

Coronado Beach

"A Unique Corner of the Earth"



Compliments of the
Hotel del Coronado.
CORONADO BEACH,
CALIFORNIA.

E. S. BABCOCK, MANAGER.



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



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



PUBLISHERS' ARGUMENT.

We have entertained at our hotel over 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 Beach 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 you 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 if, by sending a few copies of these booklets to your friends, it leads them to make a trip to Coronado Beach, we sincerely believe that they will be greater gainers by it than will be

Your Obedient Servants,

The Hotel del Coronado.

"In a mystic sun-set land."

Where

Coronado Beach is,

And How To Get There.

Coronado Beach is the peninsula forming the breakwater of the bay of San Diego, and is situate in the extreme south-west corner of the United States, 480 miles from San Francisco and 15 miles from Mexico's border land.

The Santa Fe system runs daily trains through from Chicago to San Diego without change in three and three-quarters 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 Beach 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.



What Coronado Beach is.

It is the Paradise of the Pacific; the Mecca of tourists in search of rest, health, sport and diversion.

'Tis a "Land of Sunny Days," where care is a stranger, and worry a dead letter; where dyspeptics forget their ills, and pessimists are born again; where sick people get well and where well people get fat. It is the Utopia for globe trotters and the land of Acadia for lotus-eaters.

There's a constant charm to existence at Coronado Beach; a charm which charms and continues to charm. Even the widely traveled Charles Dudley Warner fell under its spell. He says of it in "Our Italy":—

"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 place 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."

"The land where it is always afternoon."

Five Good Reasons

Why Coronado Beach is the favorite watering place with nine-tenths of the Pacific Coast resort frequenting people. Because it possesses :—

1st. CLIMATE.

A climate conceded by eminent climatologists to be the best and most equable the year round, to be found in any part of the Western Hemisphere.

2d. BEACH.

A beach unmatched on the Pacific Coast, and where surf bathing can be enjoyed every day in the year.

3d. HOTEL.

An hotel whose scope, variety and comfort stands unparalleled in any land where hotels are found.

4th. VIEW.

A view pronounced by noted travelers, superior to anything to be had from any resort, anywhere.

5th. DIVERSIONS.

No place can lay claim to the endless variety of diversions which Coronado Beach can offer at any time of year.

Here are five cardinal points which place our resort beyond the reach of any other Four-Seasons' Resort this side of heaven.

Do You Doubt This ?

Come and tarry with us awhile, and enjoy the *dolce far niente* which is attained here to the height of earthly perfection. The proof of the pudding is in the eating. We've got the pudding. Come and eat, drink and be merry. One never gets the "blues" at Coronado Beach.

" Eat, drink and be merry."

What One Can Do at

Coronado Beach.



Here's One Day's Itinerary for You:

Take one to three glasses of Coronado Mineral Water at the spring, first thing in the morning.

Take a "constitutional" up the beach.

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 the ladies' billiard parlor.

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

Drive on the beach to Ballast Point past North Island.

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

A turn at the bowling alleys or at shuffle-board downstairs.

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

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 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.

Visit the hotel kitchen, cold storages, wine cellar, pantry and storeroom. 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.

"Reisen ist Leben."

HERE'S ANOTHER LIST.

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

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

Lay for the wily jewfish 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 exciting.

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.

THE OUTINGS ONE CAN "DO"

FROM THE del CORONADO HOTEL.

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 a-crabbing at the foot of the honey-combed cliffs some afternoon at ebb tide, returning in the weird afterglow of some of our glorious sunsets.

"A Romantic Region, truly."

OUTINGS (Continued).

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.

La Jolla Park.

Organize a four in-hand tallyho 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 Canyon 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, and across the river to Pacific Beach. The return to the hotel is made from San Diego by ferry and 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.

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 cannot 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, make 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.

The view from the hotel itself looking from the east or front veranda 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.

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

"A Climate that has no equal."—AGASSIZ.

AN IDEAL CLIMATE. ●●●

Charles Dudley Warner never penned a truer thing than when he wrote in his "Our Italy":—

"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."

And the climate is still unmarred. It is this same unvarying climate which furnishes the "charm of existence" at Coronado Beach. It is of the sort which astonishes the closest observer. Here we are on the edge of the water with the Pacific salt sea breath in our faces, and yet our air, with the exception of during the rainy season, is the driest imaginable. Of course scientists know how to account for this, explaining it away by proving that the desert wind blows in during the night. This gives us an interior climate effect,—a truly peculiar condition of things considering our proximity to the sea. "A unique corner of the earth" indeed, producing as it does for us a *Marine-Inland Climate*.

Opinions of Distinguished Men.

GEN. MILES, U. S. A.: "It is the 'Pride of the Pacific.'"

PROFESSOR LOOMIS: "Most healthy climate in the world."

ADOLPH SUTRO, San Francisco: "The hotel is incomparable."

EDWARD D. ADAMS, New York: "Surprised at the moderate charges."

CHARLES NORDHOFF: "Most popular hotel I know of in Europe or America."

CHAS. DUDLEY WARNER: "No other hotel has left so agreeable an impression."

A. N. TOWNE, Vice-Pres. S. P. R. R.: "Grand hotel charming location, delightful surroundings."

DR. H. A. JOHNSON, Chicago: "For weak hearts, disabled lungs, and worn-out nerves, it is unsurpassed."

JOSEPH NASH, San Francisco: "Considering luxury and comfort, I never paid such a reasonable hotel bill."

N. J. LEVINGSTON: "Editor *Oregonian*, Portland, Oregon: "Doubted reports, yet they told not half the truth; the hotel is superb, the whole is marvelous."

"Brings to tired eyes a gentler balm than sleep."

Coronado Beach

AS A SANITARIUM.

Though Coronado Beach is chiefly a resort of tourists and pleasure seekers, it holds an enviable reputation as a health resort. Patients are sent here from all parts of the world to drink the waters, along with the soft climate.

The Coronado Mineral Water has properties which make it a beverage strongly recommended by medical men of international reputation.

An Important Consideration.

Health depends upon an abundant supply of pure water. The water used in all departments of the hotel is the Coronado Mineral. It is a

Delicious Beverage and is Absolutely Pure.



Opinions of

Coronado Mineral Water.


DR. W. H. MASON, late Professor of Physiology at University of Buffalo: "The Coronado Water may be regarded as an elixir of life."

J. DAVIS, Oakland: "Words will not express my thanks for relief afforded through my kidneys by using it."

DR. H. A. JOHNSON, Chicago: "Excellent for kidney and bladder trouble, particularly for elderly men and women."

COL. BRAYTON, U. S. A.: "Saved my life; gained fourteen pounds. It is wonderful in its effects on the kidneys."

CHAS. LELAND, Portland: "Far superior to Apolinaris. I recommend it to all friends as the best water in the West."




"A land where Winter hath fair Summer wed."—BARRY.

Coronado Beach



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 fishermen's 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.



BATHING

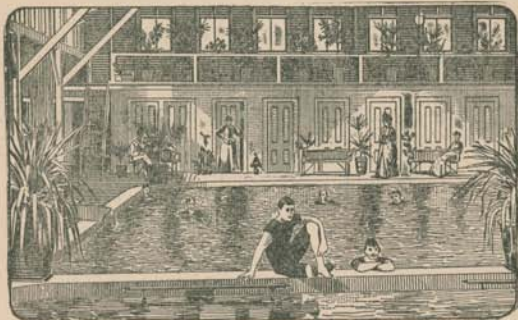
THIS IS OUR

STRONG SUIT.

No other Resort on the Coast can rival our Bathing Facilities.

You can have Surf, Bay and Tank Bathing

Within one hundred yards from the Hotel.



OUR SALT WATER

Swimming Tanks and Dressing Rooms

Are the Finest in the West.

Constant Streams of Hot, Warm and Cold Ocean Water flow in these Tanks.

AN UNUSUALLY COMPETENT SWIMMING TEACHER

Is in attendance at all hours.

Tub Races, Tobogganing, and Water Polo Matches are of daily occurrence.

TEMPERATURE OF COOL SALT WATER PLUNGE THE YEAR ROUND, 70 DEG.

TEMPERATURE OF WARM SALT WATER POOL THE YEAR ROUND, 84 DEG.

Hot Salt Water Baths, in clean marble and porcelain tanks hot as desired, in comfortable sunny rooms.

WHAT THERE IS AND WHAT THERE IS NOT

AT
Coronado
Beach

THERE IS

The Best 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"

THE LARGEST RESORT HOTEL IN THE WORLD.

Number and Area

of

some of the

Principal Rooms.

Number of Rooms, 750.
Dining Room seats 1,000 persons.
30 Billiard Tables — 4 for ladies.
Breakfast Room area, 4,800 feet.
Tropical Court, 150 x 250.
3,500 Incandescent Lights.
Four 85-foot Bowling Alleys.

RATES.

Transients, \$3.00 per day and upward according to room.
Liberal reductions made to those who remain by the month.

A BEAUTIFUL BOOKLET

Entitled, "The Reasons Why I Prefer Coronado Beach,"
will be furnished by sending to E. S. BABCOCK, Manager,
Coronado Beach, Calif.

ROUND TRIP TICKET

From Los Angeles, including a week's board, \$21.00.

Round Trip Tickets by rail or Steamer from San Francisco,
including fifteen days' board at the Hotel del Coronado,
\$65.

These tickets are on sale at the following

AGENCIES:—

Los Angeles—129 No. Spring Street.

San Francisco—Office S. P. R. R., 613 Market Street.

" " Office P. C. S. S. Co., 4 New Montg'y St.



Have a good time while you are alive,
For you will be a long time dead.

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, they're here. The place is full of them the year round. They are of the sort, too, that does your heart good to meet. They are all very much alive and have scant patience with the cynic who believes that all men are liars and life is not worth the living.



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HOTEL DEL CORONADO FROM THE OCEAN PIER



HOTEL DEL CORONADO FROM SPRING HOUSE



VIEW OF WEST SECTION OF HOT SALT WATER SWIMMING POOL

