

The Scenic Route

SIGHT SEEING EXCURSIONS
AND

SAN DIEGO - ESCONDIDO AUTO STAGE

Be sure to purchase all Tickets at the office of THE SCENIC ROUTE, the headquarters and starting point of all Excursions, FIFTH AND BROADWAY



STREET SCENE IN TIJUANA, OLD MEXICO.

Scenic Back Country Trips OUR SPECIALTY.

Fine Touring Cars, \$2.00, \$2.50 and \$3.00 per hour, furnished on a moment's notice. Special Rates by the day. Let us arrange your trips, and save you the trouble.

We call for you within a mile of our office.

The Scenic Route vehicles cover every sight-seeing point in and around San Diego.

"THE SCENIC ROUTE."

Basement Granger Bldg., Fifth and Broadway
with the Escondido Valley Land and Planting Co.

Phone Main 843.

Night Phone Main 5459

Point Loma, "The world's view point."

This trip is made along our water front by Old Town, the birthplace of civilization on the Pacific Coast, dedicated by Father Junipero Serra in 1769; also the place where the first American flag was raised on the Pacific Coast by Col. Fremont in 1846;

Through Loma Portal, Point Loma Club House and Golf Links, Madam Tingley's Theosophical Grounds, Government Quarantine Station, Wireless Station, largest on the Pacific Coast and holding the long distance record, Military Cemetery and Bennington Monument.


The Old Light House, erected in 1855 by the U. S. government—the second one on the Pacific Coast. From here you get an elegant view of San Diego; North Island, where the Curtis and Wright Aviation Schools are located; the city of Coronado, Tent City, the Silver Strand, Government Jetty, Silver Gate, Ballast Point, San Diego Harbor and Ft. Rosecrans.

The view is considered by Chas. Dudley Warner as one of the view points of the world, equal to the Bay of Naples, Italy.

This trip lasts three hours, and must be seen to be appreciated.

Leaving Time, 2 p. m.

Fare \$1.00

 Be sure to purchase all tickets at office of **THE SCENIC ROUTE**, the headquarters and starting point of all excursions, **FIFTH** and **BROADWAY**.

Tijuana, Old Mexico.

A 40-mile Scenic Trip to Old Mexico, taking in the following points of interest:—National City; Chula Vista, the nice lemon and orange district; Palm City, Nestor, Western Salt Works; San Ysidro, better known as the Little Landers Colony; then past the American Custom House across the line into Old Mexico—the city of Tia Juana—where we spend one hour viewing the old fort with its soldiers, battle scarred buildings and bull ring.

Returning by the way of South San Diego, Imperial Beach, and along the Silver Strand, which is the largest natural breakwater in the world; through the famous Tent City of Coronado, and then across the ferry to our starting point.

This trip takes about four hours.

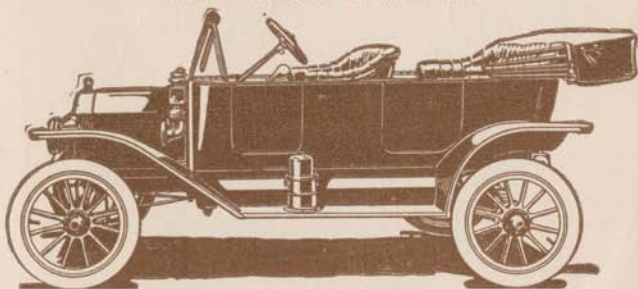
Cars start at 9 a. m. and 2 p. m. Rd. trip \$1.50

THE SCENIC ROUTE

AUTO STAGE

TO AND FROM
SAN DIEGO

Escondido, Temecula, Murrietta Hot Sp'gs,
Lake Elsinore, Paris, Hemet, San Jacinto,
Riverside, Corona, Warner's Hot Springs,
Palomar, Ramona, Witch Creek, Santa
Ysabel, Wynola, Julian, Pine Hills,
Cuyamaca Lake, Descanso, Ellis' Ranch,
The Willows, Alpine,
AND ALL MOUNTAIN RESORTS.



Cars Leave for ESCONDIDO at 7, 9 and 11
a. m., 1, 3 and 5 p. m.

SUNDAYS at 7 and 10 a. m., 3 and 5 p. m.

IMPERIAL VALLEY DAILY at 8 a. m.

TO ALL OTHER POINTS at 7 a. m.

Reserve all seats in advance.

Fine Touring Cars for 5, 6 and 7 passengers, fur-
nished upon a minute's notice, DAY or NIGHT,
at prices that will suit all.

OFFICE

Basement Granger Bldg., 5th ^{AND} Broadway

Phone Main 843.

Night Phone, Main 5459

BE SURE YOUR
TICKETS READ

THE SCENIC ROUTE

Seeing San Diego Exposition Grounds.

This is a 20-mile tour of San Diego through Balboa Park, containing 1400 acres. The Exposition Grounds and Buildings through the finest resident district. Mission Hills and Inspiration Heights, the most prominent resident homes, churches and a tour through Chinatown.

This tour lasts 2 hours and is the only way of seeing San Diego. Competent guides accompany each trip to explain all points of interest.

Leaving Time 10 a. m. Fare 75c.



Be sure to purchase all tickets only at the office of the **SCENIC ROUTE**, the starting point and headquarters of all excursions.

OUR SPECIAL. The Trip La Grande.

This is positively one of the finest back-country trips in the whole county, you haven't seen San Diego until you have made this trip.

We pass through the business section of San Diego, through Balboa Park to Normal Heights, through Murphy Cañon to the Old Mission, the oldest in the State, built in 1769, here a stop is made to view the Old Mission and take pictures. From here we motor on through the famous River Gorge to Santee, through the El Cajon valley to El Cajon, from here to the summit of Grossmont, the world's view point and the home of Mme. Schuman Heink and other prominent peoples' homes, from here we pass through **La Mesa, Lemon Grove, Encanto, Hollywood, Chollas Valley**, and back to our starting point.

This is a trip of 45 miles, and is practically five trips in one.

Leaving Time at your convenience.

Fare, Round Trip, \$2.00.

If tickets are purchased at our office, as we pay no commission.

This trip is made in 5 and 7-passenger Touring Cars only, with careful drivers. We make up the parties. Come and arrange to go.

A GOOD DAY'S FISHING. — R. E. Pierce and O. N. Seely, guests of Hotel Coronado, chartered Captain John Day's launch Audrey for a day's cruise off the kelp bed, and Captain John showed them rare sport. A total of 81 game fish were gaffed, which included 70 sea bass, 6 barracuda, 1 60-pound white sea bass, 3 yellowtail weighing from 18 to 25 pounds, and a big jewfish weighing 225 pounds. The entire catch was taken with rod and reel.—*From San Diego Union, May 6.*

FISHING TRIPS

In charge of **CAPT. JOHN DAY**

ROD AND REEL FISHING.—For a good day's sport with the big ones, see

“THE SCENIC ROUTE.”

Tuna, Yellow Tail, Jewfish, Albacore, Barracuda, Spanish Mackerel, Sea Bass, and other deep sea fish.

Both light and heavy tackle. Everything first-class. A good sea-going launch, fitted with all accommodations.

We furnish everything but lunch. Make reservations one day in advance.

Limited to six passengers only.

Fare, \$3.00.

Purchase all tickets at the office of the **SCENIC ROUTE**, headquarters and starting point of all excursions.
FIFTH and BROADWAY

25c. EXCURSION

A 20-mile Excursion on the Bay

EVERY DAY at 2 p. m.

Ask about it.

CORONADO ISLANDS

A 50-mile excursion to Coronado Islands, where you can see the finest Submarine Gardens on the coast from our Glass Bottom Boat.

Fishing and shell gathering.

Fare for the Round Trip - - - \$1.00
Including Glass Bottom Boat, - - 1.25

BRING YOUR LUNCH

Information at office of **The Scenic Route.**

Our Cuyamaca Mountain Tour.

This is positively the Most Attractive
Scenic Trip in Southern California!

Leaving the office of "The Scenic Route" daily
at 8:00 a. m.,

Passing through Encanto, Lemon Grove, La Mesa, Grossmont, El Cajon, and the beautiful El Cajon Valley, passing numerous orange and lemon groves and grape vineyards. From here the country becomes more mountainous as we pass through the Flynn Springs Canyon to Alpine and The Willows, 2,000 feet above sea level. From here we motor up the winding 4-mile Viejas grade to an elevation of 4,000 feet. From the summit of this grade, on a clear day, you can get a magnificent panoramic view of San Diego, Point Loma, Coronado and the Bay, from a distance of 40 miles. A few miles ride from this point takes us to Descanso, where we turn north to Julian through forests of live oaks, black oaks and stately pines, passing Cuyamaca Lake and Stonewall Gold mine, with an authentic record of \$2,900,000 production. Between Cuyamaca Lake and Julian we get a wonderful view of the Salton Sea in Imperial Valley from an elevation of 5,000 feet. Leaving Julian, we motor on to the Pine Hills, where we stop one hour for lunch and rest. At this point we have completed about one-half of our trip, and here we visit one of the finest view points in Cuyamaca Mountains, almost all of the Cuyamaca Range being visible from this place. Also, when atmospheric conditions permit, the city of San Diego, Point Loma, Coronado and the surrounding country can be seen from a distance of 60 miles.

After lunch, we return to San Diego by the way of Wynola, Santa Ysabel, Witch Creek, Ramona, and the famous Mussey Grade, passing through Foster, Lakeside, Santee and the El Cajon Valley, arriving in San Diego at 6 p. m. At the completion of our trip we have passed through 140 miles of beautiful valleys and scenic mountain grades, with constant changes of the finest scenery in Southern California.

We arrange for stop-overs at any of the mountain resorts.

Fare for the Round Trip, \$7, including Dinner.

If tickets are purchased at the office of "The Scenic Route," Fifth and Broadway, this trip is made in 5 and 7-passenger Touring Cars only.

CURIOS!

Your Trip is not Complete
without a suitable Souvenir,
some little memento made
or found near San Diego.

We Make the Goods!

WE GUARANTEE THEM!

That's why people tell you,

GO TO

GLAZIER'S SHELL SHOP

For Shells, Coral,
Beads and Trimmings,
Flower Beads,
Blister Pearls,
Kelp Souvenirs,
and the finest display of Abalone Shells
on the Coast.

Ask the Guide about GLAZIER'S
Corner Broadway and State Street.

SHELLS POLISHED

THE SCENIC ROUTE
 Auto Stage Lines
 AND
 Sight-Seeing Excursions
 Cover every point on this Map

