

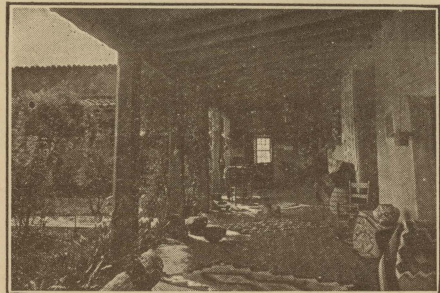
LA JOLLA CAVES



OLD TOWN



FIFTEEN minutes ride from the business heart of the thriving, bustling city of San Diego, on the main line of the La Jolla Line, lies the sleepy little hamlet known as "Old Town," the most hallowed and historic spot in all California, where Father Junipero Serra first planted the cross.



What you can see in "Old Town":

"Uncompleted brick church" marking the spot where cross was first planted.

The old Plaza and Monument where Gen. Fremont first planted the U. S. Flag.

The first church and Old Mission bells.

The first palm tree—146 years old.

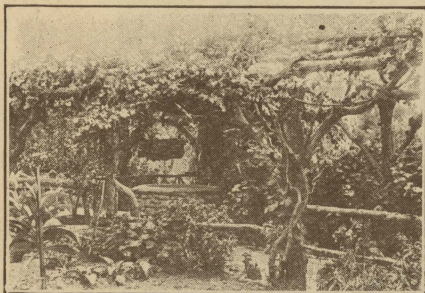
Old grave yard with crumbling walls and faded wooden head boards.

Old Indian school house and first jail.

The Serra Cross on Presidio Hill.

First brick house in Southern California.

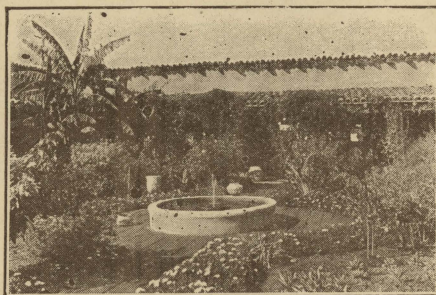
Ramona's Marriage Place.



Yet all this would be forgotten were it not for the fact that when Helen Hunt Jackson wrote "Ramona" she laid the scene of the wedding of

Ramona and Alessandro in the low adobe building at old San Diego. She described it as the home of Father Gasparo, so for ever so many years visitors to California have flocked there by thousands and the Estudillo home became known as the Marriage Place of Ramona.

Built originally in 1825 and restored in 1910, it is one of the most beautiful and interesting places in the world. Its adobe walls are three to four feet thick. Its roof is covered with tule and curved tile; its rafters bound with rawhide. In the court yard, running wild with flowers, the walks are laid with tile made by the Mission Indians 146 years ago, and here one sees the first mill wheels, the "Spanish Kitchen," the Old Fashioned Oven, the "Wishing Well," Father Horton's furniture and old registers from the Horton Hotel.



Arm chair used at Guajome Ranch by Helen Hunt Jackson while writing "Ramona." Piano brought around the Horn in 1851 and presented to the lady that made the first American flag planted by General Fremont in the Old Town Plaza. Collection of Mission Paintings and Statue over 150 years old. The old Yuma stage coach and Mexican caretta.

In the Lecture Room every hour the visitors, through a mission arch, look upon a cycloramic painting of California, showing the old Missions and the geographical points covered in the story of "Ramona." Here one sees the full glare of day, the rising and setting sun, the twinkling stars and lighted windows and hears the mission bells and the charming story which has been been woven about the Missions and Ramona.

No one should leave San Diego without a visit to Old Town, where California was born. You can visit Old Town either going to or coming from La Jolla.

HOTEL CABRILLO

*At Beautiful La Jolla, California,
"By-the-Sea"*



JAMES A. WILSON, Proprietor

*La Jolla, California Has the Most Equable Climate
in the World*

Hotel Cabrillo

Is noted for its fine location and homelike atmosphere, has a grand view of ocean and mountains from each room, steam heated, and fine hotel service. The lobby is a large, beautiful room with cheerful fireplace, which makes one feel at home upon entering. European plan.

Rates, with public bath, one person, \$1.00; two persons, \$1.50.

Rates, with private bath, from \$1.50 to \$2.50 per day.

Special rates by week and month.

Phones, Home 48; Sunset 68-J.



PACIFIC BEACH



NATURE has done about all that is possible to make Pacific Beach one of the most charming locations for a home on the Pacific Coast. It is located within the corporate limits of San Diego, nine miles from the business center and on the La Jolla railroad. On the south are the quiet waters of Mission Bay, which affords the most delightful swimming and boating and freedom from dangerous currents or undertow. On the west is one of the best beaches on the coast, the ocean proper, where it is so wide and the sand packed so

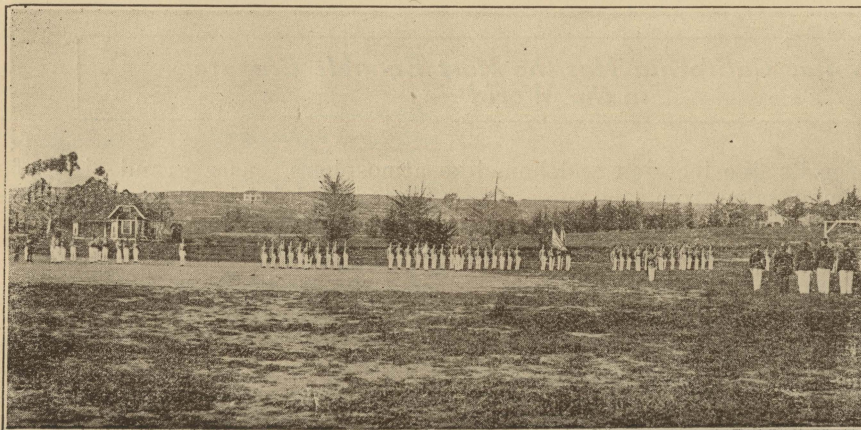
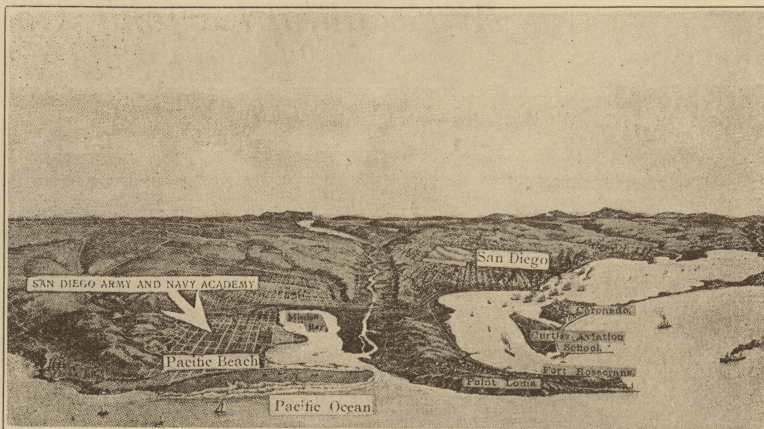
hard that heavy teams can go over it with ease. It was here that Burman made some of his fastest time in the automobile races on Christmas day two years ago. On the north are the Soledad hills and there is a gradual slope from the top of the hills to the water's edge, so that from any point of Pacific Beach can be seen a beautiful panorama, taking in on the east the mountains, San Miguel, Grossmont, the Cuyacamas; on the south, the city of San Diego, Coronado, the ships on San Diego Harbor, Point Loma, while, on the west, the broad expanse of the mighty Pacific.

With the completion of improvements which are now being made, and the contemplated improvement in train service, the changing from steam to an electric carline, Pacific Beach is bound to become a flourishing beach resort and one of the most desirable suburbs of San Diego.

The largest owner of realty in Pacific Beach is the SAN DIEGO BEACH COMPANY, a corporation composed of

some of the best business men of San Diego. The company has an office near the Lamont Street Station, postoffice address, Pacific Beach, California, where full information can be given at any time regarding beautiful home sites the company has to offer.

At Pacific Beach, there are churches; the cozy little home of





PACIFIC BEACH



the Pacific Reading Club; a grade school—part of the public school system; and the SAN DIEGO ARMY AND NAVY ACADEMY. The Academy was established by Capt. Thos. A. Davis, late 6th U. S. V. Infantry, in November, 1910, and from a beginning of thirteen students, has attained a wonderful degree of success. It has had students from fifteen different states and four foreign countries. Its courses of study cover the work for younger boys in the upper grammar grades, the regular preparatory work for college, and special courses for candidates for West Point and Annapolis. Its graduates are admitted to every college or university without further examination.

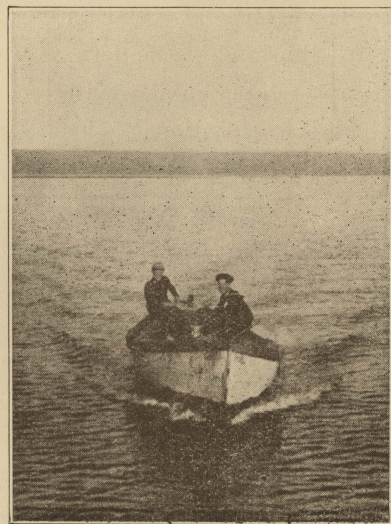


Government Recognizes Academy

The Academy has received recognition from the Government itself and last year an officer of the regular army was detailed as Commandant of Cadets and Professor of Military Science and Tactics. The out of door classes and sports, even through the winter season, have done much for the physical development of the students. The emphasis laid upon thoroughness of instruction and upon character training has appealed to thoughtful parents.

Visitors Are Welcome

Visitors are always welcome at the Academy and full information regarding the workings of the school will be furnished upon application to the Superintendent, Capt. Thos. A. Davis.



HOME PHONE 4311

1131 Fifth St.

CRANE'S CAFE

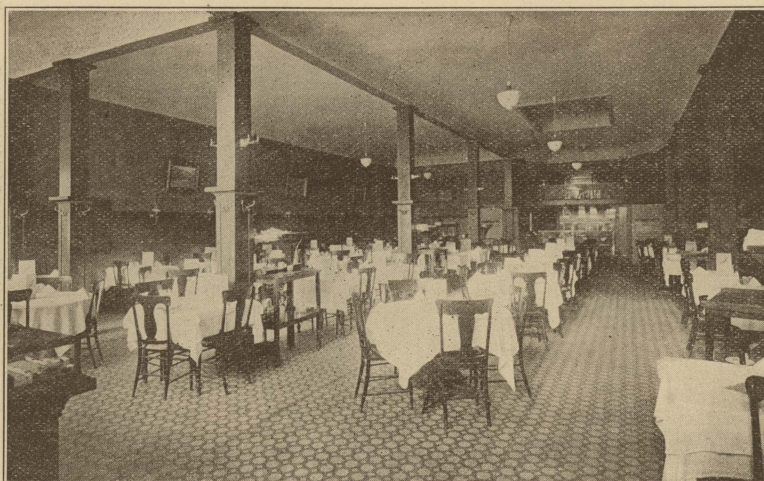
PAC. PHONE MAIN 691

Adjoining Marston's

Best
Ventilated
Cafe in
the City.

Service
Unexcelled.

No
Cold
Storage
Meats,
Fish or
Fowls.



Family
Trade
Our
Specialty.

Your
Headquarters
While
in the
City.

Lunches
Put Up
for
Large or
Small
Parties.

POPULAR PRICES

Seating Capacity 250.

NEVER CLOSES

FIRE
PROOF

King George Hotel

FIRE
PROOF

The KING GEORGE is a thoroughly modern, up-to-date hotel, with all the attractions of the higher-priced hostelryes.

Our Auto Bus awaits YOU at the station, and the attendant will arrange for delivery of your baggage.



Seventh St., One Block So. of Broadway.

Rooms are large, airy and well furnished and as our guest, you are given every attention at a very moderate price.

OUR TARIFF

Room without bath:

\$1.00, 1.50—1 person
\$1.50 up—2 persons

Room with bath:

\$1.50, 2.00—1 person
\$2.00 up—2 persons

SPECIAL RATES BY WEEK OR MONTH

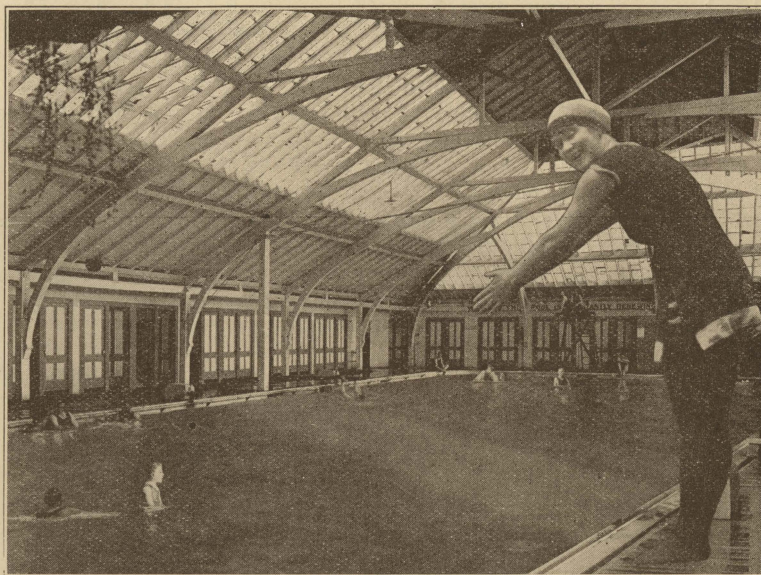
GEO. M. CALLADAY, Manager.

U Can ^{ENJOY A} SWIM at LOS BANOS

THE ATTRACTIVE
BATH HOUSE AT 735 W.
BROADWAY, OPP. SANTA
FE STATION, SAN DIEGO.

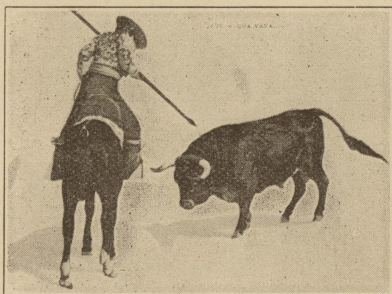
Plenty of Purest Sal' Sea
Water, correctly heated,
flowing through pool con-
stantly. Invigorating exercise

TUB BATHS ALSO
R. B. TALBOT, Mgr.



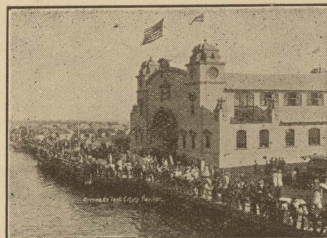
Be Sure to Visit Tijuana, MEXICO

ROUND TRIP 75c—VIA SAN DIEGO &
SOUTHEASTERN RAILWAY



Take electric car, 3d & Bdwy., 9:20 a. m.
The Quick, Convenient and Comfortable
Way to Visit Mexico is by Rail
Ticket Office 241 Broadway, Union
Building.

Coronado Tent City



Thirty Minutes from Exposition.

BAY AND SURF BATHING
FISHING BOATING DANCING

Open Air Concerts, Coronado Tent
City Band

GEORGE A. CHENEY Manager
Coronado Beach



LA JOLLA



IMMEDIATELY north of Old Town the train, for five miles, skirts Mission Bay, affording a marine view of great placidity and beauty.

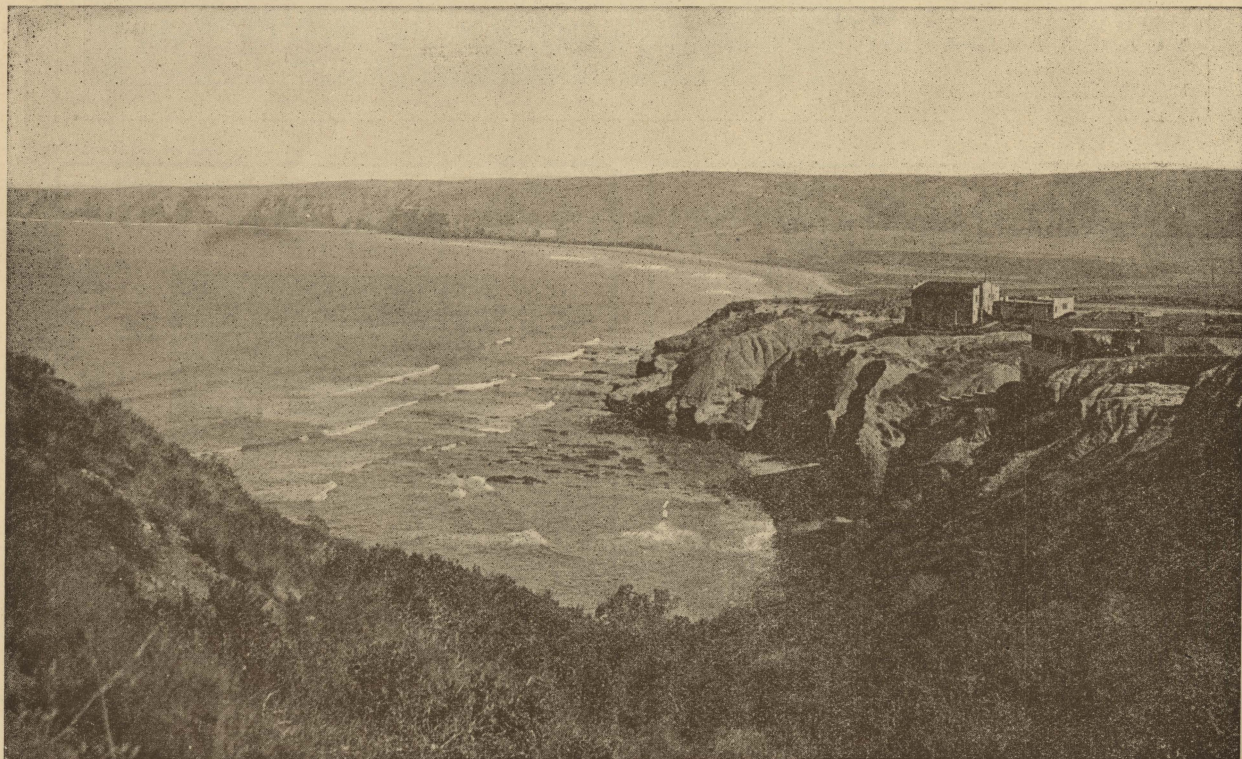
This is continued, when Pacific Beach is reached, nine miles from San Diego, a growing suburb with distinctive, cozy homes of lovers of nature and quiet surroundings, who find both health and recreation in the balmy breezes of ocean, the relaxation afforded by sun-dried beaches, plunges in the surf and cozy bathing coves within easy reach.

Next is Bird Rock with homes limned on the exterior with trellised vines, surrounded with parterres of roses and flanked with truck gardens,

titled and raised by the owners of the homes themselves in their intervals of leisure from work in San Diego. These homes with the land slope gradually to the beach of white, clean, glistening sand. Bathers revel in the clear waters and the quest for abalones, mussels, and clams affords unique diversion for those who delight in surf-fishing without the use of rod and reel.

LA JOLLA THE GEM

The train comes to a final stop at La Jolla, the end of the line, 14.5 miles north of San Diego and yet within the corporate limits of that municipality. The town is, therefore, supplied with the same accommodations for which the people are



Rugged Coast and Rounded Shore, looking North from the Little City of Heart's Desire



ROCKS THAT STERNLY CUT THE TIDE AT THE LITTLE CITY OF HEART'S DESIRE

taxed in all large communities, and yet, while La Jolla is a residential suburb, it is also a place of rest, a natural sanitarium of pure, clean, invigorating atmosphere, a tourist resort, and a haven for fugitives from the cold in winter and the heat in summer not alone in the United States but also beyond the border.

La Jolla clusters on the mountain side and slopes gradually to a varied coast line terminating in a series of sheer cliffs which drop like plumbets to the waves of ocean beneath. At the base lies a broad fringe of beach of soft white sand, spotless and inviting, up to which the breakers roll and then placidly leave the shore in ripples of crystal.

Here, too, are sheltered nooks and pools in which sea bathing may be indulged at all seasons of the year, toddling children as well as advanced

old age enjoying the health-giving pastime in conjunction with those of vigorous intervening years, of both sexes.

This diversion may be taken part in at all hours of the day and in a cove on which the sun always shines, tempering the waters to the temperature desired by the bather. From the cove, by a jutting point of rock, are excluded any untoward breezes which might mar the pleasure of the outing.

The bathing may be enjoyed without the slightest suggestion of danger because the slope of the land in the pool is gentle and gradual for many feet and there is, therefore, no opportunity for one to unexpectedly get beyond his depth, while at the same time there are life-lines and rafts always within sight of the swimmers and lookers-on.

On the beach, also, are restaurants, refresh-



A RUGGED AND INDENTED SHORE OF THE LITTLE CITY OF HEART'S DESIRE

ments, billiards and other things greatly appreciated by people in search of recreation.

PANORAMA OF PACIFIC

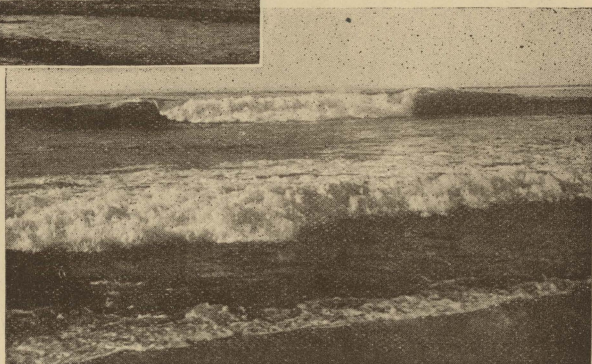
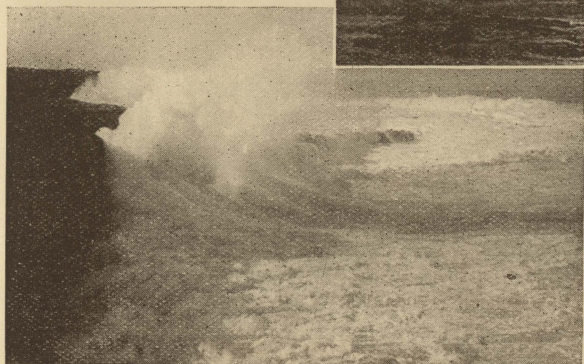
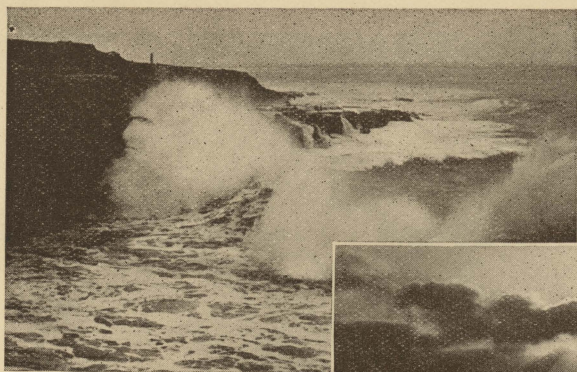
From the beaches and coves the view extends over an entrancing panorama of the Pacific, heaving solemnly from its measureless depths, bathing the shore with a dazzling surf and dashing into fragments of light and beauty against the solemn and age-worn cliffs. All this is encircled in an amphitheatre of hills, the highest of which, Mt. Soledad, seems to pierce the fleecy clouds while on the summit of the rest of the range appears superimposed the rim of the blue vault of heaven.

The cliffs which outline the beach are, in themselves, a wonder, suggesting lines of architecture solely the design of mighty power. And yet, here may be found alcoves suggestive of the halls of the Pharaohs, columns of the Acropolis,

arches of the Coliseum and other designs of rock which could have been evolved only out of a fantasy of nature herself.

These form and ward the entrance to cavities, caverns, caves in the rock, some jealously guarded by the waters of the ocean and accessible only when, weary with guard duty, the waters have receded and found restful slumbers on the bosom of the deep. There are several principal underground attractions, but the greatest charm in these is found in the largest, which is accessible both from the ocean and through a tunnel from the surface to the cave, a distance of 85 feet beneath, which has a length of 135 feet. This is known as the "Sunny Jim" for the reason that the opening upon the ocean is a profile of the the cereal symbol with his rigid queue in all his exuberance of smile and geniality.

Here may be seen mineral superimposed upon



THE SEA AT THE LITTLE CITY

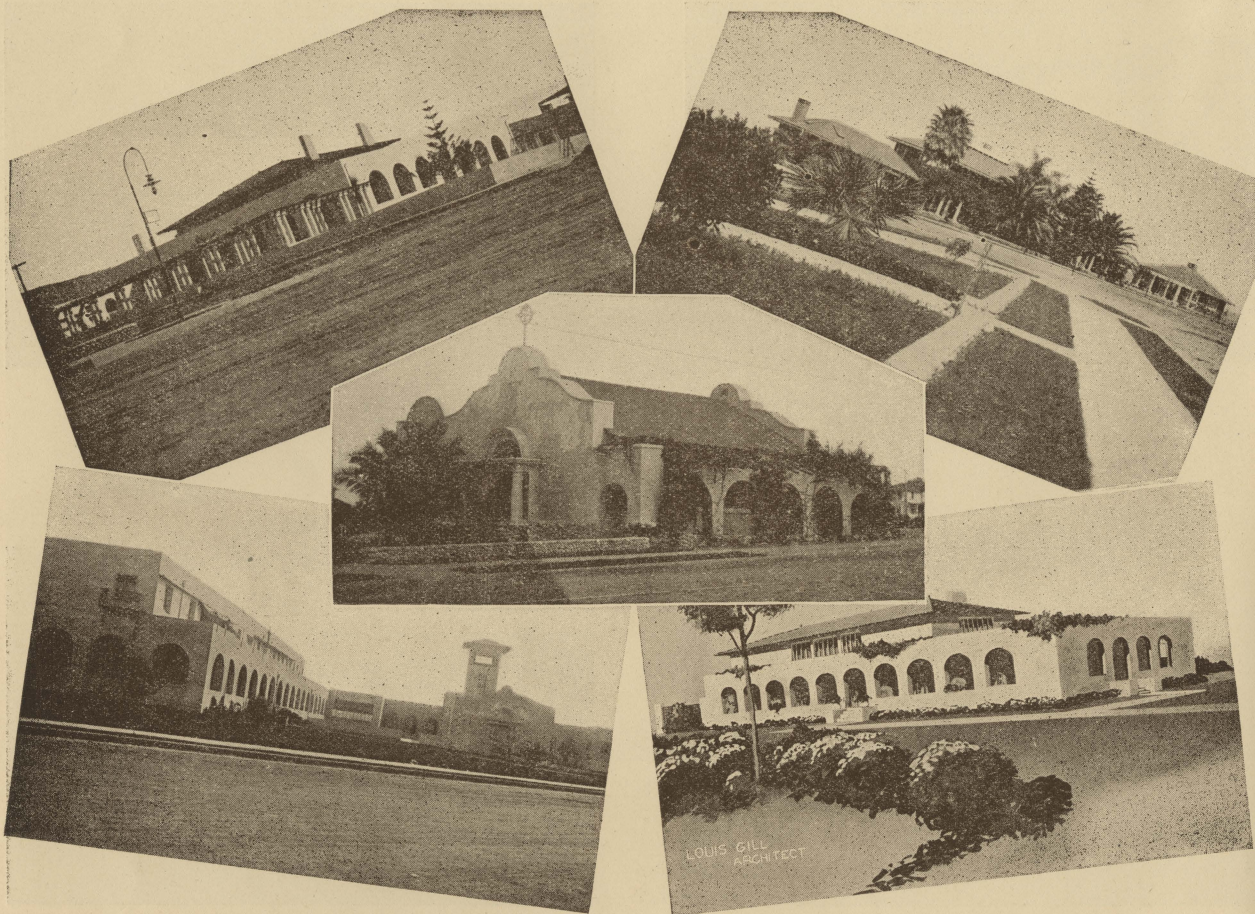
vegetable strata with gorgeous coloring in the sandstone, variously affected by light and shadow. Practically every color and tinge in the rainbow strikes the eye with an intermixture of lichens and mosses of filmy and velvety richness and beauty. There is something to please the untutored as also the student mind and one as well as the other may be found making notes of the freaks, to preserve the same in memory, for the reason that the only other replica is to be found in Fin-gall's cave in distant Scotland.

BEAUTY IN CAVERNOUS DEPTHS

The tunnel reaching this cave is, in itself, a matter of interest, because it was bored out of the

solid rock and is descended by 135 steps almost perpendicular, an engineering feat of note, the achievement of Prof. Schulte, the artist lately deceased.

Aside from the bathing and the caves there is an indescribable charm found in roaming along the beach and cliffs or boating on the majestically swelling bosom of the Pacific. On the lower level, when the tide is out, there are rocks as dry as wishbones, generally, with little cavities of bowls filled with sea water, stolen from the receding tide, in which sport and sparkle goldfish which, elsewhere are found only in aquaria or the carefully guarded glass globe prisons at home,



SCRIPPS FOUNDATION GROUP, LA JOLLA—At top, left, La Jolla Woman's Club; right, Home of Miss Scripps. At bottom, left, Bishop's School for Girls; at right, Community House.

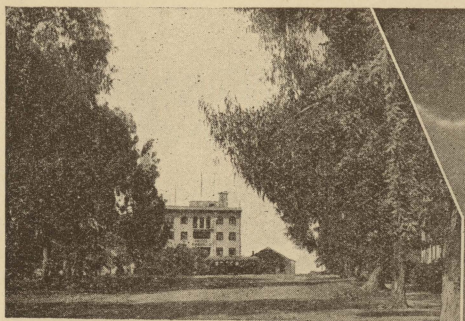
in distant parts of the country. To these rocks cling mosses and shells, some of the latter of prismatic tints, and, sometimes, richly colored stones, susceptible of great polish and beautification.

On the upper level, there are broad, irregular esplanades of nature's own handiwork from which an impressive view may be had, in all its moods, of the broad Pacific. Here, too, one may ruminate with every incentive to thought, study, introspection and consideration of nature and nature's God.

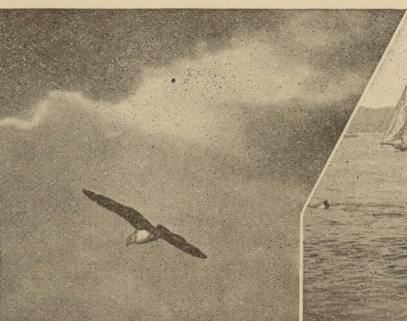
From the meander of the water to the shelving esplanade and the general level of the town is an

ascent and descent gradual and regular, by means of finely graded roads, traversed with ease by even the sick and ailing, the surface at the brink of the cliff being parked with sward of emerald and studded with parterres of flowers and seats for rest and rumination.

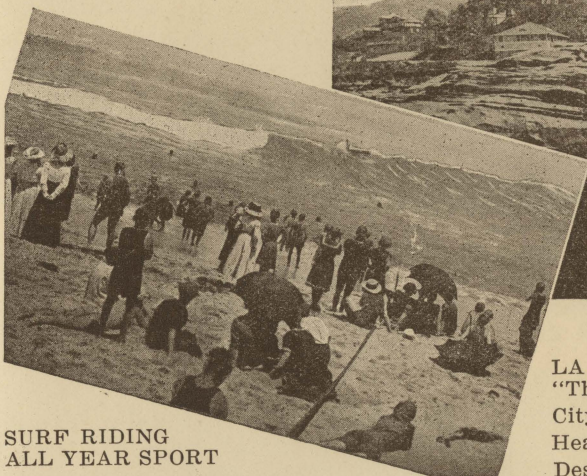
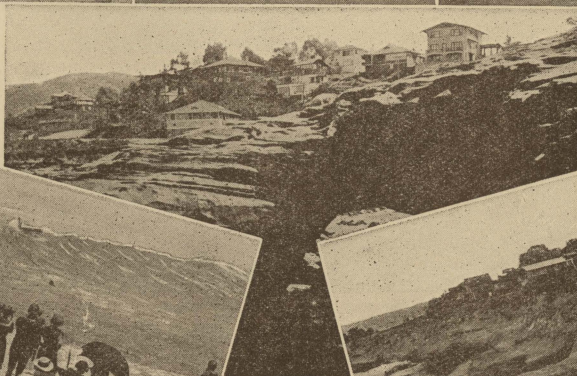
In a word, in order to enable the visitor to enjoy nature in her intermittent moods of sunshine and splendor, with health-giving ozone, invigorating to the mind and health and strength to the sick and wearied, there is no place on the Pacific coast comparable to the wave-washed shores of La Jolla.



HOTEL CABRILLO



WHEN NEPTUNE CALLS



SURF RIDING
ALL YEAR SPORT

IN
LA JOLLA
"The Little
City of
Heart's
Desire"



A COZY COVE

HOME AND HOME COMFORTS

But away from the beach, the cliffs, the parks and the pools, the visitor finds himself or herself in a modern city, that is, modern without the rush, roar and clangor made by metropolitan life. It is modern in that the sojourner may really secure and enjoy all the comforts of a home in the full acceptance of the meaning of that greatly misused term.

Many of the residents have palatial homes, lordly grounds, with the garn'ture of so many earthly paradises. The average home is a cosy, vine-trained cottage or bungalow, surrounded by green sward, and flowering clusters.

Similar structures, designated by names suggestive of history, romance, poetry or achievement, are also provided for visitors and tourists.

They are well ventilated, supplied with modern kitchens, toilets, lighted with electricity, connected with drains, furnished in a cosy and comfortable manner and rented at reasonable rates.

In the business section are such stores as are necessary for the maintenance of the people, every necessity of life in the way of edibles as also clothing being available at the prevailing municipal prices. There is a substantial bank, dry goods and art stores, drug stores, meat market, bakery, a number of griceries, a woman's exchange, news and periodical depots, photograph galleries, a well conducted weekly paper, with metropolitan daily papers served at the earliest breakfast and tea-table in the home.

There is also a model postoffice for the reason



LA JOLLA BEACH AND SURROUNDINGS

that with the large number of strangers constantly coming and going, a competent handling of the mail has been insisted upon by the community and has been secured.

Communication with the rest of the world is kept up by means of all lines of telephone and telegraph in use in this state, under the management of practical operators. Communication is also maintained in transportation by means of the "LA JOLLA LINE," which runs trains on practically an hourly basis from early morning un'til late at night and every day of the year.

ALL THE YEAR AROUND

These features, supplies and accommodations

are of a permanent order, not of the temporary, incomplete and exasperating kind which one finds in summer resorts or sanitariums open simply for a season, for the reason that La Jolla is a home place for visitors, tourists, scientists and pleasure-seekers all the year round.

It attracts those in winter who wish to avoid the rigor of the cold in Western Canada and in the United States as far east as Minnesota. It affords an oasis of recuperation and regeneration to those who wish to escape the heat of Imperial county, Arizona, New Mexico and Northern and Central California.

In addition to the cottage accommodations,



LA JOLLA PUBLIC LIBRARY

ible to any observant father and mother, for the reason that the regular residents of La Jolla are a highly educated class of people. This is true as well of those following industrial vocations as of those engaged in local commercial affairs and especially those whose sphere of activity is in the banks, business houses and professional offices in San Diego.

MODEL SCHOOL

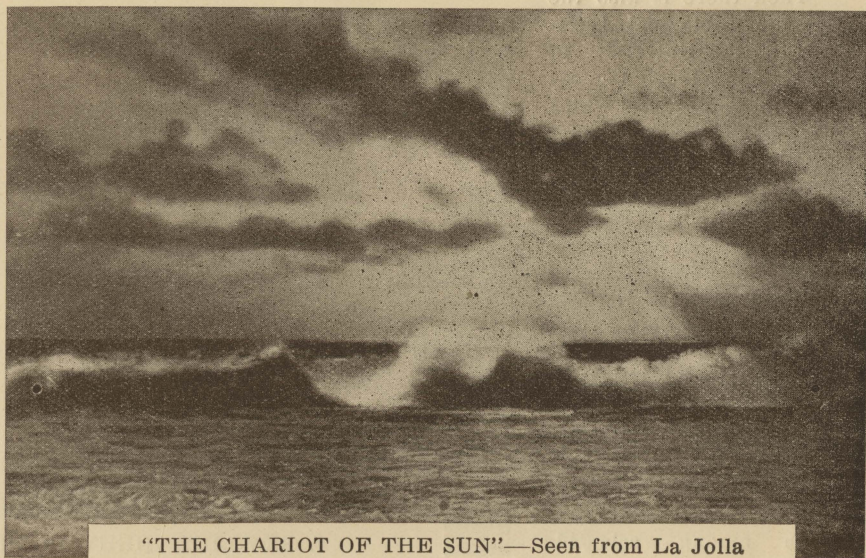
Such people would not be satisfied with inferior accommodations for the education of their children and, as a consequence, the most expert instructors are studiously sought and installed in the eight grades of the modern and perfectly-appointed school of which the community is justly proud.

In keeping with the scholasticism of the town and many of its leading citizens, is the Bishop's School on the Scripps foundation, by the Episcopal church. This is a noble structure architecturally, being of Class A construction, of concrete and

There are modern hotels, cafeterias, apartment houses, varied in all essential effects and so planned as to satisfy the plainest as also the most fastidious taste. The Apartment Hotel Colonial and the Hotel Cabrillo are elegant examples of the finest of these resorts.

In climate, La Jolla is really without a rival anywhere, because its weather is the most equable in the world. This fact has been attested by thousands of people who regularly and by the season make La Jolla their home. The temperature seldom drops below forty degrees Fahrenheit in the winter, or rises above eighty degrees in the summer. There is a reason for this and that is that the California sun in summer is tempered here by the breezes from the ocean and vice versa, in winter the sea-breezes are tempered by the ardent rays of the sun. There is an average precipitation of less than ten inches annually and the fall is generally well distributed through the months from November to May.

In the matter of education there is no superior system to be found in any part of the state. This will readily appear plaus-



"THE CHARIOT OF THE SUN"—Seen from La Jolla



A WINTER GARDEN IN "THE LITTLE CITY"

steel, having in its design a suggestion of the mission style of architecture, bright and roomy, occupying an eminence and commanding a ravishing view of the restless Pacific. It is a boarding school for young ladies, its instructors are of a high order in their profession and a great deal of study is conducted in the open air.

Then there is also the Marine Biological Institute of the University of California, located close at hand and around which are clustered the homes of attaches and scientific professors connected with the institution.

This is also a fine concrete structure, well stocked with appliances of all kinds to aid in the study and advancement of scientific knowledge of the creatures of the deep. The work has been progressing well under the direction of Professor William Ritter and ranks high among scientific

institutions of the same kind throughout the world.

An adjunct in the educational and social world is the La Jolla Woman's Club, which is conducted on a broad and elevating plan, upon which it has risen to distinction in the great and good work which it has done in furtherance of the higher and more ennobling purposes of women. Its doors are open to membership from abroad as well as to the women of the city. It is housed in a beautiful, durable structure costing \$40,000,

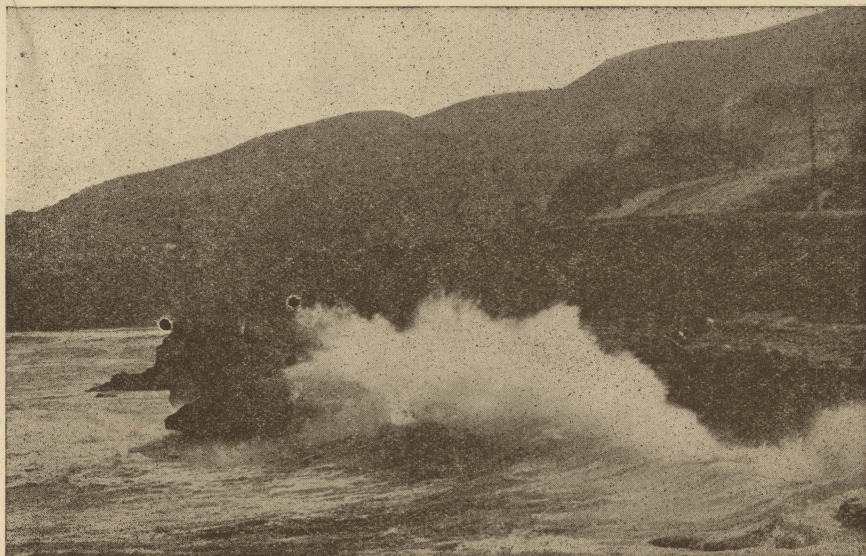
gift of Miss Ellen Scripps, one of La Jolla's most liberal and public-spirited citizens.

There is also a fine public library which promises to become in the nature and number of its volumes one of the richest of the libraries in the smaller cities of the state.

The library has a valuable adjunct in the public



A SKY-LINE HIGHWAY NEAR LA JOLLA



"THE ASPIRING SEA," SHOWING LA JOLLA TERRACES

A new nine-hole golf links at the inspiring altitude of 300 feet above the ocean has been provided, doubling the exhilaration of the game when played on ground moist and usually miasmatic.

Then, too, there are tennis courts with level paved surfaces, supplied with electric lights, and, as a consequence, the nerve-developing game may be engaged in both by day and night.

No section of the state affords a better field for horseback riding because of the rugged trails and unrivaled panorama on every hand.

reading room which is opened every day of the year.

There are four churches, Congregational, Presbyterian, Episcopal and Roman Catholic. Each of these has a strong following, expressive of the deep religious sentiment which pervades the place. Some of these are of concrete, perfectly appointed, suggesting prayer and devotion and really models of ecclesiastical architecture and completeness.

Out-door exercises as well as scholastic application within doors, is ever an increasing object of attention. Aside from bathing in the ocean, strolls upon the cliffs, the foothills of the Sierras afford numberless trails for cross-country walks over mesas rich with wildflowers and in an atmosphere inspiring buoyancy and exuberance of vigor.

For children, there is a spacious playground, also a gift to the community from Miss Ellen Scripps. This occupies nearly two full squares and contains apparatus for the diversion and development of little ones of the tenderest years as



IN BALMY WINTER IN "THE LITTLE CITY"



ON THE BEACH AT BEAUTIFUL LA JOLLA



"ON THE OCEAN'S RIM"—Showing "The Little City" in distance to left

well as of boys and girls at all periods up to maturity. The place is a blessing because, in all leisure, waking hours of the day, it is occupied by children of the community and to it, also, at all times, the children of visitors are welcome. The grounds are under the direction of a special instructor from San Diego.

Deep-sea fishing is still another health-giving, sporty diversion. Here, barracuda, bass, yellow-tail, albacore, whitefish, rockcod and many other varieties, some of them of the gamiest order, abound and may be caught in boats to be had on application at the beach.

The permanent popu-

lation of La Jolla is 2000, which is increased by from 500 to 1500 persons by a continual transition of visitors. The town is truly an all-the-year resort, and those who remain for a twelve-month are sorely taxed to determine just what particular season holds the most charm, as the climate varies but few degrees during the entire year, the temperature remaining rather uniformly around sixty degrees. A mere statement to this effect, however, gives one but a faint idea of the utter superiority of the locality which distinguished scientists and travelers have pronounced as the most healthful, pleasing and invigorating to be found.

Remarkable combination of ocean freshness and mountain crispness produces an atmosphere at once soothing and strengthening from which one is loath to be separated, and, when necessity does require a departure, it usually elicits a firm res-



THE HEIGHT OF CONTENTMENT—NEAR LA JOLLA



BIRD'S-EYE VIEW OF LA JOLLA FROM MT. SOLEDAD, 850 FEET ELEVATION

olution to return at the earliest opportunity.

This in brief is La Jolla on which a book could be written. It is a city of people who are quiet, home-loving, nature-admiring, thrifty, studious, law-abiding and hospitable. These welcome others to sojourn and abide with them, knowing that the attractions of the town and their commendable methods of life will make every stranger eager to enjoy the blessings of all

kinds which are vouchsafed La Jollans.

We thank you, and may your journey be a pleasant one.

LOS ANGELES & SAN DIEGO BEACH RY. CO.

"LA JOLLA LINE"

E. S. BABCOCK, Pres.

W. J. GOUGH, Supt.

E. J. THOMPSON, Agent.

San Diego, Calif.



A STREET IN "THE LITTLE CITY"

CORONADO

Hotel del Coronado and Tent City can be seen on same trip. Hotel is open every day in the year. One of the most famous and largest seaside resort hotels in the world. Tent City is a novel town of tents which has been operated during the summer months each year since 1900.

CORONADO ISLANDS (Mexico)

Seventeen miles south of Hotel del Coronado. Can be reached by launches from San Diego. During Tent City season many fishing parties visit the islands.



OLD MISSION



HANGING GARDENS IN "THE LITTLE CITY"

Near the east end of Mission Valley, about three miles from Old Town, are ruins about which centers an interesting theme for retrospection. As the great State of California grows swiftly in achievements, the Missions, especially the first, are increasing in historical value to Californians. Societies are being formed to preserve the old structures as much as possible. The contrast between the small beginning and the wonderful present of the Empire State of the Pacific Coast is apparent to the most unromantic and intensely interesting as a glimpse into the past. To Americans this statement will appeal strongly: Four years before the Boston Tea Party (1775) and five years before the War of the Revolution on the Atlantic coast (1775), the construction of the San Diego Mission was commenced on the Pacific Coast by Father Junipero Serra, the pioneer. While not so extensive in area or attractive in design as some of the Missions established further north, it

served a good purpose and did its share toward drawing people to San Diego. The first olive orchard in California was planted a few feet from the entrance to the Mission; hundreds of orchards in this state owe their existence to these trees, which still thrive. Ruins of the old tunnel leading to a point in the valley where water could be obtained may be seen. This tunnel protected the padres when hostile

Indians surrounded and besieged the settlement. An Indian school is conducted now at the Mission by Sisters of the Roman Catholic Church. About 5 1/2 miles up the river from the Mission is the old dam. Portions of the old conduit which conveyed water to the Mission may be seen. The physical condition of the cement and tiles used in the construction of this dam, after 135 years exposure to the elements, is remarkable. Modern cement contractors could well be proud of it.



AT THE FOOT OF SOLEDAD, LA JOLLA

A BIT OF SAN DIEGO HISTORY



TWIXT SEA AND SKY, LA JOLLA

In 1542—fifty years after Columbus discovered America—a portion of the coast of the vast domain now known as California was first seen by a white man (of which the world has a record). Cabrillo, a Portuguese navigator sailing under the Spanish flag, with two ships, entered San Diego's landlocked harbor, which he named "San Miguel." For almost the next fifty-nine years it is not recorded that any other white man visited this locality. About 1601 Sebastian Vizcaino arrived here. He renamed the harbor San Diego, which translated means "St. James." After Vizcaino left San Diego bay nothing was heard of it until the advent of the Mission Fathers. In 1769 the first California Mission was established by Junipero Serra, about three miles up the valley from what is now called Old Town. The site of Old Town seems to have appealed to the Fathers very strongly, for it is said the place was easily

defended against Indians, had good fresh water, not far from La Playa, the landing place on San Diego bay, and farming excellent. Mission Valley, leading from False Bay to the Mission and the mountains beyond, is a beautiful and fertile area, protected on either side by high table lands.

Old Town, with its adobe houses, continued as a Spanish village and trading point until the Americans began to arrive in numbers.

In 1867—nearly a century after the Mission was built—Mr. A. E. Horton founded the modern city of San Diego, which has steadily grown until the population today numbers about 90,000 people.

The situation is sanitary and attractive, with its hills and slopes, providing charming locations for handsome residences. Following the curve of the bay and extending back for quite a distance,



TYROLEAN TEA ROOM AND ARTS AND CRAFTS SHOP, LA JOLLA



COMFORT AND ELEGANCE WITHOUT OSTENTATION

is a large level area upon which the business section is built up. With its natural advantages the city is admirably prepared to care for the greatest demands of commerce, both by water and land. It is but 17 miles from the extreme southwestern corner of the United States at the junction of the Mexican line and the Pacific Ocean.

The harbor is the only safe one south of San Francisco. Climate is unequalled, meriting the title given by the late Charles Dudley Warner, "The Italy of America."

LIGHTHOUSES

The revolving light, south end Point Loma. Old lighthouse (abandoned) on top of ridge, highest in the United States, over 450 feet above the surface of the water.

SUBMARINE GARDENS

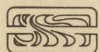
Probably the best known of La Jolla's many unique attractions, and one which no visitor should miss, is the view of the beautiful submarine gardens through glass-bottomed boats. These wonderful submarine gardens have been eloquently described as follows:

"Floating over the green and blue water in the glass-bottom boat, one sees the goings and comings of aquatic life. Here are shell-encrusted rocks, fishes, red, green, gold, zig-zagging leisurely among the waving foliage; here are real trees with long branches, waving as on land by a

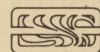
tempest; great fish of all shapes, luxuriant foliage, with branches bearing clusters of fruit resembling olives. Leaning over the transparencies in the bottom of the boats, people go into ecstasies."



FIFTY FEET ABOVE THE TIDE—AT LA JOLLA



POINT LOMA



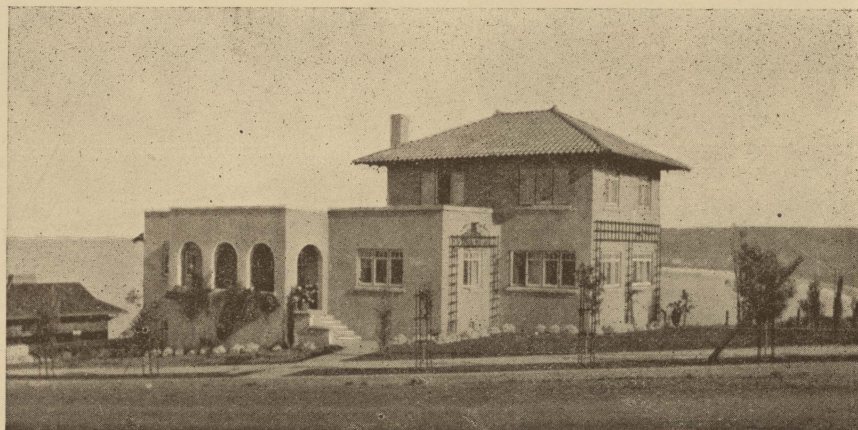
A HEDGE OF OX-EYED DAISIES NEAR LA JOLLA

To the geologist and lover of nature Point Loma, the giant headland projecting out into the Pacific and forming the western boundary of San Diego Bay, calls for many visits. It may be reached by a most beautiful carriage drive, over oiled boulevards, or by a launch across the bay, connecting on the Point Loma side with a tally-ho line for points of interest. From Loma Heights above Fort Rosecrans, one has a view unsurpassed. Eastward lies the peninsula of Coronado, a narrow thread of golden sand running southward to the head of the bay, beyond which are the Table Mountain and the

distant Sierra Madres in Mexico. Off the coast of Mexico lie the Coronado Islands, among them the famous Corpus Cristi; and on a clear day, northward, the islands of San Clemente, 85 miles distant, and of Santa Catalina, over 100 miles distant, are plainly visible. Across the bay may be seen the business blocks and homes of San Diego, covering the slopes and terraces of this beautifully located city, beyond which the ground gradually rises to mesa and mountain.

Along the ridge of this headland, extending westward to the Pacific and southward to the Government line, is an area of land comprising 1200

acres, where is located the International Center of Theosophy, the headquarters of the Universal Brotherhood and Theosophical Society, of which



A CLIFF DWELLER IN "THE LITTLE CITY"

Katherine Tingley is the leader and official head throughout the world.

Prominent among the buildings is the Raja Yoga Academy, opened in October, 1894. It is of unique architecture, surmounted by an immense dome of aquamarine glass and surrounded by a wide balcony, commanding an unrivaled view of ocean, bay, mesa and mountain. Near it stands the Aryan Temple, built by Katherine Tingley in memory of Helena Petrovna Blavatsky and William Q. Judge. Eastward, beyond large mulberry groves, are the silk industry bungalows. West and north of the Academy are a number of im-

posing private homes, as well as smaller buildings and bungalows used as studios for music, the arts and crafts.

Beyond the Raja Yoga lecture hall is a group of buildings, bowered in roses and surrounded by

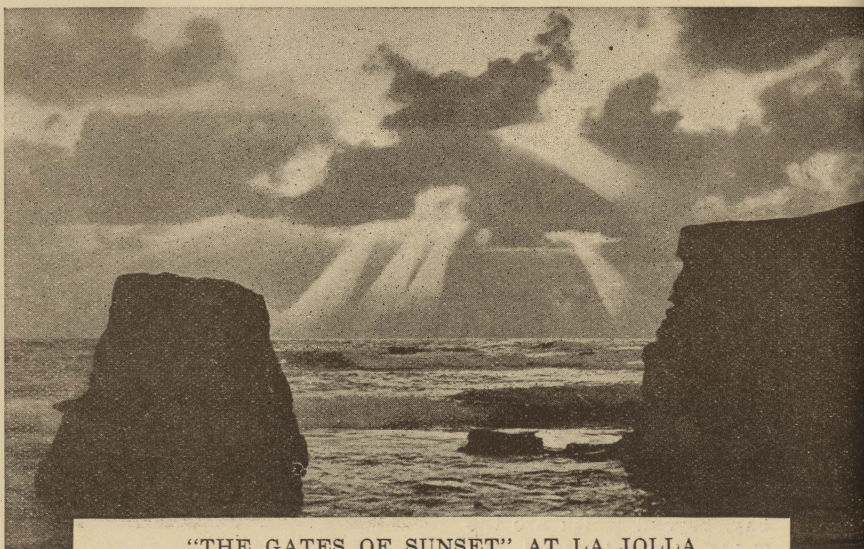
flower gardens. These comprise the Raja Yoga School and the Children's International Lotus Home founded by Katherine Tingley in 1900. While in both school and home many orphans and destitute children are being educated, there is an equally large number in the rapidly growing pay departments of both. Educators from all over the world are visiting Point Loma to observe the unique system known as "Raja Yoga," a system which not only includes everything that the world calls educational, but gives to music, the fine art, the drama and physical culture a prominent place in its curriculum, the basis of all being character-building.

Both Raja Yoga School and Lotus Home, as well as the Raja Yoga Academy, are international in scope and character, children and students from nearly all parts of the world being enrolled.

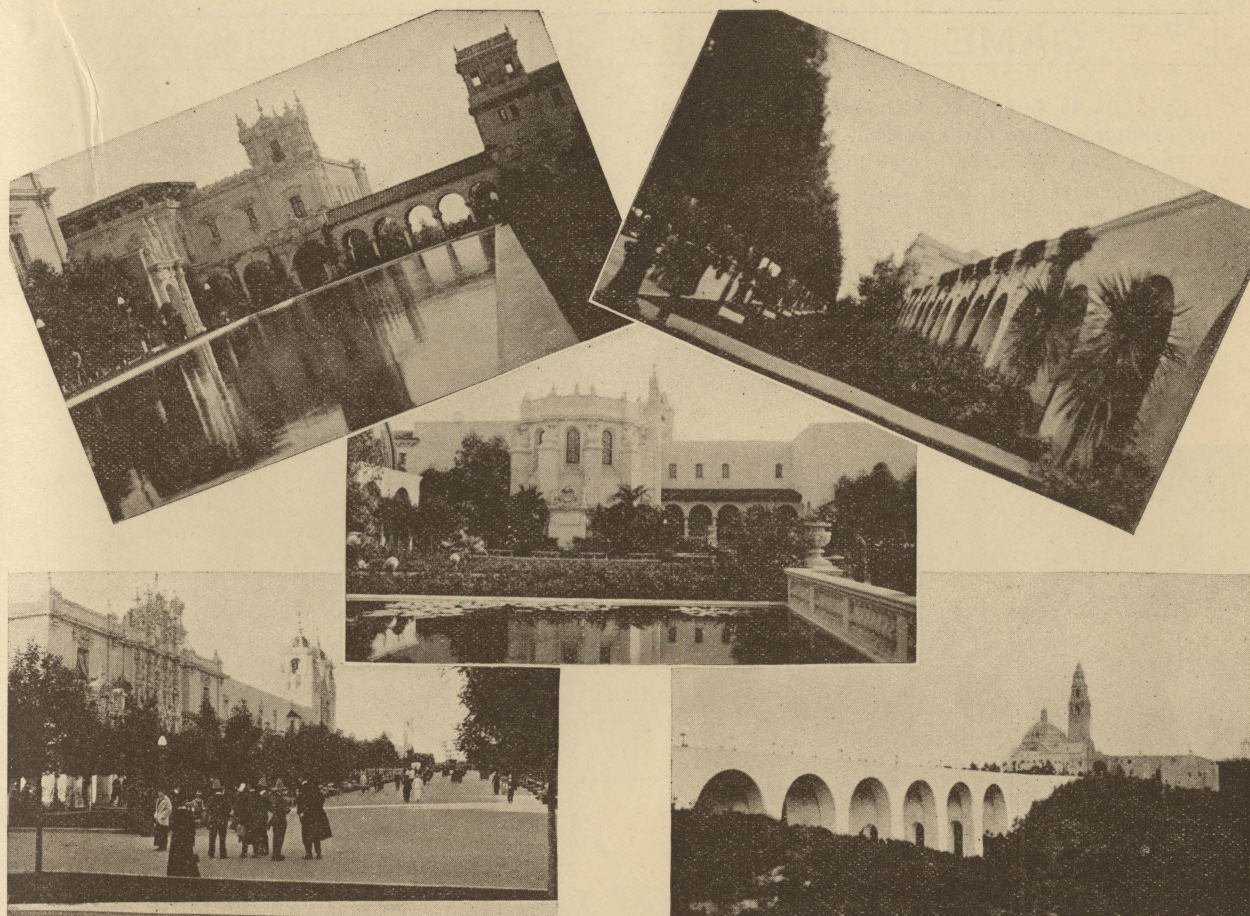
South of the Raja Yoga School is an immense Greek Theatre, erected in 1900 by Katherine Tingley. This theatre, builded as was the custom in ancient Greece, within a natural canyon, has marvelous acoustic properties. It is the first purely Greek theatre to be erected on American soil.



"White Lady" of La Jolla's Caves



"THE GATES OF SUNSET" AT LA JOLLA



Glimpses of the "Dream City," Panama-California Exposition, San Diego, eleven miles from La Jolla—1915

THE SAN DIEGO EXPOSITION

From the San Diego Exposition Beautiful, which opened on New Year's eve last, to continue throughout 1915, goes the triumphant call of the new West, the West of beauty and opportunity. Since the opening have come pilgrims from the north and east, to see, amid the dome and campanile and mission cathedral walls of the magic Spanish city, the rare assembling of the wonders offered by the mountains and valleys, the coast and hinterland of the American West. Many have remained for the whole year. Others have returned—to tell their friends and send them back to the southwest coast that they too may

dwell for a time in the land where it is always June, and see the most beautiful Exposition in history.

With an imposing array of officials of the United States and foreign governments, the western commonwealths and other natural divisions whose resources have been gathered at San Diego, the exposition opened with the New Year, the first all-year event of the sort in history—in the only section of the country where climate allows an all-year event. Equally imposing delegations have assembled since then, and will continue to come through the year in connection with the special events scheduled for the twelvemonth.

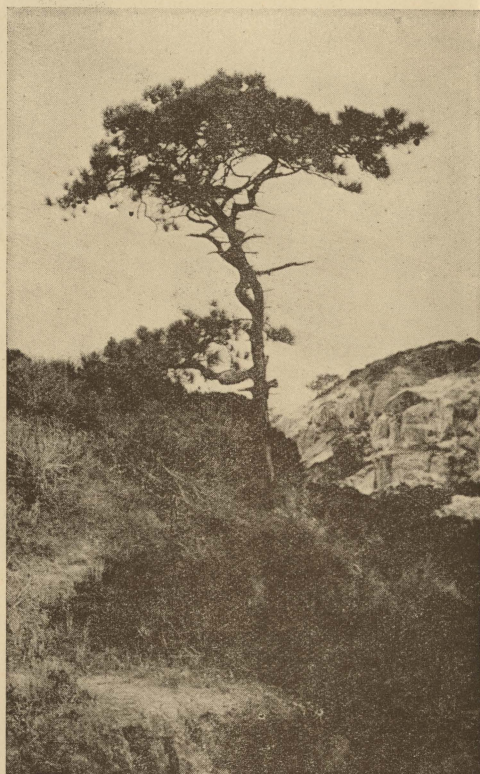
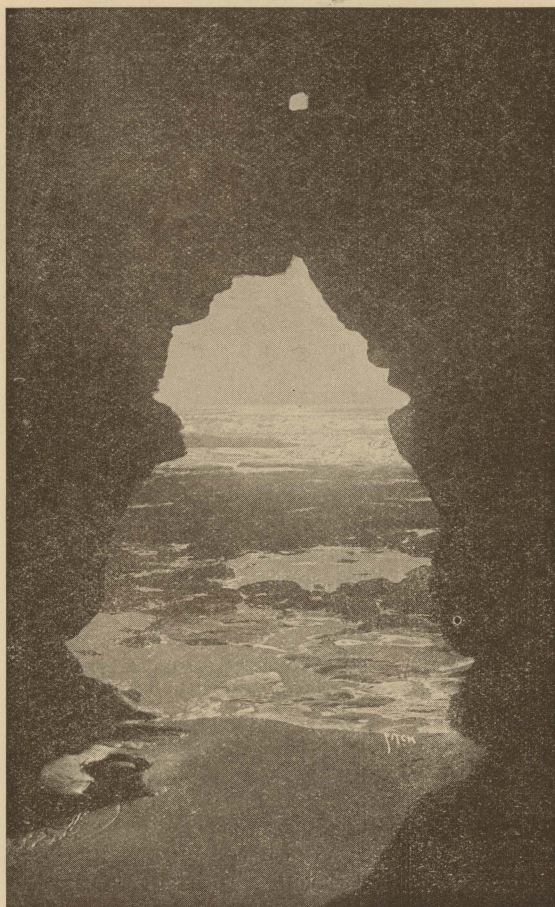
GAME FISH IN LA JOLLA WATERS

La Jolla is famous for the variety, size and remarkable catches of game fish.

The White Sea Bass, weighing from 30 to 70 pounds, comes next as a hard fighter—season, March to November.

The Swordfish, weight from 100 to 350 pounds, is also a splendid fighter—season, June to December.

The Albicore, smallest of the three varieties of Tuna, weighing 15 to 60 pounds, is taken every month in the year.



A Famous Torrey Pine near the Little City

The Leaping Tuna, weighing 80 to 250 pounds, is the hardest fighting fish known and has been caught with rod and reel in La Jolla waters—season, May to October.

The Yellowtail, weighing from 15 to 60 pounds, is one of the gamest fighters known—season, March to December.

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

Power launches especially constructed and equipped for sea fishing can always be secured at La Jolla.

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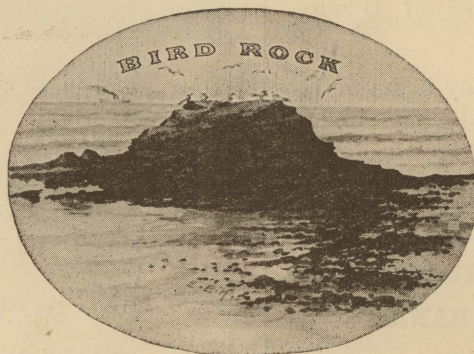
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La Jolla Banking Facilities

In its banking conveniences La Jolla enjoys the services of a Departmental Branch Bank—a branch of the Southern Trust and Savings Bank, with its main office in the U. S. Grant Hotel Building, San Diego.

The facilities are those of a modern banking institution, and include Savings, Commercial and Safety Deposit Departments.

Its location is central and convenient, being located on Prospect Street, corner of Girard Avenue.

Whether your stay in La Jolla is to be for only a day or two, or two, or a year or two, the Bank desires to assure you of its wish to be of service, while there.

**SOUTHERN TRUST AND
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La Jolla Branch.

W. H. BRADLEY, Manager.

La Jolla Caves

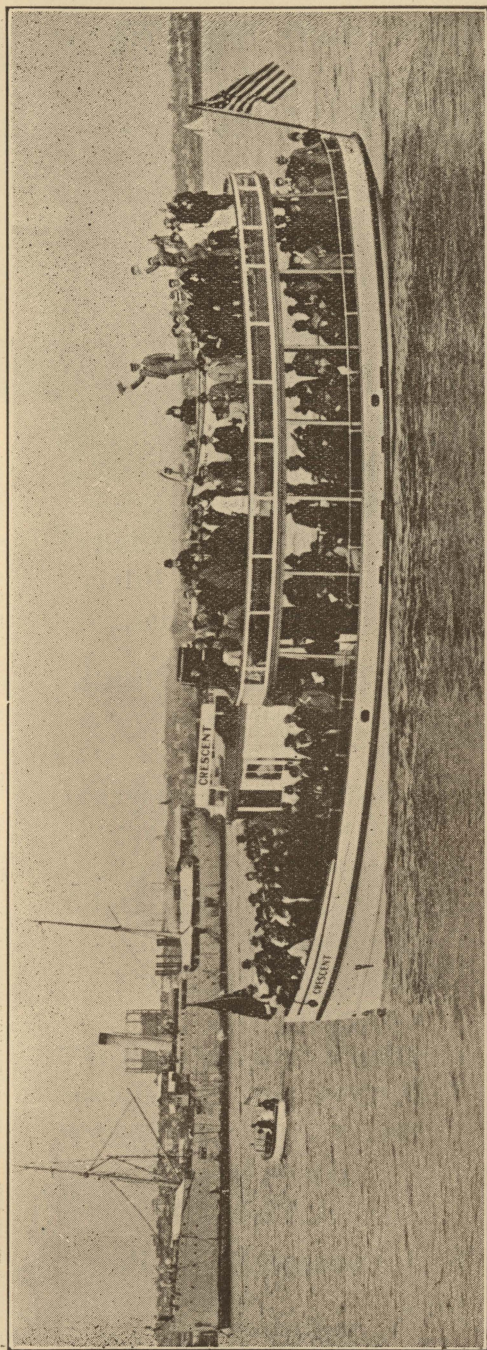


Mouth of Cave "Sunny Jim"

YOUR visit to San Diego would not be complete without visiting the interior of the caves.

Guides furnished.

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STEAMER "CRESCENT"—One of the Star & Crescent Boat Co.'s Sixteen Launches for any Marine Excursion.
Take Car No. 2 to Foot of Broadway.

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DON'T fail to take the beautiful Bay Excursion De Luxe on our harbor (San Diego's greatest asset).

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The trip is a most enjoyable one, as well as being historical and educational. One of San Diego's best informed guides will be present to call attention to the many points of interest—"Old Town" (the Plymouth Rock of the Pacific); La Playa (the oldest trading post on the Pacific); Quarantine Station; Fort Rosecrans (ample time will be given to visit the Batteries); Point Loma (actual scene of the Great Mission Play); Light House; North Island (the location of the Government and Curtiss Aviation Schools); Gun Boat Row the station of the Torpedo and Submarine boats); Giant Log Rafts, and the Manufacturing District of San Diego.

As an added attraction the management has provided fine musical entertainment on these excursions. Come and enjoy a few delightful and restful hours on San Diego's beautiful bay.

Price fifty cents.

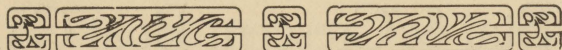
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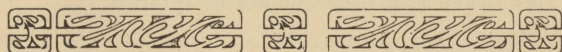
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LYON HOTEL—PHONE 194

IMPERIAL VALLEY

Leave SAN DIEGO

Lv. San Diego	8:00 a. m.
Ar. Jamul	9:00 a. m.
Ar. Dulzura	9:30 a. m.
Ar. Cottonwood	10:00 a. m.
Ar. Potrero	10:30 a. m.
Ar. Campo	11:00 a. m.
Ar. Warren's Ranch	12:30 p. m.
Ar. Boulevard	1:00 p. m.
Ar. Jacumba	1:15 p. m.
Ar. Mountain Springs	1:45 p. m.
Ar. Coyote Wells	2:30 p. m.
Ar. Dixieland	3:15 p. m.
Ar. Seeley	3:35 p. m.
Ar. El Centro	4:00 p. m.
Ar. Imperial	4:30 p. m.



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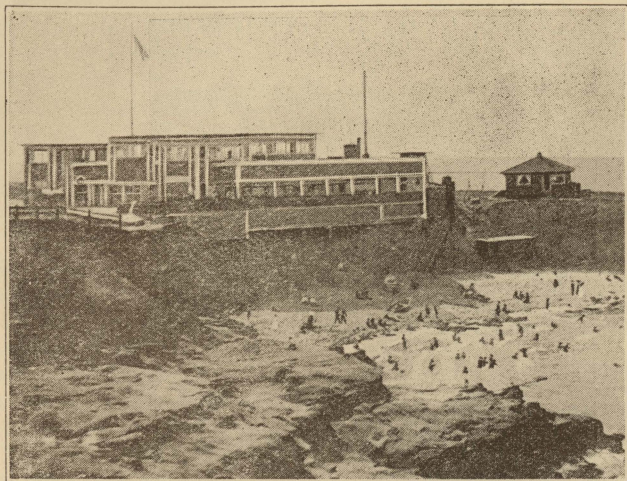
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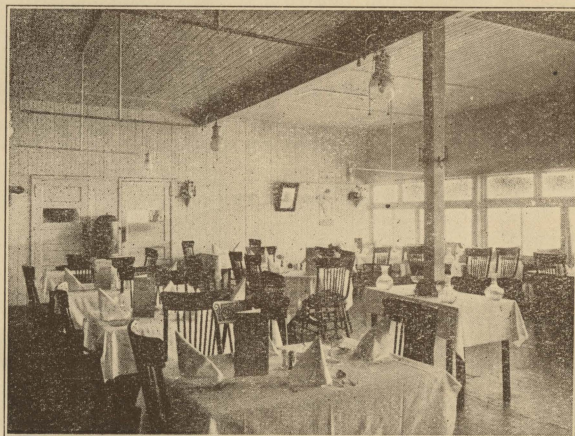
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For information as to values in La Jolla

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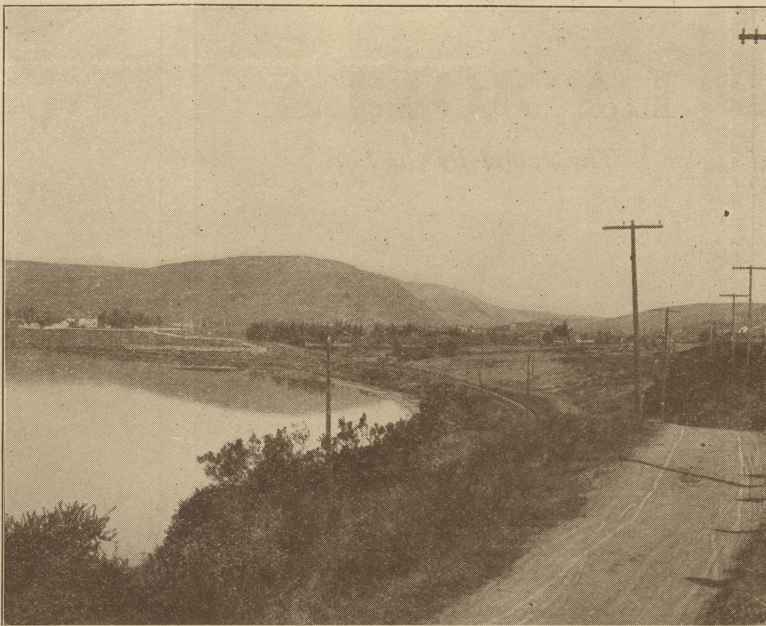
FREDERICK L. BROWN

1011 WALL ST., La Jolla

Phone La Jolla 77-J

SPANISH NAMES AND ENGLISH MEANINGS

Del Mar, of the sea or ocean; Chollas Valley (commonly called), cactus; Dulzura, sweetness, pleasure; Santa Isabel, Saint Elizabeth; San Marcos, Saint Marcos; San Luis Rey, Saint Louis, King; Bernardo, Bernard, a brave man; Cuyamaca, gay, gallant, fine; Descanso, rest, repose, quiet, stillness; Escondido, hidden, concealed; Laguna, lake, uneven marshy country; Pala, a wooden shovel, fire shovel; Point (Punta) Loma, point, summit; Wynola, a very small bird from India; Japitula, a small round basket (Indian); Tia Juana, Aunt Jane; La Jolla (Hoya), jewel, gift; La Mesa, the table, flat or level surface; El Cajon, the box, chest; Chula Vista, pretty sight or view; La Playa, the shore, strand, beach;



SCENE ON LA JOLLA-SAN DIEGO BEACH RY.



SUNSET AT LA JOLLA

Oneonta, little evergreen oaks; La Presa, the capture, strand, dike; Jamul, side-saddle (Indian); San Miguel, Saint Michael; San Diego, Saint James; Dehesa, portion of land, full of trees; San Pasqual, Saint Pasqual; Otay, a place full of rushes; Poway, sigh, craving, longing for.

TIJUANA, MEXICO

Just across the line from the American town of Tia Juana (18 miles from San Diego). Here are shown the old church, custom-house, various curio stores and other interesting features. Indian pottery, Mexican drawn work and cigars may be purchased and cards mailed to friends from Old Mexico.

LA JOLLA

The Jewel by the Sea



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Scenic Views

OF

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(LA HOYA)

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