

ENSENADA MEXICO



A REAL VACATION

HISTORY OF ENSENADA

Ensenada is the old Capitol of the Northern District of Baja California and was founded by Major Sison and Mr. Louis Huller, of Chicago, who formed the International Company of Mexico, for the purpose of colonization.

English capital became interested in the country and bought the concession and operated under the name of The Lower California Development Co., which was succeeded by the Mexican Land and Colonization Company, Limited. Rumor has it that this concession has reverted to the Mexican government.

The natural beauty and wealth of Ensenada has attracted many foreigners from the United States, England, France and Germany who live there the year around.



At the entrance to Ensenada is a life size statue of General Miguel Hidalgo, the "Father of Mexico" and the George Washington of his country.

On summer evenings musical programs and band concerts are given in this plaza around the statue of General Hidalgo.

Ensenada has an attractive public park with shady walks and bright flowers of many varieties.

The public schools are modern and built of Spanish style concrete with tile roof. Education is compulsory and competent instructors are provided. Both Spanish and English are taught in the schools.

Ensenada is proud of her adequate police protection. The rough element of the border town is entirely lacking and crimes are almost unheard of, perhaps, because of the severity of the penalty and the dispatch with which justice is meted out.

The historic old Quartel, or jail, does not look inviting with its solid walls and austere atmosphere. It was built in 1884 shortly after the city was established.

Ensenada receives the choicest of wines and liquors from England, Ireland, Scotland, Canada, Spain, Italy and France. These are legitimate goods and are shipped first to Mazatlan and then to Ensenada from whence they are distributed to the inland cities of Lower California (Baja California).

Guadalajara and the City of Mexico supply Tequilla and other native wines which are similar to the California wines.

Well known brands of cigars and tobacco are shipped in regularly from Southern Mexico, as are sugar and coffee.

ENSENADA, LOWER CALIFORNIA

The quaint old town of Ensenada nestles under the south side of the mountains that encircle beautiful Todos Santos Bay (All Saints Bay).

The bay is semi-circular and is as quiet and peaceful as any land-locked harbor. Around the bay is an eighteen-mile drive on the beach as hard as a cement floor.

Surrounding the bay are grand, abrupt mountains that extend sixty miles inland to the crowning Sierra Madre Range which piles itself nearly twelve thousand feet high.

Though quaint and Mexican in its custom Ensenada is sufficiently modern to afford both convenience and comfort to the pleasure seeker, the traveler, the sportsman or business man.

HOTEL ACCOMMODATIONS

Comfortable accommodations on the European plan can be had at very reasonable rates at The Palacio Hotel, Green Mill Inn, The Boulder Hotel, Mazatlan Hotel, Beach Hotel and Gastelum Hotel.

CAMPING PRIVILEGES

The canyons near the city are ideal camping places for motorists. Water in abundance will be found in most of these canyons.

CAFES AND RESTAURANTS

Ensenada offers a variety in the way of Cafes and Restaurants. One may have either a real Spanish dinner or American and even Chinese dinner as he chooses.

Fresh fish and fowl in season is a specialty and prices are more reasonable there than anywhere in the United States.

One may enjoy a "Todas Horas" with his meal.

ENSENADA—THE SPORTSMAN'S PARADISE

Within an area of one square mile one will find Hunting, Fishing, Swimming and Boating.

SWIMMING ALL YEAR

The beach is clean and sandy and absolutely safe for children. The tide is even and there is no undertow, and no quicksand. Swimming is an all year sport in Ensenada.



Two modern bath houses are located there. One is on the beach, the other in the cove. Bathing suits may be rented there.

BOATING

Row boats, trawls and sailing boats may be rented reasonably for fishing or for trips to the nearby islands, which are the picturesque homes of birds and seals. Submarine Gardens.

HIKING

Alluring trails appeal to the hiker and horse back rider.

FISHING AND MARINE LIFE

If your sport is fishing you will find White Perch, Black Bass, Rock Cod, Sculpion and Sheepshead in the quiet bay and inlets, Corbina and Croakers are also in abundance. Millions of Speckled Trout in San Pedro Martyr Mountains.

The kelp beds are literally alive with semi-tropical fish such as Mackerel, Halibut, Barracuda, Bass, Yellow Tail, and many other varieties of fish which are easily accessible in small boats.

The deep sea fisherman will find Flying Tuna, Albicore and White Sea Bass, and they run two or three months earlier and later than in Southern California.

Lobsters are to be trapped during the season, and there are millions of abalone, mussels, cockles, clams and oysters, crawfish and turtles.



HUNTING

Natural lagoons provide Duck, Geese, Brant and English Snipe—shooting of the kind which brings joy to the heart of any hunter. A prolific growth of tule and swamp grass in these lagoons provide natural blinds for the hunter and excellent protection and feeding ground for the water fowl.

Morning and evening flights are sure and one may enjoy shooting from a blind with the help of decoys.

Jacksnipe, Curlew and Plover are also to be had in great numbers and the meat is regarded as a delicacy.

Brant, quail, pigeon and doves, rabbit and deer are plentiful in the hills just back of the city.

Higher in the San Pedro Martes Mountains the hunter of Big Game will find Mountain Sheep and Goats, Mountain Lion, Wildcats and Antelope.

HUNTING CLUBS

The exclusive La Grulla Gun Club House is fourteen miles from Ensenada and is convenient to all game. A branch clubhouse is located in the La Grulla Canyon near the Hot and Cold Mineral Springs. This club house is used in the fall, winter and spring by duck hunters. The membership of the La Grulla Gun Club includes many wealthy and prominent Los Angeles and Pasadena sportsmen.

Boca de la Playa, Santo Tomas Beach Gun Club, is one of the best all around hunting and fishing clubs of the peninsula.

AGRICULTURAL DEVELOPMENT

At the present time there are about 50,000 acres of level farm land under cultivation.

The land is fertile and there is an inexhaustible supply of water from wells six to twenty-four feet deep.

The land is suitable for the growing of wheat and grain, alfalfa, citrus fruits and berries of all kinds.

A Russian Colony north of the city annually plants from 5000 to 20,000 acres to grain. This grain is ground at the two Flour Mills in Ensenada. Last year these mills turned out between 25,000 and 50,000 sacks of flour, barley, rye and other cereals.

A small amount of land is being used for the growing of oranges and lemons, alfalfa and berries

MINERAL WEALTH

The land in the vicinity of Alamo is rich in deposits of gold, silver and copper. The Alamo mines are being worked successfully by the Potrerita Gold Mining Co., who have lately made some very rich strikes.

According to Custom House reports over \$4,000,000 worth of precious metal has been taken from these mines, none of which are deeper than 400 feet.

There are two salt mines which have been producing in paying quantity for over fifty years, in the San Quentin District.

COMMERCIAL SEA PRODUCTS

Commercial development is in its infancy but already they are gathering kelp to be used for iodine, potash and fertilizer.

Fishermen with diving apparatus are fishing for abalone. The meat is sent to the Orient, and the shell is used for jewelry, buttons and inlaying.

Sharks are caught and the oil used for tanning leather. The meat is shipped to Japan and the carcass is used as fertilizer.



In season there are forty to fifty ships in Mexican waters, while there are hundreds of small boats fishing for canneries independently to supply the American market. This industry brings from 200 to 400 people to Ensenada regularly as all ships must clear there.

Twenty to fifty Lobster Camps dot the coast and dozens of speed boats come 300 and 400 miles down the coast to take the lobsters back to market alive.

The Van Camp Packing Company and other California canning companies have trawlers in the waters regularly carrying 100 to 150 tons of fish on a single trip.

Japanese fishermen are diving for the agar agar (agui agui) plant, which is very valuable and is used in the making of jellies and preserves.

ENSENADA

BAJA CALIF., MEXICO



HOW TO REACH ENSENADA

Ensenada is eighty-five miles south of San Diego on the new Coast Highway, an easy drive of five hours over well kept roads.

When traveling in your own car, get your permit at the American Custom House (at the line) then have same O. K.ed at the Mexican Custom at the line.

Then travel through Old Town (Tijuana) south one mile to a small Mexican custom inspection house for another inspection (show your permit), then turn to the right and follow main graded road to Ensenada. Refreshments can be had where marked stations on the map. Seventy miles from Tijuana to Ensenada.

The Woollet Stages leave daily from the Sutherland Stage Depot on Third Street, San Diego, just opposite the Plaza. The round trip fare is \$10.00. Stages leave at 8 A. M. and 1 P. M. Reservation should be made in advance when possible.

COMMUNICATION

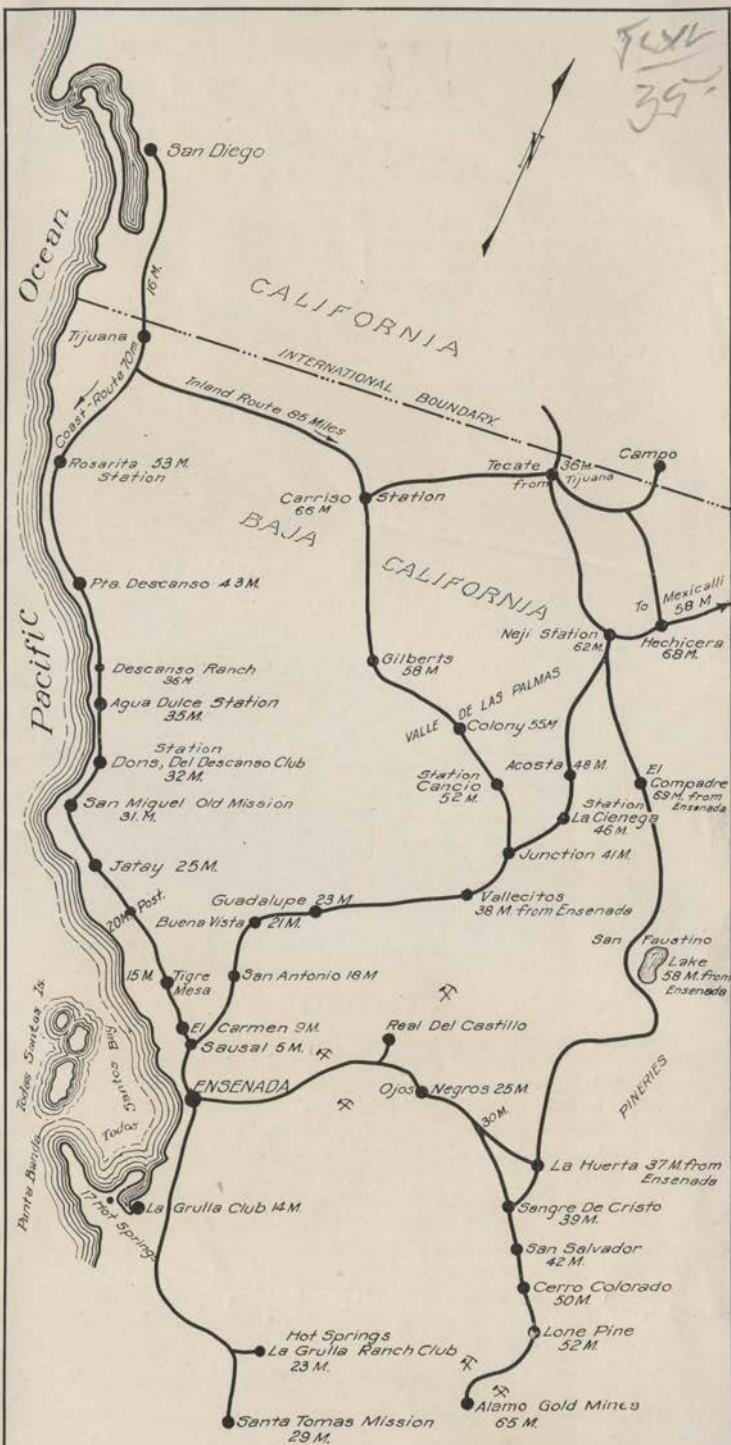
Ensenada has a daily mail service to the United States and all parts of Mexico. Telephone and telegraph service to all parts of Mexico and telegraph connections through San Diego to all points in the United States is maintained.

INFORMATION

Further information regarding Ensenada can be obtained at The Ames Travel Bureau, Hellman Bank, 6th and Main Streets, Los Angeles; Pickwick Stage Depots everywhere; Motor Transit Depots everywhere; at any Tourist, Travel or Information Bureau: or by writing to the

WOOLLET STAGES

Ensenada, B. C., Mexico, or 922 3rd St., San Diego, Cal.



MAP OF
Scenic Routes between ENSENADA,
TIJUANA, ALAMO MINES, TECATE &
MEXICALI.
BAJA CALIFORNIA-MEXICO.

-NOTE-
 Distances given are from Ensenada
 Stations - Refreshments.
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