

e. 96-1037

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EVERYTHING DESIRABLE TO MAKE LIFE HAPPY.



CORONADO TENT CITY,
CORONADO BEACH, CAL.

For information regarding Coronado Tent City address E. S. BABCOCK, President Coronado Beach Co., Coronado, California,
or H. F. NORCROSS, 200 South Spring Street, Los Angeles, Cal.

HOW TO REACH THE TENT CITY.



ARRANGE with your railroad agent or the agent of the Pacific Coast Steamship Company for a ticket to Coronado Tent City and return. This includes your street car and ferry fare from San Diego to the Tent City, and the transfer of 150 pounds of baggage to the door of your tent. It also gives you ground rent and water free, and is good to return at any time before October 1st.

When you arrive at San Diego you will board an electric car for the ferry, crossing San Diego bay, and connecting with the Coronado electric car, which takes you directly to your destination. After a few minutes' ride along the wide avenue lined with palms, the broad expanse of the Pacific ocean bursts on the view. Before you have time to fully comprehend it you are landed at the door of your tent, and before you are hardly aware of it you

are enjoying life at the Coronado Tent City.

If you wish your friends to know about the Tent City, send their names and addresses to E. S. BABCOCK, President Coronado Beach Company, Coronado, California, or to the Manager of Tent City, at Coronado. They will mail you all necessary information.

Applications for tents should be made to A. W. SWANFELDT, 220 South Main St., Los Angeles, Cal., or to the Manager of Tent City, Coronado, Cal.

For further information regarding Tent City or Coronado, address E. S. BABCOCK, President Coronado Beach Company, Coronado, California, or H. F. NORCROSS, 200 South Spring St., Los Angeles, Cal.

THE COST.

Of course you will want to know the cost of living at Tent City.

FURNISHED TENTS.

One person, one day.....	\$.50	Two persons, one day.....	\$ 1.00
" " " week	3.50	" " " week.....	6.00
" " " month	12.00	" " " month.....	20.00

Each additional person occupying the same tent, \$2.00 per week or \$5.00 per month.

Electric lights (if desired) \$1.00 per month extra.

A furnished tent comprises comfortable beds, bedding, tables, washstand, rocking chairs, folding chairs, camp chairs, lamp clean linen, towels, water, and daily care of tent and laundry of tent linen.

WITH FLOOR.

UNFURNISHED TENTS.

WITHOUT FLOOR.

	Week	Month		Week	Month
8x10.....	\$2.50	\$ 6.00	\$1.50	\$ 4.50
10x12.....	2.75	8.00	2.00	6.50
12x12.....	3.00	10.00	2.25	7.00
12x14.....	3.25	10.50	2.50	8.00
12x16.....	3.50	12.00	3.00	10.00
12x20.....	5.00	16.00	with awnings.....	3.50	12.00
14x20.....	6.00	20.00	" " 	4.00	14.00
14x22.....	6.50	22.00	" " 	4.50	16.00
16x24.....	7.00	24.00	" " 	5.50	18.00

Persons bringing their own tents and holding Coronado excursion tickets over the Santa Fe, Southern Pacific, or Pacific Coast Steamship Co., are not charged for ground and water rent, as the excursion tickets include all this, as well as the street car and ferry trip to and from the train, and transfer of 150 pounds of baggage.

Persons who bring their own tents, but not holding Coronado excursion tickets, will have to pay \$1.50 per month ground rent, which includes free use of water.

Persons bringing their own tents can rent furnishings at the following prices:

	Week	Mo.		Week	Mo.
Double bedstead with spring and cotton mattress	\$1.25	\$3.50	Table	\$.25	\$.50
Cot, single.....	.25	.50	Campstool10	.15
Spring Cot, double50	1.00	Chairs25	.35
Mattress, single25	.50	Rocking Chairs30	.75
“ double.....	.50	1.00	Gasoline Stoves50	1.50
Pillows.....	.25	.50	Oil Stoves25	.50
Blankets25	.50	Washstand, complete.....	.35	1.00
Comforters.....	.25	.50	Cooking utensils for three persons.....	.75	1.50
			Lamp with Oil.....	.25	.75



ECONOMY AND COMFORT.



THE next thing you will want to know is about the comforts and necessities of life. These have all been amply provided for. The tents are of all sizes, with good floors covered with Japanese mattings and furnished with beds and bedding, with nice clean linen, comfortable chairs, washstands, and everything as cozy and comfortable as in a first class hotel, to which cheerfulness is added by bouquets of fresh flowers. If you wish to do your own cooking, the necessary stoves, cooking utensils and dishes will be provided at a nominal rental. The butcher, baker, milkman, laundryman and grocer will call at your tent daily if you wish and supply all your wants at prices less than you usually pay at home. If you prefer going out for your meals, there are good restaurants and a first class cafe on the grounds where excellent meals are served a la carte and at an astonishingly low price.

There are also good delicatessen stores which furnish food ready cooked for those who do not like to do cooking yet wish to dine at their own tent.

AMUSEMENTS.

And now about the pleasurable side of life at the Tent City. In the first place, it will be a pleasure to you to feel that you have the nicest and coziest tent that you ever saw, the novelty of which will please you. The cleanliness of everything is the first thing that will impress you, and the pure air, and courteous treatment of attendants will make you feel that you are in a perfect home. You can stroll about the streets, visit the bazaars, take a walk on the beach, spend an afternoon hour at the musical, another hour at the evening concert by the famous Tent City Band, and then, if you choose, go dancing and floating to exquisite music in the ball-room at the pavilion, or you may enjoy an evening of theatricals at the casino.

From one side of your tent you will have a fine view of the broad Pacific ocean, with its ships, its islands, and of old Point Loma in its rugged beauty. From the other side of your tent you look across the waters of the bay, dotted with pleasure craft, and have a splendid view of picturesque San Diego, with its beautiful homes and cottages dotting the hillsides, and with grand old mountains in the background.

SOME OF THE ATTRACTIONS.

AMONG the attractions of the Coronado peninsula, and within easy walking distance of the Tent City, is the Japanese tea garden, a reproduction of the famous garden of the Mikado, with its miniature streets, cascades, nooks, pagodas, and all the features of Japanese art in architecture and gardening. It is a place full of interest, and is considered the most celebrated piece of work of its kind on the continent, which visitors have come thousands of miles to see.

The ostrich farm is another place worth visiting. Though the farm is not an appendage of the Tent City and has no connection with it, it is one of the attractions of the locality and well worth a visit. The big birds are a curiosity.

Of all the golf links on the coast, Coronado has the best, and they are open to Tent City folks on equal terms with club members. Guests are given free use of croquet grounds.

The Coronado botanical gardens are in a high state of cultivation and will well repay a visit. From these gardens come the beautiful flowers which charm the visitor and add cheer and grace to the adornment of the tents.

NEARBY ATTRACTIONS.

Within a radius of twelve to fifteen miles of Tent City there are more places of interest than can be found in any other equal space on the globe, many of which you will wish to see.

There is "La Jolla," (Spanish for "Jewel") a place of many wonders; its natural caves, its peculiar rock formations, its rare sea shells, its gold fish pool, and many other novelties.

Point Loma, the grand old promontory that guards the entrance to the bay with its monster disappearing guns; its highest lighthouse in the world; the grandeur of its view; its many beautiful homes. Here also are the headquarters of the world's Theosophy, with its schools of music and mystery enshrined in temples of art and surrounded by beautiful grounds.

Tia Juana (Spanish for "Aunt Jane") has all the quaintness of a Mexican town, and is squatted just across the border. Typical Spanish (or Mexican) customs prevail, giving one an excellent idea of life along and below the border.

El Cajon (Spanish for "The Box") is one of the finest and most productive valleys in California. It is the great raisin-producing section of this part of the state.

Paradise Valley is all its name implies—a charming spot.

Then there are the old Mission buildings; Old Town, built of adobe; Ramona's home; Sweetwater dam; the orange and lemon orchards, and a hundred places and things well worth seeing by the visitor.

BATHING.

Bathers here find a watery paradise. There is a shallow pool for the little tots and those just learning to swim. The quiet waters of the bay give scope to those who like long swims in still water, while the strong swimmer who likes to buffet the surf finds here an ample opportunity. The entire absence of undertow makes Tent City the safest place on the coast for surf bathing. Hundreds of both sexes sport in the surf daily and no accident has ever occurred.

FISHING.

There is probably no resort in the world where the fish are so various in kind, so excellent in quality or so easily caught as at Tent City. The bay, the pier, the ocean, each furnish sport for the fisherman. They will bite at a lazy man's bait as quick as though he is constantly on the que vive and trembling with excitement. It is not

merely a fisherman's paradise but a paradise of all fishermen.

Here is a partial list of the beauties that make the angler's life at Tent City a solid round of glory and achievement: sea trout, silver salmon, herring, bass, scarbina, croaker, kingfish,

mullet, smelt, pompano, flounder, yellowfin, cod, halibut, sardines, sole, poggies, mackerel, perch, yellowtail, barracuda, Spanish mackerel, rock cod, sea bass, sheephead, whitefish, grouper, albacore, sturgeon, crabs, lobsters, jewfish, tuna and others.

And then, when a man has had a lively day with his line and tells a reasonable story, his Tent City friends believe him.

CONVENIENCES.

The Tent City is, in a manner, as thoroughly isolated as though it were in some remote part of the world, yet it has every convenience of a modern city. The splendid Coronado hotel is a near neighbor, and little over a mile away is the town of Coronado. Other than these there are no residents and no business on the strip of beach on which the camp is located, except those whose business it is to attend to the needs of the campers.

The well kept streets and alleys, the perfect sewerage, the



splendid water system—ice water being furnished free to all campers—electric lights, street cars, long distance telephone, two telegraph offices, drug store, barber shop, mail twice a day, delivered to each camper's tent by special carriers, the San Diego morning papers delivered at your tent before breakfast! Could anything be more convenient? While you are enjoying yourself



far away from the worry and care of business you are still in such close touch with all sections that a crisis in your business or the illness of a friend can be instantly communicated to you.

At night the camp is ablaze with electric lights and all is life and bustle. People come from San Diego by train loads to enjoy the music, the dancing, the concert and other features which are furnished for the entertainment of the campers. Every night, except Sunday, from eight to eleven o'clock the Tent City is the gayest and merriest city on the coast.

On Sunday the gaiety of the week is temporarily laid aside. It is a day of rest. In the morning there is Sunday-school for the children and church services for those who are in the habit of thus observing the day. In the afternoon the band usually gives an out-door concert with appropriate selections. There is liberty but no license in the camp. No noise, no undue hilarity. The saints usually attend divine service and the sinners go fishing, boating, cycling or sight-seeing.

The patrons of the camp are the best people from the North, South and East, and while all will amuse themselves to the top of their bent, each will be protected from the vicious and unmannerly. People come here to enjoy themselves, and it is the aim of the management to aid them in having a good time, but all must be orderly and respectable.