquoise of the sea and the heaven's own blue. Coronado Beach truly occupies a "Unique Corner of the Earth," for where else do you find all these conditions graced with the softer side of nature, fifty-two weeks out of every year, in one spot? Nature has contributed bountifully indeed. Then man came—progressive, up-to-date man—and by artificial means, he has successfully done his share toward making this god-favored niche a romantic place to dream one's days away. "But the climate, man has not made, nor marred." Fancy an incomparable hotel on an incomparable beach, in an incomparable climate, surrounded by an enchanting scene of natural and created beauty, and you have Coronado Beach. Come out and put your autograph on their big register, and I guarantee that they and the place "will do the rest." Bring along your wife, your gun, your kodak, your fishing tackle, and leave your cares behind and you'll go back to them rejoicing you are alive, on good terms with yourself and your neighbor, and for once you'll drop that belief so many of us have held—that all men are liars and life is not worth the living.

## The Hotel.

"Airy, picturesque and half-bizarre."

—Charles Dudley Warner.

May be better described by interpolating what distinguished people have said and written about it :

"The cuisine will satisfy the most fastidious."—MORRIS PHILLIPS.

"The most charming spot on earth."—DR. TITUS MUNSON COAN, Century Club, New York.

"The Hotel del Coronado is really the most perfect and charming hotel I know of, either in Europe or America."—CHARLES NORDHOFF.

"As for the Hotel del Coronado, I think it a paradise. One place only in the world will compare with it, and that is Monaco."—W. H. STUART, British Consul at Boston.

### IT HAS A DELIGHTFUL INFLUENCE ON ONE.

"Its immensity surprises me, while its beauty pleases me. It is so different in every way from any hotel I have ever seen, it astonishes me with a new wonder at every turn. Its nice, pleasing freshness has a delightful influence over one."—LILY LANGTRY.

### REAL COMFORT.

Adolph Sutro says : "I have stopped at or seen nearly all the great hotels of the world, but I am frank to admit that for magnificent elegance, grandeur and real comfort the Hotel del Coronado is incomparable. Then again its charming location, *with the extreme dryness of its mild atmosphere* combine to make this the most satisfactory and delightful place I have ever visited."

### A BEAUTIFUL DREAM.

"The architectural grandeur and beauty of this hotel is something difficult to realize. No pen can describe it, no language do it justice; it is one of the marvels of the age we live in. Perfect in elegance, unique and complete in all its appointments,—the whole seems as if it were a beautiful dream."—P. M. ARTHUR, Cleveland, O.



## THE HOTEL—(continued)

### THE RIVIERA IS NO RIVAL.

"I know of no more charming place in the world than Coronado Beach, with its palatial and excellent hotel, where "home comforts" may be found. To see a sunrise and sunset in San Diego, on the heights overlooking Coronado Beach and the beautiful harbor, is one of the loveliest sights I have ever seen in any part of the world. I am personally familiar with the climate of the Riviera, in North Italy, and in my opinion it certainly does not equal that of Southern California. No hotel like the Hotel del Coronado is to be found in any part of Europe; and a hotel there with anything like its comforts will cost about three times as much as at Coronado. I speak from experience, having quite recently returned from a five months' tour over the Continent."—T. GRISWOLD COMSTOCK, St. Louis, Mo.

### "SURPRISE AT THE MODERATE CHARGES."

"Tourists and others who visit this fascinating region, and are so fortunate as to stop at the Hotel del Coronado, never fail to express their admiration of its perfect management and their surprise at the moderate charges. It far exceeds my expectations or any praises I could give it."—EDWARD D. ADAMS, of Winslow, Lauier & Co., New York.

### "A MARVELOUS INSTITUTION."

"This hotel is a marvelous institution, and is the finest, in my mind, to be found in the world. There is an air of Oriental magnificence about here that makes this a delightful place to while away one's idle days. I only wish our stay could be made longer."—HON. CECIL BARING, Banker, London.

### EXCELLENT CUISINE.

"Its excellent culinary arrangements and beautiful surroundings, with the opportunities which the vicinity affords for all kinds of outdoor sports and enjoyments, combine to make this hotel the most attractive in the world."—E. F. CLAYPOOL, Indianapolis.

## THE HOTEL—(continued)

### "UNRIVALED IN THE WORLD."

"The Hotel del Coronado is the most perfect and beautiful hotel I have ever seen. Its size and delightful surroundings, its magnificent and gorgeously furnished public and private apartments, its grand assembly-hall, its unequaled dining-room, and its great open court filled with tropical plants along with its climatic superiority, combine to make this hotel stand quite unrivaled in the world."—DR. T. MUNSON COAN, Century Club, New York.

### "THE FINEST I HAVE EVER SEEN,—AND I HAVE SEEN THEM ALL."

General G. M. Dodge, who was General Grant's right-hand man in the construction of railroads, and who is probably one of the highest authorities in the United States on civil engineering, visited the Hotel del Coronado in March, 1891. On alighting, and without entering the building, leaving the matter of registering to his friends, he started on a voyage of discovery around the hotel, visiting every part of it, including the museum, engine house, etc., before going inside. As he entered he remarked to Charles Nordhoff and U. S. Grant, Jr.: "This is the finest hotel I have ever seen,—and I have seen them all."

### "I NEVER PAID SO REASONABLE AN HOTEL BILL."

"We leave your beautiful place today with the greatest regret, but hope to make another visit soon, when we can stay much longer. I have been to most parts of the world, but I have never met with any place at all comparable with yours for beauty and comfort. We have received the kindest treatment, and have enjoyed every moment of our visit; and, considering the luxury and comfort we have received, I have never paid so reasonable an hotel bill."—JOSEPH NASH, San Francisco.

"This, I think, so far as its natural features are concerned, is *the most beautiful location that I have ever seen*. I have never seen a more perfect night than that on which I lectured there. It was a full moon, and the sky and the water of a color, beauty, transparency, and softness that I have seen nowhere else outside of Italy. It is something to remember for one's lifetime to have seen a night like this, when it seemed almost profanation to go indoors. The air was so full of balm and sweetness and clearness that one would choose even to sleep where the stars might be the guardians of his dreams."—REV. MINOR J. SAVAGE, in the *Christian Register*.

Mr. Walter Raymond, of Boston, says:

"A unique corner of the earth"  
—Chas. Dudley Warner.

Between San Diego Bay and the ocean is a tongue of land, widening at one place and again at its extremity, between which and the cliffs of Point Loma is the entrance to the bay. One of these broad sections, which is directly opposite San Diego and not over a mile distant, has been converted into a magnificent seaside resort by a wealthy corporation called the Coronado Beach Company. With a matchless ocean beach on one side, stretching away for miles, and a quiet and peaceful bay on the other, a charming town has arisen. There are broad avenues, parks and walks, and 30,000 trees have been planted in the way of adornment. Communication is had with the city opposite by means of a steam ferry, and boats run every twenty minutes. The most important embellishment of all is the Hotel del Coronado, an immense establishment, which was thrown open to the public February 15, 1888. With a frontage of 1,800 feet, and built in the form of a parallelogram around a grand open court 250 by 150 feet, the hotel covers four and a half acres. The structure ranges from three to five stories in height, and there are 750 rooms, including many spacious public apartments. The dining room—an especially handsome apartment—has a height of 33 feet, an area of 10,000 feet unbroken by either post or pillar, and will seat 1,000 persons. The theater and ball room is a lofty domed apartment with a surface of 11,000 feet. The rotunda, containing the office, is a lofty apartment covering 3,000 feet. High above it is a commodious gallery. The breakfast-room, which may be connected with the great dining-room, is nearly half as large, covering 4,800

### Mr. Raymond's Article - (continued)

feet. In addition to these apartments there is a restaurant covering 2,500 feet, and a number of private dining-rooms. An observatory 150 feet high, a cistern capable of holding 500,000 gallons of water, an immense ice-plant and cold storage, a powerful electric light plant, thirty billiard tables and four 85-foot bowling alleys are among the other appointments. It is necessary to use large figures in describing the fittings and appointments of this immense establishment, which is claimed to be unrivaled either in the United States or Europe in point of size. The ice machine has a capacity of twelve tons a day, or its equivalent of that in cold storage, and as the ice is formed from distilled Coronado water, it is purer than natural ice. The building is lighted by 3,000 incandescent electric lamps, besides a great number of arc lights about the grounds. All the electric wires and the pipes for heating the building, etc., are carried from the engine house through a tunnel 350 feet long, nine feet high and eight feet wide. The water used in the hotel is from the Coronado Springs, and is a natural mineral water, with acknowledged medical properties. The Hotel del Coronado is an "all the year round" resort, and has speedily attained great popularity on account of its solid merits. It is under the management and direct supervision of the energetic president of the Coronado Beach Company, Mr. E. S. Babcock.



## What Chas. Dudley Warner says in his "Our Italy."

"The hotel stands upon the south front of the beach and near the sea, above which it is sufficiently elevated to give a fine prospect. The sound of the beating surf is perpetual there. At low tide there is a splendid driving beach miles in extent, and the opportunity for bathing is good. The stranger, when he first comes upon this novel hotel and this marvellous scene of natural and created beauty, is apt to exhaust his superlatives. I hesitate to attempt to describe this hotel—this airy and picturesque and half-bizarre wooden creation of the architect. Taking it and its situation together, I know nothing else in the world with which to compare it, and I have never seen any other which so surprised at first, that so improved on a two weeks' acquaintance, and that has left in the mind an impression so entirely agreeable. It covers four and a half acres of ground, including an inner court of about an acre, the rich made soil of which is raised to the level of the main floor. The house surrounds this, in the Spanish mode of building, with a series of galleries, so that most of the suites of rooms have a double outlook—one upon this lovely garden, the other upon the ocean or harbor."

### "AN AIR OF FRIENDLINESS."

"The effect of this interior court or *patio* is to give gaiety and an air of friendliness to the place, brilliant as it is with flowers and climbing vines; and when the royal and date palms that are vigorously thriving in it attain their growth it will be magnificent. Big hotels and caravansaries are usually tiresome, unfriendly places; and if I should lay too much stress upon the vast dining-room (which has a floor area of 10,000 feet without post or pillar) or the beautiful breakfast-room, or the circular ball-room (which has an area of 11,000 feet, with its timber roof open to the lofty observatory,) or the music-room, billiard-rooms for ladies, the reading rooms and parlors, the pretty gallery overlooking the spacious office rotunda, and then say that the whole is illuminated with electric lights, and capable of being heated to any temperature desired—I might convey a false impression as to the actual comfort and homelikeness of this charming place."



## Mr. Warner's Article—(continued)

### THE GLASS ENCLOSED GALLERIES.

"On the sea side the broad galleries of each story are shut in by glass, which can be opened to admit, or shut to exclude, the fresh ocean breeze. Whatever the temperature outside, those great galleries are always agreeable for lounging or promenading. For me, I never tire of the sea and its changing color and movement. If this great house were filled with guests, so spacious are its lounging places I should think it would never appear to be crowded; and if it were nearly empty, so admirably are the rooms contrived for family life, it will not seem lonesome."

### THE MANAGEMENT.

"I shall add that the management is of the sort that makes the guest feel at home and at ease. Flowers, brought in from the gardens and nurseries, are everywhere in profusion—on the dining-tables, in the rooms, all about the house. So abundantly are they produced that no amount of culling seems to make an impression upon their mass."

### THE "CHARM OF EXISTENCE" AT CORONADO.

"But any description would fail to give the secret of the charm of existence here, Restlessness disappears, for one thing, but there is no languor or depression. I cannot tell why, when the thermometer is at 60 or 63 degrees, the air seems genial and has no sense of chilliness, or why it is not oppressive at 80 or 85 degrees. I am sure the place will not suit those whose highest idea of winter enjoyment is tobogganing and an ice palace, nor those who revel in the steam and languor of a tropical island. But for a person whose desires are moderate, whose tastes are temperate, who is willing for once to be good humored and content in equable conditions, I should commend Coronado Beach, and the Hotel del Coronado, if I had not long ago learned that it is unsafe to commend to any human being a doctor or a climate."—*From "Our Italy," Harper & Brothers, 1890.*

## The Management.

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The management of the Hotel del Coronado is ever on the alert to add to the reputation of the house as being the most attractive home for people of refined tastes in America and to promote the comfort of its guests. The different departments are in charge of competent persons, who watch with keen interest all the growing details of a growing business. The table and service is never allowed to deteriorate from its well-established standard, and none but experienced white waiters are employed. In all the interior arrangements of the hotel no details are omitted to make it attractive, even to the "Buttons" and "Boots," who are all intelligent white lads, and seem to be proud of serving the patrons of such a well-appointed establishment. During the service of luncheon and dinner music is rendered by a well trained orchestra. As the place is next door to the "Land of Mañana" their repertoire partakes largely of Mexican and Spanish airs. The Hotel del Coronado livery is the best in Southern California and guests can always be furnished with excellent horses and carriages at reasonable rates. There is also a large stable for the exclusive use of such patrons as bring with them their private equipages. Dr. Raphael Lorini, a physician and surgeon of national reputation, is the resident physician, and gives his attention to the guests of the house exclusively. The Coronado Mineral water is the only water used in the hotel and is free to the guests.

## Coronado Beach.

"A land where winter hath fair summer wed."

—BARRY.

At first does not inspire rapture, but by degrees and before you notice the change, the nondescript something in the air, the restful tints in nature's garb, and the never-ending story the murmuring waves tell, with the enchanting sight and smell of the myriads of flowers—all these things are strange and new to you at first, but they woo your senses in an irresistible fashion until suddenly you find yourself charmed, and what is more, you are willing to be charmed; you revel in subjecting yourself to the influences that have captured your senses. You dread the happening of anything that is likely to break the spell. You want it to abide with you always. This is especially true of persons who come here with tired brains or nerves unstrung. The air, the sky, the sights and sounds, are all soothing to the soul and act as a medicine for a "mind diseased." The most practical and unpoetical minds, too, come here and go away, as they afterwards gingerly admit, carrying with them the memory of sunsets emblazoned in gold and crimson, upon cloud, sea and mountain; of violet promontories, sails and lighthouses, etched against the orange of a western sky; of moonlight silvering breeze-rippled breadths of liquid blue; of distant islands shimmering in sun-litten haze; of sunrises with crowns of glory chasing the vapory fleece-like shadows from the wet, iridescent beach, and silhouetting the fishermens sails in the opalescent tints of a glassy sea. Whatever your mood, you can always find some condition or phase of nature at Coronado that will be in harmony with it. If you are a jaded tourist, sick of Old World scenes and smells, you will find everything here fresh and novel. If you are a sportsman, you will meet with unlimited opportunities and endless variety, and no one shall deny your right to shoot and fish at your own sweet will. If you are weary with the turmoil and strife that comes from the busy haunts of men, you will find that you can be idle here with less ennui than at any place you can possibly dream of.

## The Climate

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So many able and exhaustive articles have been written about the superiority of Coronado's climate, that there remains little or nothing new to tell about it. Suffice it to say that the writer has spent over two years in studying climates and climatic effects, visiting twenty-six different countries in that time, experimenting particularly with Algeria, Egypt and the Riviera, and he is to-day a contented and permanent citizen of Coronado. It is not superior to the Nile country during January, February and March; it is not superior to Algeria and the Riviera during April and September; it is not superior to Norway in June, July and August; it is not superior to Ceylon and Corfu in February and March, but it is superior to all or any of these places three hundred and sixty-five days out of every year. The months mentioned in connection with those countries are what June is to New England. Take any six consecutive months at any given place and they will not compare with the same six months at Coronado Beach.

"The most healthful in the world."—PROFESSOR LOOMIS.

"You have a great capital in your climate. It will be worth millions to you. This is one of the favored spots of the earth. \* \*

A climate that has no equal."—AGASSIZ.

"A residence during a part of the winter of 1889 and 1890, at Coronado Beach, and a somewhat careful study of the comparative climatology of the southwestern portions of the United States, lead me to think that we have few localities where the comforts of life can be secured, and which at the same time are so well adapted to the needs of a variety of invalids as San Diego and its surroundings. In saying this I do not wish to be understood as preferring it to all others for some one condition or disease, but only that for weak hearts, disabled lungs, and worn out nerves, it seems to me to be unsurpassed."—DR. H. A. JOHNSON, Chicago, in "Our Italy," by Charles Dudley Warner.

"There is a great difference, for instance, between the quality of the climate at the elevation of the Florence Hotel, San Diego, and the University Heights, on the mesa above the town, and that on the long Coronado Beach which protects the inner harbor from the ocean surf. The latter, practically surrounded by water, has a true marine climate, but a peculiar and dry marine climate, as tonic in its effect as that of Capri, and, I believe, with fewer harsh days in the winter season.



## THE CLIMATE—(continued.)

"I wish to speak with entire frankness about this situation for I am sure that what so much pleases me will suit a great number of people as well as some other localities in Southern California, but I found no other place where I had the feeling of absolute content and willingness to stay on indefinitely. There is a geniality about it for which the thermometer does not account, a charm which it is difficult to explain. Much of the agreeability is due to artificial conditions, but the climate, man has not made nor marred."—CHARLES DUDLEY WARNER.

"The various elements combine to make Southern California probably the most attractive and healthful region in the world, and it has been predicted that as its advantages are more fully understood, Coronado will become the health resort of the world. Even now many European physicians are recommending its climate to their patients, and Americans are awaking to the fact that they have at home a region for invalids better than any single locality abroad."—DAVIS, in the *Lancet and Clinic*.

"The only military post of the United States in Southern California is at San Diego. The military post showing the highest rate of non-effectiveness from sickness in 1885 was San Diego. This station is the sanitarium of the division for the Pacific. Its general salubrity caused its selection for the purposes indicated."—CHAMBERLAIN, *Medical Record*.

"In this vicinity a case of intermittent or remittent fever is seldom, if ever, seen, unless contracted elsewhere."—SURGEON SUMMERS.

PARKES in his work on "Practical Hygiene," says; "The best climate for phthisis are those which permit the greatest number of hours to be passed out of the house."

DR. WILLIAMS, of London.—"In the majority of cases of chronic phthisis, and especially in women, whose circulation is weaker, the warm and dry climate is best."

PROFESSOR LOOMIS.—"Endeavor to select a climate where you may be out of doors every day, and at every hour of the day."

The sewerage system of the village of Coronado is perfect. The plan's are similar to Waring's for San Diego, celebrated throughout the United States, and the automatically flushed tanks, which are distributed all over the beach, makes this locality absolutely free from the evil effects arising from defective or bad sewerage, so commonly found even in the best known resorts and cities.



## A Digest on Coronado's Climate.

### WITHOUT QUOTING

Dr. P. C. Remondino, the leading authority on climatology, would indeed be "Hamlet" with Hamlet "not in it." He says: "On reaching Southern California, one soon experiences an increased capacity for sleep and food,—two sure indications that the physical system is being improved in tone by the climate. In elderly persons a feeling of rejuvenation is likewise experienced, and persons who have been all their lives below their normal weight, soon increase in proportions. Still the climate does not induce obesity,—one simply acquires his normal weight and retains it. The chest expands in its proportions, and the breathing capacity is greatly increased. This gives the blood greater facility for aeration, and induces a better physiological condition of all the organs. I have known chests to gain three and four inches in circumference, and two and three inches in expansion in the course of eighteen months' residence in the San Diego Bay region, and that in the case of persons who were pulmonary invalids on arriving. This is due to the extreme equability and mildness of the climate, allowing constant and free ventilation of rooms and houses, and constant out-of-door exercise, which is the real and true safeguard and remedial agent in consumption.

"It is owing to this climatic condition that in the Board of Health reports of the city of San Diego for the past ten years, there is not one case of consumption that originated in the city. The immunity that this climate gives to the inhabitants from diseases of the chest and abdominal organs, is simply phenomenal. Pneumonia, bronchitis, pleurisy, and similar diseases are unknown; and during the late epidemic of influenza, or the grippe, although deaths from chest diseases were greatly on the increase in the United States, and also in Central and Northern California, San Diego, with its population of 33,000 people, and the adjoining bay region, with its 15,000 additional population, with the epidemic as prevalent as elsewhere, did not lose a single case from any of the chest complications that follow the influenza. The utter absence of malaria makes it a desirable location for those suffering from chronic malarial poisoning; liver and kidney complaints, or rheumatism of the chronic order, find here a relief that cannot be equaled elsewhere.

"The climate is one of perpetual spring and the aseptic condition of the air is equaled only by that found in the air of the highest Alps of Switzerland. All persons who have practised surgery in Southern California bear testimony to this aseptic atmospheric condition. It is this aseptic and equable air that gives this climate such renown in cases of laryngeal and throat diseases, a class of cases that do better here than any other,—at least in these cases the improvement is more sensible and visible in a short space of time.

## A Digest on Coronado's Climate—(continued)

"As a summary, it may be said that all throat, chest or abdominal, renal, rheumatic or gouty affections, especially if of a chronic order, are benefited by this climate, and the patient can look forward to a return of health, provided organic destruction has not advanced to a point beyond the hope of repair. Cases of the above affections, in the first stages of chronicity, can look forward hopefully, without fear, to speedy relief.

"For those in health this climate offers a delightful home. There is probably no other climate on the globe wherein man can live with as little physical exertion or discomfort,—no heat and no cold, no feeling of enervation, but health always at its full tide. This is well exemplified in the natives, many of whom enjoy more than a century of existence, a marked contrast to the term of life of the red-man elsewhere. This is due purely to our climate. I have known personally many such centenarians of aboriginal origin.

"Cholera infantum and diseases of infancy have no existence here, the extreme equability of temperature being inimical to their presence; childhood and old age—the periods of life most tried by other climates—here find an unequalled haven of safety, as neither the diseases of early infancy, which cause such death rates elsewhere, nor the diseases that lay in wait for the aged and feeble, can find a home in this land of equability and sunshine, where infancy and green old age can live in comfort and safety. Adult and vigorous middle life can well be expected to reach the full tide of mental and physical vigor and perfection.

"We have here no exhausting nights or wearing days, and the greatest possible amount of sunshine. The gloomy, foggy, damp, dark, heavy atmosphere that elsewhere haunts poor mortal man and drives him into pessimistic anarchy and beer, is here unknown, as the fresh breezes, bright sunshine and clear skies may be said to be almost a perpetual assurance. The only drawback that we have observed in our climate after twenty years' careful observation is that it does not allow Southern Californians to draw their life insurance premiums with as equal facility or in such a short interval after insuring as their more favored brothers to the east of the Rockies."

"As Agreeable for a Summer as for a Winter Resort."

—CHARLES NORDHOFF.

Charles Nordhoff, well known for his writings on California, "For Health, Pleasure and Residence," writes of Coronado:

"For situation, architectural beauty and comfort, the Hotel del Coronado is really the most perfect and charming hotel I know of in either Europe or America; and in this judgment several friends here, of wider experience than my own, concur. The air here is drier than at any other sea-side resort I know of.

"The climate and situation make the hotel as agreeable for a summer as for a winter resort, and ought to draw to it in summer the large number of those who leave home to escape the extreme summer heat of our Middle States, quite as much as those who seek a mild winter climate. The public of our Eastern States has never fully grasped the fact that the summer climate of the California coast is as refreshing and invigorating as its winter climate is sunny and warm.

"Lying immediately upon the ocean, whose spray has sometimes washed the windows of the great sea-side inclosed gallery, the Hotel del Coronado has at its side and close at hand the always smooth waters of San Diego Bay, where sailing, salt water bathing and fishing are possible winter and summer. Its broad and sunny piazzas invite the lounge on winter days, while the lovely and always cool interior court, full of rare flowers, makes a delightful retreat in the warmest summer day. The spacious grounds, full of flowers winter and summer, and smoothly paved, invite invalids to exercise in the sunlight and fresh air, while for the robust, shooting, fishing and sailing, short excursions to the mountains and on the numerous little railways which now permeate the region around San Diego, offer an endless variety of healthful amusement and excitement.

"Of the peculiar beauty and comfortableness of the Hotel del Coronado, Charles Dudley Warner has written in "Harper's Magazine," without exaggeration. To me, who am of an active habit, one of the added pleasures of life here is in the number of things one can easily do—the variety which the situation offers of interesting short excursions between breakfast and dinner. To that large number of men and women of leisure who need to be 'doing something' in order to be perfectly happy, Coronado is a most fortunate place. To the invalid and idler the spacious and sunny corridors enclosed in glass and looking out upon the ocean, as well as the open-air verandas, give abundant opportunity for exercise and lounging.

### Charles Nordhoff's Article—(continued)

"Of the pleasures and satisfactions of the Southern California coast climate in winter so much has been written by physicians and travelers that this is now well known. But it ought to be more generally known that it is equally satisfactory and beneficial in the summer months. Because San Diego lies near the latitude of the Sandwich Islands, and because the interior valleys of California are very hot in June, July and August, it is thought that one should go to Coronado only in winter. But it is the exact truth to say that the summer climate of this southern coast invites to active exercise when the heat of the Atlantic side forces people to swelter on piazzas. There is no other sea-side resort or any mountain resort so cool and comfortable in midsummer as is the Hotel del Coronado, and for those who yearly spend two or three months away from home to 'keep cool,' and to avoid the extreme and exhausting heat of our great interior region, the Pacific Coast resorts, and especially this one, offer comforts and pleasures which will some day make this the favorite region of summer tourists and for the leisured class which seeks health and vigor as well as pleasure in summer travel. The rainless summer and fall make the coast the pleasantest region in the world for out-door life. The cool breezes of the sea-coast and the dry heat combine to make the summer climate, even farther south than San Diego, healthful and delightful. The nights are always cool and refreshing; in the warmest day the shade of a tree or piazza is cool. The clear, cloudless skies allow the heat to ascend and leave the temperature near the sea-level cool, as the ocean's surface always is.

"The California coast will some day be as famous and fashionable, and as welcome to summer travelers, as it has within a few years become to those seeking to avoid the extreme rigors of northern winters. The journey hither, from any spot west of Cincinnati, Chicago, or even Pittsburgh, is now more comfortably made in summer than from the same points to the White Mountains and the Maine coast, and sensible 'Western' men are discovering that they can get more comfort and health for themselves and their families, with far more novel and interesting experiences, on the coast of Southern California than anywhere in the East, or, for that matter, at European resorts. The Hotel del Coronado is found by such people to be as comfortable and as fascinating a summer home as it is acknowledged to be satisfactory in winter."



## No Hay Fever.

Coronado is a haven for hay fever sufferers. Here hay fever is not indigenous, and in imported cases its course is short, the improvement being immediate. In fact, the atmosphere of Coronado is so salutary,—so free from irritating dust and noxious vegetable effluvia, that the material on which the disease feeds is wholly lacking; consequently hay fever is here famished, as it were, and dies of inanition, and the salubrious Coronado Mineral Water soon clears away all the dregs of it from the constitution. The lately languid and despondent invalid finds his mind become contented, his spirits buoyant, and his whole body full of health and energy. In such cases, other circumstances here are highly favorable: for instance, the proximity of the surrounding ocean, and the regular alternating breezes, tending to maintain the wondrous equability of the temperature of the air, which temperature varies but little during the twenty-four hours, being nearly the same by night as by day. Owing, also, to the sea breeze, the air is never so dry as to be unpleasant, but is always balmy and soothing to the respiratory organs. A physician of eminence, during three years' residence, took special note of the hay fever invalids who came here in quest of health, and was often amazed at their rapid recovery. The same climatic and other advantages which are here so curative in hay fever, are also highly beneficial in phthisis and other chest complaints, and in ailments of the liver, kidneys and bladder.

RAINFALL FOR FIFTEEN YEARS.—REPORT FROM THE U. S. SIGNAL SERVICE OFFICE.

	JAN.	FEB.	MAR.	APRIL.	MAY.	JUNE.	JULY.	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL.
1880	0.61	1.50	1.43	1.34	0.06	0.06	0.09	0.32	0.00	0.53	0.28	4.15	10.37
1881	0.52	0.45	1.88	1.35	0.04	0.05	0.09	0.01	0.04	0.24	0.12	0.30	5.00
1882	4.53	2.55	1.02	0.45	0.18	0.07	0.00	0.00	0.01	0.41	0.39	0.13	9.74
1883	1.09	0.95	0.41	0.31	1.14	0.08	0.00	0.00	0.00	2.01	0.20	1.82	8.01
1884	1.34	9.05	6.23	2.84	2.17	0.31	0.00	0.00	0.07	0.35	0.11	5.12	27.59
1885	0.35	0.02	0.78	1.20	0.61	0.06	0.00	0.00	0.00	0.31	1.56	0.71	5.30
1886	6.95	1.51	3.73	1.95	0.04	0.07	0.00	0.00	0.00	0.05	0.95	0.10	15.35
1887	0.04	4.51	0.02	2.14	0.47	0.04	0.01	*T	*T	*T	2.01	1.14	10.45
1888	1.96	1.48	2.79	0.10	0.22	0.04	0.01	*T	0.04	0.26	1.83	2.84	11.57
1889	1.72	1.80	2.20	0.19	0.03	0.10	*T	0.04	*T	2.12	0.12	X2.02	10.34
1890	1.32	1.04	0.38	0.03	0.04	0.00	0.00	*T	0.37	0.01	0.72	1.22	8.02
1891	1.21	4.84	0.27	0.76	0.35	0.05	*T	0.00	0.08	0.04	0.10	1.29	8.99
1892	1.58	2.96	0.96	0.41	1.15	0.13	0.00	0.05	*T	0.22	0.94	0.69	9.09

\*T indicates a trace of rainfall—or less than 0.01.

X approximated.



## Our Inter-Ocean Climate.

Climatologists come here and make a study of the climate and call it the true marine climate. This is misleading. They mean that our climate is the opposite to any marine climate ever discovered in any part of the globe. They recognize its pre-eminence on account of its extreme dryness and in it they see an *ideal* marine climate and it is forthwith styled the True Marine Climate.

This peculiar dryness in our atmosphere—peculiar from the fact that it exists at such proximity to the sea—is accounted for by scientists. Mr. T. S. Van Dyke explains the phenomenon in every-day English in his book on Southern California, and we quote him as follows:

" \* \* \* It is easy to see whence comes the sea breeze, the great glory of the California climate. It is passing us here, a gentle breeze of six or eight miles an hour. It is flowing over this great ridge directly into the immense basin of the Colorado desert, hundreds of feet deep, where the temperature is probably one hundred degrees. For many leagues on either side of us this current is thus flowing at the same speed, and is probably half a mile or more in depth. About sun-down, when the air over the desert cools and descends, the current will change and come the other way and flood these western slopes with an air as pure as that of the Sahara, and nearly as dry. The air heated on the western slopes by the sun would by rising produce considerable suction, which could be filled only from the sea; but that alone would not make the sea-breeze as dry as it is. The principal suction is caused by the rising of heated air from the great desert. This cannot flow over eastward, because a still greater volume equally hot is rising from the fiery furnace of Arizona; nor on the north, for there lies the greater desert of the Mojave; some, doubtless, goes over the Gulf of California, but that is quite narrow, and it is already overworked with cooling off the heated air from Sonora and the eastern slopes of the mountains of Lower California. The greater part, therefore, must flow over in a high stratum upon the west, that being the coolest place surrounding it. It soon reaches the ocean, and once over that its course is easy to determine. It is quickly cooled off and descends to be carried back again by the suction produced by the air rising from the desert and on the western slopes of the county. Hence, instead of being a wind born of the sea, the sea-breeze is here a mere under-tow, a vast returning wave of air, most of which, in its circuit, reaches the desert and mingles with its dry breath. The lowest stratum is, of course, moistened somewhat by its contact with the sea, but after passing a few miles overland, this is mingled with the strata above and there is no more moisture left than comfort and vegetation require. \* \* \* "

## Our Temperature.

▼

The following figures are taken from the official records of the United States Signal Service Station at San Diego, and are for the twenty years from 1871 to 1891, both years inclusive:

"In a period of seventeen years from 1875 and 1891, covering 6,205 days, there were 6,006 days in which the mercury did not rise above 80 degrees, and only 129 days in which it rose higher than 80 degrees.

"During this time there were never more than two days in any one month in which it rose so high as 85 degrees, except June, 1877, four days; September, 1878, five days; June, 1879, two days, September, 1879, four days."

On not a single day during the twenty years did any unusual warmth continue more than a few hours, the highest mean temperature for any day being only 70 degrees. It thus appears that the climate of Coronado is entirely free from what is known in the East as the "heated term." In these twenty summers no sweltering heat by night prevented sleep: in fact, there was no night during all the period when a blanket was not necessary for comfort. It has been seen that there is no such thing as a "heated term" known here. It will now be shown that what is termed a "cold snap" is equally unknown. During the same seventeen years, containing 6,205 days, there were 6,006 on which the mercury did not fall below 40 degrees. On no day did the mercury remain at 40 degrees more than one or two hours, and this between midnight and daylight, the lowest record for any day being 52 degrees—on four of the 6,205 days.

### COMPARED WITH THE NOTED EUROPEAN RESORTS.

	JAN.	FEB.	MAR.	APRIL.	MAY.	JUNE.	JULY.	AUG.	SEPT.	OCT.	NOV.	DEC.
CORONADO .....	*55.9	58.5	55.0	57.2	60.4	63.1	67.0	70.5	66.6	59.7	56.0	56.0
Naples .....	+46.5	48.5	52.0	57.0	66.5	71.0	75.0	76.5	72.5	65.0	54.5	50.5
Mentone .....	+48.0	48.0	52.0	57.0	63.0	70.0	75.0	75.0	69.0	64.0	54.0	49.0
Rome .....	+47.6	49.4	52.0	56.4	64.5	69.2	73.3	74.0	69.5	63.6	58.8	49.6
Nice .....	+45.8	49.0	51.4	57.0	63.0	69.0	73.6	74.3	69.4	61.8	53.7	48.6
Florence .....	+41.0	45.0	48.0	56.0	64.0	69.0	77.0	76.0	70.0	59.0	53.0	47.0

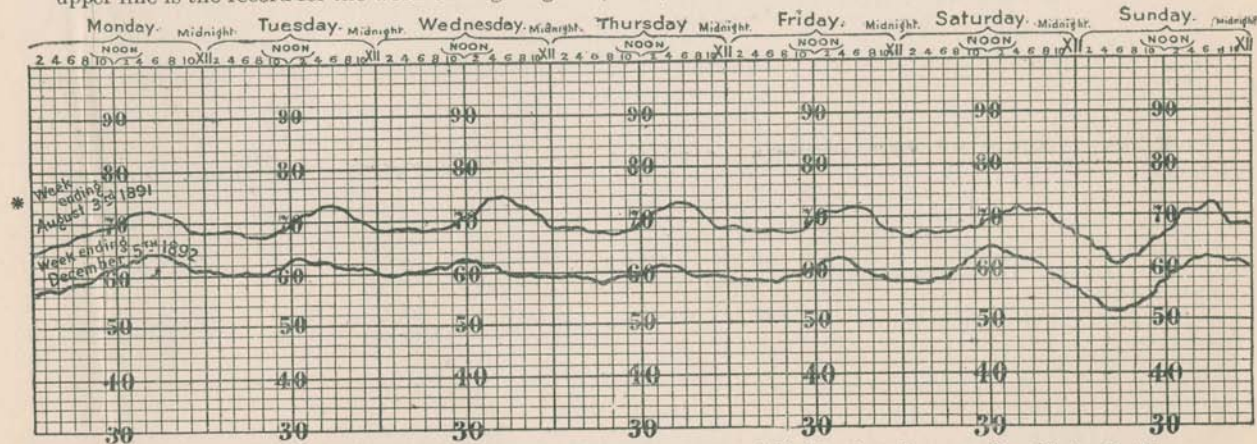
\* Computed from U. S. Signal Service.

† Computed by Dr. Bennett.

An inspection of the foregoing table will show that the winter temperature of Coronado is 8 degrees higher than the winter temperature of the most favored foreign winter resorts, and the summer temperature 10 degrees lower, thus making an average of 9 degrees in favor of Coronado as an all-the-year-round resort.

# August and December.

The following is from the records of the United States Signal Service Station at San Diego, and shows the comparatively slight variation in the temperature of the two seasons and the remarkable equability of each. The upper line is the record for the week ending August 3, 1891; the lower for the year ending December 5, 1892.



\* I certify that this is a correct transcript of the Records of the U.S. Weather Bureau San Diego, Calif.

M. L. HEARNE, Observer.



## The Coronado Springs.

Though Coronado is chiefly a resort of tourists and pleasure-seekers, its waters have properties that are strongly commended by medical men. Patients are sent here from all parts of the world to take the waters along with the climate.

The Coronado Mineral Water, the analysis of which shows that it is superior to the imported waters, comes from living springs near the hotel, is a perfectly pure water, and has been found remarkably curative in diseases of the bladder, kidneys and liver. It acts as a gentle tonic to the entire bodily system, and is a delicious table water. It is the only water used at the Hotel del Coronado, where it is free to the guests, many of whom, after testing its virtues, order it sent to their homes. ALL THE ICE USED AT THE HOTEL IS MADE FROM THE "CORONADO WATER." The following analysis was made by the well-known chemist, C. Gilbert Wheeler, of Chicago.

SILICA .....	.167
IRON (SESQUIOXIDE) .....	.011
SODIUM CHLORIDE .....	1.977
SODIUM SULPHATE .....	.066
POTASSIUM SULPHATE .....	.086
CALCIUM SULPHATE .....	.158
CALCIUM CARBONATE .....	.601
MAGNESIUM CARBONATE .....	.479

3.545

### FROM THOSE WHO HAVE USED IT.

H. A. JOHNSON, M. D., Chicago:—"This is a remarkably pleasant table water, absolutely pure. It must be excellent for kidney and bladder troubles. I think it also a good tonic for the general system, giving to nature a general impetus."

W. H. MASON, M. D., late Professor of Physiology in the University of Buffalo, N. Y.:—"Coronado, with its magnificent hotel, as a real sanitarium and pleasant seaside resort, where complete restfulness and refreshing enjoyment can be had, is unrivaled anywhere. Its pure and mild atmosphere, equable temperature, dry climate, and its refreshing westerly breezes, together with the excellence of its natural mineral water, may be regarded as a regular 'elixir of life.'"

O. D. CHENEY, M. D., of Haverhill, Mass.:—"There is a freshness and fascination about the place that causes it to become a ready favorite with every one who comes here. I find also another great attraction, and one that will give you high satisfaction; it is the peculiar and powerful medicinal properties in the water now in use in the hotel."

J. DAVIS, of San Francisco:—"No expression of thanks that I have been here and drunk of the Coronado Water, can tell you how different I now feel from what I did when I arrived a month ago, then suffering from pains in my kidneys. I can safely say that I am like another being, and feel almost as limber and well as I ever did. My general health also is greatly improved."



Bird's-eye view of the Hotel del Coronado, overlooking the Pacific Ocean, Point Loma and the Coronado Islands.



## What One can do at Coronado

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Here's one day's itinerary for you :

Take one to three glasses of Coronado Mineral Water at the Spring first thing.

Take a "constitutional" up the beach.

Breakfast.

A sun-bath at the fountain in the court with your morning paper.

Then a sail or pull on the bay.

A dip right after either in the surf or plunge.

A game of pool or billiards in ladies' billiard parlor.

Luncheon—in your flannels, if you like.

Dream away an hour or two on the sands, or in the hammocks and rockers in the glass-enclosed verandah.

Drive on the beach to Ballast Point past North Island.

Then have a "go" at tennis on the asphalt courts.

Dinner.

A post-prandial cigar in the rotunda, smoking rooms, on the verandahs, or in the electric lighted court.

A turn at the bowling alleys or at shuffle-board down-stairs.

Supper (9 to 10).

Attend the hop in the ball-room or join the whist fiends in a rubber in the parlors.

## The things you can do at Coronado at Odd Times :

▼

Try your luck as an angler for mackerel in the bay.

Troll for barracuda, " the blue fish of the Pacific," beyond the kelp-beds outside.

Lay for the wily jew-fish from the iron pier.

Brush up your botany once a week in the Botanical Gardens.

Lose your best girl in the labyrinth or maze in the early morning.

Visit the Ostrich Farm at feeding time.

Put in an hour occasionally studying the 10,000 specimens in the Museum.

Take the motor train in front of the hotel and enjoy the little journey around the bay to San Diego over the " Silver Strand " Belt Line, returning to the hotel by the electric car and ferry system.

Inspect the Electric Light Works and Ice Plant of the hotel, going via the Underground Route. Seen to advantage at night.

Procure a good saddle horse and ride to hounds for the jack-rabbits on North Island. There is a " meet " every Friday at the Hotel del Coronado kennels. The hotel owns a full pack of blooded dogs, and the sport is always good.

If you are a cyclist, bring along your wheel and enjoy the smooth, hard beach. You get an unbroken stretch of twelve miles at low tide.

## Here's Another List.

◆

Take part in the Friday night match games of water-polo in the bath house. Guests of the hotel are admitted as spectators free of charge.

Take a morning for a quail hunt and have the contents of your bag broiled for dinner. A rare dish after rare sport.

Get a beautiful panoramic bird's-eye view of the Peninsula, the Islands and the Bay from the S. E. Tower. Tackle the bucking barrel-horses in the salt water hot plunge and swimming pools.

Make up a donkey-party for a moonlight jog along the shore during flood-tide—an exhilarating lark.

Scrape up an acquaintance with the parrots and monkeys in the monkey-house.

While away a pleasant half hour in the Curio Bazaar. Interesting exhibit of relics from Arizona, New and Old Mexico, the Sandwich Islands and the Pacific Coast. High grade curios collected at great expense.

Visit the hotel kitchen, cold storages, wine cellar, pantry and store-room. The hotel management is always ready to send a guide with parties desirous of penetrating "behind the scenes" and bearding the Chef in his den.

Attend the weekly receptions on board the U. S. Cruisers of the Pacific White Squadron, some of which are usually riding at anchor in the harbor.

Have a good time, whatever your tastes run to, every day of the year.

## Outings and Places

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### No "Do" From Coronado:

**OLD MEXICO:** Take a run down to Tia Juana, Mexico, (15 miles) by coach or carriage, and mail a letter to the home folks from foreign soil and get your handkerchief stamped at the custom house. (Pronounced Tee-ah Whanna.)

**OLD TOWN:** Drive to Old Town (5 miles) and see the ruins of Ft. Stockton, the presidio, the graceful old palms, (oldest in the State, 150 years) and the old Mission Church—established by Padre Junipero in 1769—where Helen Hunt Jackson's "Ramona" was married. Here, too, are the "Melodious Old Bells of Old Town."

**OCEAN BEACH:** A pretty trip, (8 miles.) Do it on horseback and go acrabbing at the foot of the honey-combed cliffs some afternoon at ebb tide, returning in the weird afterglow of some of our glorious sunsets.

**THE OLD MISSION:** Make a pilgrimage to California's first mission by carriage (9 miles) through the sweetly pretty Mission Valley along the banks of the San Diego River.

**THE BIG DAM:** "Do" the celebrated Sweetwater Dam trip (12 miles) by carriage or rail via. National City, Chula Vista and Paradise Valley.

## Outings and Places—(continued)

LA JOLLA PARK; Organize a four-in-hand tally-ho coaching excursion to this picturesque bit of shore, via. Pacific Beach, (15 miles up the coast) and lunch in the beautiful caves. The best place for pretty shells and mosses and grand surf. The return through Rose Cañon makes this a delightful day's outing. (Pronounced La Hawyah.)

CORONADO ISLANDS: Organize a yachting party for a cruise to the Islands and an afternoon call on the seal and sea lions. They are always "at home."

OLD POINT LOMA: "Do" Point Loma, with its picturesque old lighthouse—the highest in the world—by carriage or on horseback, via. San Diego, or by boat across the bay to Ballast Point and then climb for it. The view from the top is pronounced by Charles Dudley Warner, Kate Field and others, *one of the few views of the world.*

EL CAJON: Picnic under the live oaks at del Monte in the beautiful El Cajon valley (16 miles) the home of California's finest raisins. Daily trains from San Diego. (Pronounced El Kahone.)



## "Silver Strand" Excursion.

▼

Take the Bay Belt Line Motor, or "Silver Strand Train," in front of the hotel and whirl around the bay to San Diego over the "silver strand" and via South San Diego, Coronado Heights, Chula Vista and National City. At San Diego the train goes steaming through the principal thoroughfares to the foot of D street, where a junction with the S. D., O. T. and P. B. "Suburban" takes you through quaint Old Town, past the old palms, across the river to Pacific Beach. The return to the hotel is made from San Diego by ferry and the Orange Avenue Motor Line. This is known as the "Silver Strand Excursion," and covers 70 miles of pleasant, picturesque and profitable riding, giving an opportunity to view the bay region on nearly all sides.

## Theatre and Opera.

◆

The Fisher Opera House, at San Diego, is said to be the prettiest little theatre west of New York. Standard attractions are the rule at this house. Carriages may be ordered at the office, as the "Hotel del Coronado Livery" makes a specialty of theatre service, connecting with the boats closely. Same leave the hotel at 7:15 sharp, reaching the theatre at 7:50; or at 7:55, arriving at theatre at 8:25, as ordered.

# Coronado's Backbone,

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## Her Solid Merits.

Now for the essential things. We've recited the diversions she has to offer, but those diversions would be dead letters were it not for the fact that they are made enjoyable by

### WHAT THERE IS AND WHAT THERE IS NOT AT CORONADO.

THERE  
IS

The Most Equable Climate in the World;  
Perfect Sanitation;  
Absolutely Pure Water;  
Perfectly Pure Ice;  
Plenty of Sunlight;  
Cool Nights Every Night;  
"Oceans" of Flowers;  
Fruit and Vegetables the Year Round,  
And Every Condition of Nature That  
Is Conducive to the Creation of  
Contentment.

THERE  
IS NOT,

Any Hay Fever;  
Any Malaria;  
Any Sleeplessness;  
Any Loss of Appetite;  
Any Languor in the Air;  
Any Lightning;  
Any Thunder;  
Any Mad Dogs;  
Any Cyclones;  
A "Heated Term" or  
A "Cold Snap."

## One of the Charms

OF CORONADO.

N. G. S. SAYS:

“One thing I have noticed here at Coronado Beach which is a distinction from all other resorts I have ever visited, and that is that one never hears the question, “How does the place agree with you?” I account for it from the fact that nowhere does one see a case to suggest such a question. Every face is a bright joyous one, and the “old tired,” as the little cripple termed his aching back, seems to have given place to a feeling of repose, to those who came here with it, and the relaxed nerves and set features were only too glad to give expression to their release.”

There must be more truth than poetry in this phase of one's impressions while at Coronado, for nearly every one makes it a point to speak of their entire sympathy with the place, its climate and its surroundings.

Charles Dudley Warner never penned a truer thing than when he wrote:

“I wish to speak with entire frankness about this situation, for I am sure that what so much pleases me will suit a great number of people who will thank me for not being reserved. Doubtless it will not suit hundreds of people as well as some other localities in Southern California, but I found no other place where I had the feeling of absolute content and willingness to stay on indefinitely. There is a geniality about it for which the thermometer does not account, a charm which it is difficult to explain. Much of the agreeability is due to artificial conditions, but the climate, man has not made nor marred.”

A well known author in an article in the *Tourist*, published at Utica, N. Y., October 15, 1892, writes:

“I only wish, out of the purest philanthropy, that I could gather in all doubting Thomases and give them one week at the Coronado. If then ninety-nine per cent. of them did not prolong their stay to the fullest possible length and go home finally, if at all, in an ecstasy of enthusiasm over this part of Southern California—well, it would go to prove the existence of natures too gross and callous to appreciate a paradise.”

## A Word with the

### Knights of the Camera, or Brush and Pencil.

Few places abound with one-half so many sketchable bits of nature as one can stumble across in a month's rambling about Coronado. Each of the little excursions outlined in the preceding pages is rich in itself in scenes that are distinctly South-Californian. There is a lazy, hazy, dreamy atmosphere that hangs about most of the views one gets in this region that can not be described. 'Tis a memory of the old Spanish days of a century ago—a halo of romance, an indefinable something, that clings to the soil and to the old places despite the march of civilization, with a tenacity that is lovely, and it would be sacrilegious to try to displace or remove it.

There is a touch of gentleness, too, that characterizes most all of our scenery, superinduced, no doubt, by the perpetual sunny days with which this region is favored. Perhaps the same scenes would have a sterner aspect under leaden skies and bleak winds. The picturesque old haciendas and low-lying quadrangular adobe dwellings in the valleys, framed by the chains of the undulating mountains in the distance, with the old palms and eucalypti accentuating the foreground, makes a picture with an individuality quite its own, and one that finds a ready place in the lower tier of the gallery of one's recollections.



A WORD—(continued.)

The view from the hotel itself looking from the east or front verandah is one of rare beauty, with a variety and scope that makes it a never-ending source of delight to those possessing an eye for distances, perspective and light and shade. It embraces so much that is tranquilly beautiful seen through this ever-changing sun-litten haze—land and sky, bay and ocean, islands and coves, villages, towns and mountains—that the eye never tires.

The light and shade of our playful California atmosphere delights to run the entire gamut of coloring in a single day sometimes, and the effect of one of our fine sunsets on this stage-land panorama, with its amphitheater of hills for a background, is one of transcendental loveliness. The colors are so strong and yet shade to such misty tints that one is oftentimes prone to think it is all some artificial trick gotten up for one of the billed attractions of the hotel; as the illumination of the Falls of the Rhine, for instance, at Schaffhausen.

NOTE:—In the hotel a dark-room has been furnished for the use of photographers who desire to finish their pictures before returning.

## Publishers' Recapitulation.

◆

Now, in conclusion we will say, that while the merits of Coronado Beach and our Hotel del Coronado have enlisted the talents of some of the most gifted writers of our land, and elicited encomiums of praise from the thousands who have been our guests, Coronado must be seen and enjoyed to be thoroughly appreciated. This, with all due respect to the genius of the many who have written glowing accounts of her charms, of the eloquence with which her devotees have extolled her virtues, and despite the cunning with which her enemies have plotted to destroy her growing popularity. For, after all, there is an elusive element in our climate, our sky, our water and our dreamy landscapes—a witchery as it were—that successfully eludes capture by the artist-poet's brush or pen. He feels it all, and sees it all, but when it comes to transferring it on canvas or to paper, the task is a baffling one and the sketch-book is closed; the letter remains unfinished; and the lotus-eating continues in an uninterrupted fashion. Care is allowed to go begging for victims. Worry goes curling upwards through the ethereal blue. The musical surf chants a lullaby; and be you poet or peasant, worker or dreamer, Nature here is master, and you are enslaved in the meshes of Content, caring little whether school keeps or not, as long as the big girls are here. And bless 'em, the place is full of them all the year round. We have

The summer girl and the winter girl,  
The girl who loves to row;  
The Delsarte girl and the Ibsen girl,  
And the girl who loves to sew.

The décolleté girl and the Blazer girl,  
And the girl with the sailor hat—  
The goody girl and the slangy girl,  
And the girl who loves to chat.

There's the sedate girl and the jolly girl,  
And the girl who loves to paint;  
The horsey girl and the tennis girl  
And the girl with gowns so quaint.

There's the suspended girl and the cycling girl,  
And the girl who dearly loves a ball—  
But the fadless girl, don't-know-it-all girl  
Is the sweetest girl of all.

## L'Envoi.

◆

As stated at the opening of these pages, we have entertained upward of 350,000 people since we held our "house-warming" a few years ago. The patronage that has come to us is not the result of an accident. It is not a happen-so. There must be a reason for it. There is; lots of them in fact. In these pages we have tried to put down a few of them with the hope that they may induce you to speak a kind word for Coronado—the peerless—whenever chance favors. You have been here and have tested the merits of what we claim and if this souvenir booklet will aid you in keeping fresh in your memory the things that have most contributed to your pleasure during your stay as our guest, our mission will have been fulfilled and our efforts amply repaid. In handing these to your friends, if there is any point in regard to our hotel or the Bay Region not covered, upon which they would like information, tell them to write us and write us freely. We are always glad to get inquiries in order to give us a chance to dwell upon the land of our adoption—the "Land of the Sun-Down Seas."

Very faithfully yours,

E. S. BABCOCK,  
MANAGER.

CORONADO BEACH, CALIF.

SPC  
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R42  
1880

## Coronado.

♦

A Land of sunny days,  
Of winds whose soft caress  
Doth lull to sweet forgetfulness;  
Of eves enwrapped in mellow haze—  
And nights where fairy-fingered Sleep  
Doth soothe the restless pulses of the deep;  
A land where Winter hath fair Summer wed,  
And these, their gentle progeny, are bred.

—F. G. BARRY.



