

DEL MAR

THE SPOT BEAUTIFUL

SOUTHERN
CALIFORNIA

STRATFORD INN

THE name "DEL MAR" means "Of the Sea." This wondrously beautiful spot lying on the south coast of California between Los Angeles and San Diego might well also have been called "De las Colinas," "Of the Hills," or "De los Valles," "Of the Valleys," for it is indeed of them all—the sea and the valleys and the hills.

Everything has been done to make it what nature designed it to be—the most beautiful and pleasing place on the Pacific.





WINDING CEMENT WALK FROM STRATFORD INN
TO DEPOT, GARAGE, BATH HOUSE, BEACH AND PIER



From the crest of Del Mar one can see the magic isles of Santa Catalina and San Clemente, and landward the dream-kissed vale of San Dieguito, serpentine with lagoons that have crept in from the great waters, the distant San Jacinto mountain range and the famous snow-capped "Old Baldy." Among the canyons

and along the cliffs are many pretty by-paths leading to quaint and picturesque view-points—the "Cliff Dwellers Canyon," "Witches Cauldron," "White Cliffs of Sorrento," the interesting "Wave Crest," "The Wind Harp of the Sea," "Table Rock," "Red Cliff," "Inspiration Point," "Cave of the Winds," "Grand Canyon,"

"Palisades," "The Melting Pot," "The Point of Pines"; and this spot has a romantic interest as well as having been the scene of Bayard Taylor's classic poem, "Paso del Mar." The famous "Torrey" pine, which is absolutely unknown on the face of the earth except at Del Mar, is a remnant of prehistoric ages.



VIEW THROUGH PIAZZA ARCHES

An attractive feature is a place on the beach or in the hills, where the youngsters can roam, romp and frolic to their hearts content without the parents' fear of danger.



"Welcome ever smiles and farewell goes out sighing"

The location and surroundings of Del Mar provide perpetual spring-time climate of remarkable salubrity and unfailing evenness, both in winter and in summer, making it a haven of rest for "tired nerves." Neither day nor night will one suffer from the heat, or shiver from the cold, tho' they sit without wraps and bare of head.



CLOSELY
CARPETED WITH OVER
TWO HUNDRED VARIETIES OF
BEAUTIFUL WILD FLOWERS

To the flower lover Del Mar holds no disappointments either in the endless cultivated varieties or the wild flowers, many of which only the book-worm botanist can name. The grounds at Del Mar and of the STRATFORD INN are under the constant care of an expert landscape gardener, and are the finest examples of the art to be seen anywhere. Flowers! why not, since nature shields them here absolutely in January as well as in June.

The waters at Del Mar abound with thousands of fish of every kind—yellowtail, corvinas, sea bass, barracuda, leaping tuna, and other game fish.

The dove, quail, curlew, duck, rabbit and other hunting is especially excellent in season.

Persons of wealth or of moderate means who demand every requirement, will find in Del Mar their ideal, either for a stay at the STRATFORD INN, or for a home-site. It is the policy of the South Coast Land Company to dispose of Del Mar property only to the desirable, making it a colony of refined people whose splendid homes will bear witness to their love of the beautiful and artistic.

Excellent school facilities are provided at Del Mar; also Catholic and Protestant churches.



"The sweep of the white breakers of a sinuous, swinging beach."

THE SCOLD



BATH HOUSE

The bathing at Del Mar is perfectly safe in every particular; no undertow.

The Bath House is well lighted and ventilated, decorated with baskets of tropical flowers and growing plants hanging from the high ceilings.

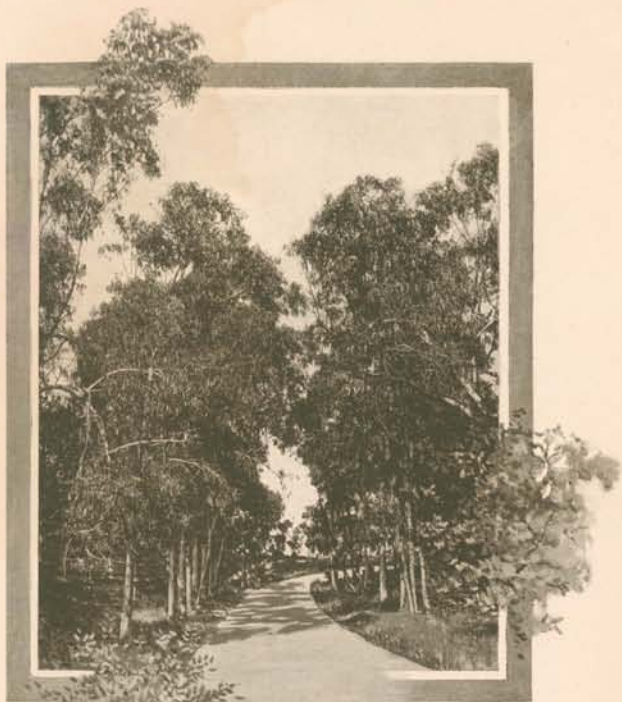
The plunge is lined with white tile, filled with continuously changing tepid salt water, with depths of from two to twelve feet, and a complete equipment of spring boards, high dives, rings, slides and swings.

Competent swimming instructor and guards are in attendance.

Hot salt baths in connection.



INTERIOR OF
MAGNIFICENT PLUNGE



DEL MAR WINDING ROAD

It is safe to say the motor car can be used three hundred and sixty days in the year. Miles of splendid roadways following the contour of the natural slopes, amid rare varieties of pine groves and thousands of eucalyptus trees. Motor jaunts from Del Mar are numerous.

A commodious and modern garage, open day and night, and operated under the management of the STRATFORD INN, insures the best of service.



PICTURESQUE CLIFFS AND APPROACH TO STRATFORD INN



A DRIVE ENTRANCE TO STRATFORD INN
THROUGH FLOWER GARDENS

STRATFORD INN, architecturally, is unsurpassed in its suitability for the location. It is like the home of the wealthy for convenience; like the home of the artist for beauty and comfort; like the home of the true American for simplicity.



RUSTIC BRIDGE IN A CORNER
OF THE SUNKEN ROSE GARDENS



PLEASURE PIER FROM STRATFORD INN

On any round trip railroad ticket between Los Angeles and San Diego, a free stop-over privilege at Del Mar is allowed. Application for the same should be made to the conductor.

To the motorist it is easily accessible, being directly on the Coast Road, four hours from Los Angeles, and only twenty miles north of San Diego and The Panama-California Exposition.

STRATFORD INN is conducted on the American plan
OPEN ALL THE YEAR

Unexcelled Cuisine and Service

No Inside Rooms

Cottages in Connection

Fresh fruits and vegetables from the hotel gardens
and the Carlsbad winter gardens

Every outdoor sport and amusement—Surf and Indoor Bathing! Deep Sea-Surf-Pier Fishing! Hunting! Golfing! Motoring! Horseback Riding! Tennis and other diversions.

Dancing every Saturday evening; and other evenings by request.

For further information and reservations write or wire

STRATFORD INN
DEL MAR, CALIFORNIA

