

April 15 1930 Tues

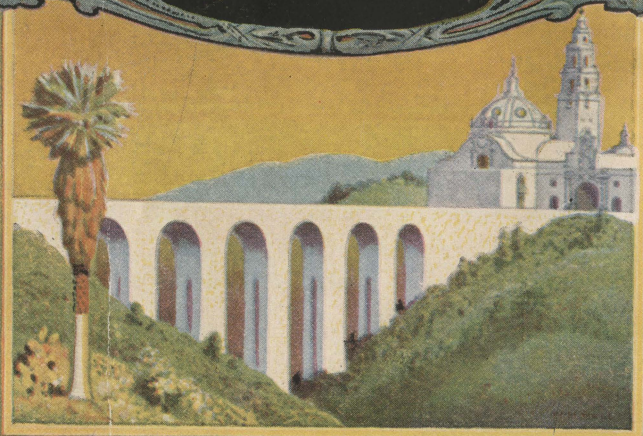
SAN DIEGO & ARIZONA RAILWAY

SAN DIEGO SHORT LINE

THE NEW TRANSCONTINENTAL
LINK

CHICAGO
NEW ORLEANS
KANSAS CITY
EL PASO
SAN DIEGO

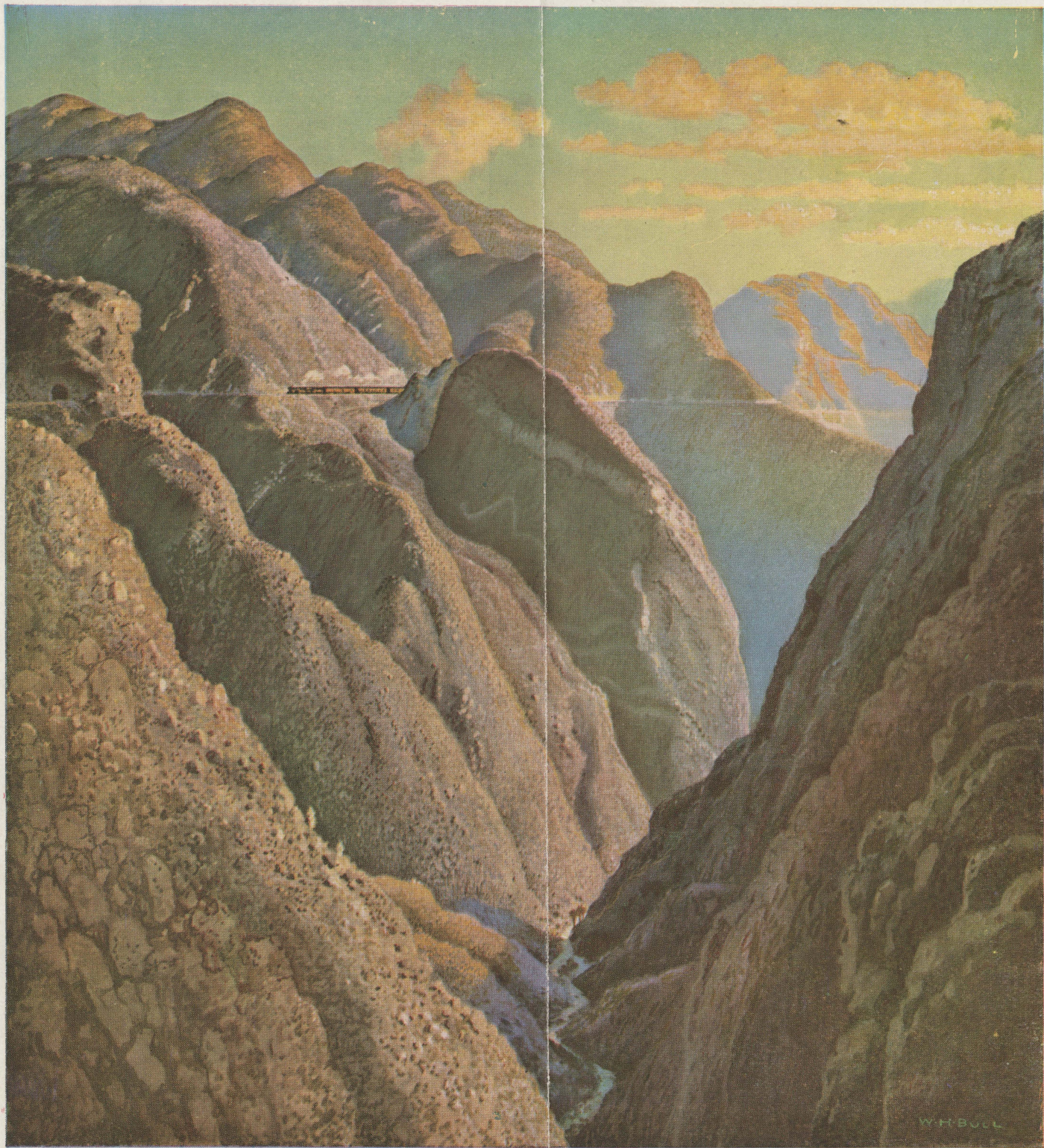
THROUGH MEXICO AND THE GREAT
IMPERIAL VALLEY



Subject to Change Without Notice

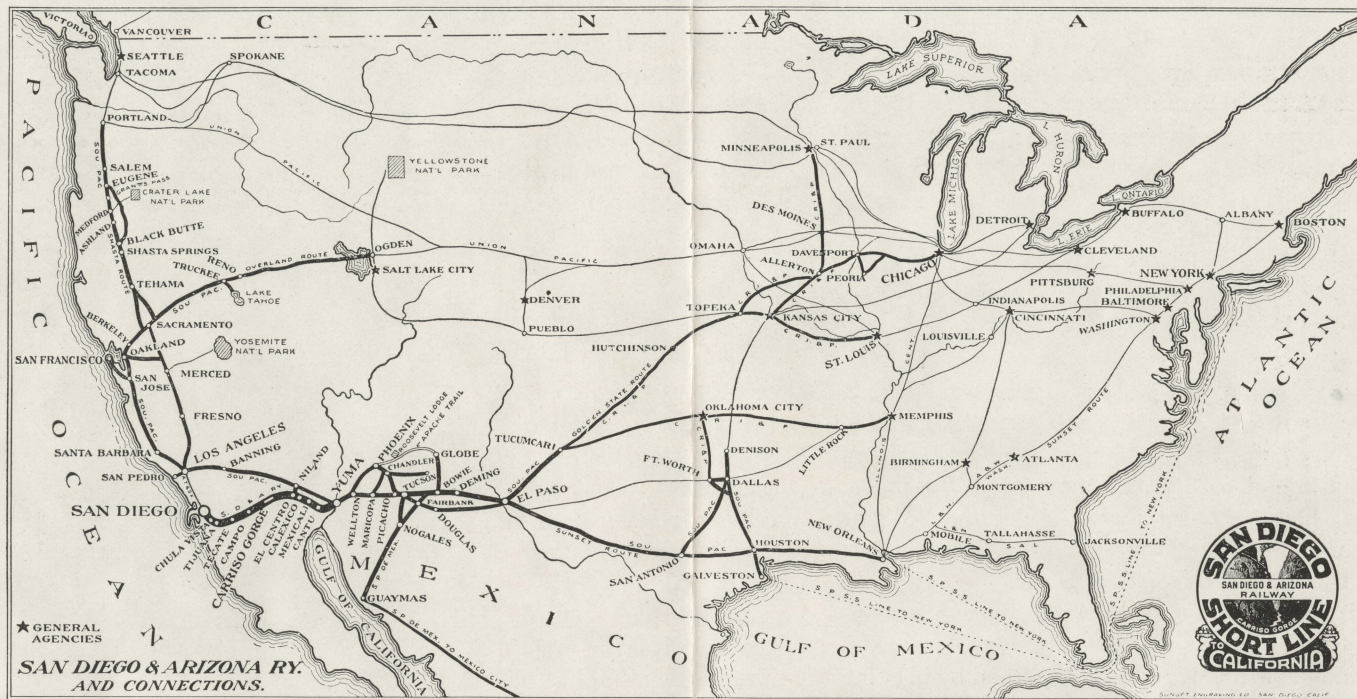
SAN DIEGO AND ARIZONA RAILWAY

SEE AMERICA FIRST



California's Newest Scenic Marvel, the Wonderful Carrizo Gorge. For Eleven Miles the San Diego and Arizona Railway Traverses this Giant Abyss and Every Turn of the Train Affords Thrilling Views.

SAN DIEGO AND ARIZONA RAILWAY



For information regarding freight rates, passenger fares, tickets, baggage and pullman reservation, call upon or address the following representatives:

SAN DIEGO AND ARIZONA RAILWAY

330 Broadway or 602 Spreckels Theatre Building, San Diego, Calif.
 F. B. DORSEY Traffic Manager
 A. D. HAGAMAN, Assistant General Freight and Passenger Agent

LOS ANGELES, CALIFORNIA

CHAS. F. MATLIN, Commercial Agent, 908 Central Bldg.

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USEFUL INFORMATION

TICKET OFFICES—At important stations are open thirty minutes before departure of trains. Passengers should purchase tickets before boarding trains.

LOST TICKETS—Railway Companies are not responsible for lost or stolen tickets. Give notice of your loss to conductor. Pay your fare to him or purchase another ticket from first ticket station and take receipt. When you reach your destination write to the General Passenger Agent of the road of which you bought your ticket, enclose receipt and explain the circumstances. If your ticket is found and returned unused, the company will refund your money.

CHILDREN'S FARES—Children under 5 years of age when accompanied by parents or guardians, free. Children 5 years of age and over, but under 12 years of age, half fare. Those 12 years of age and over, full fare.

ADJUSTMENT OF FARES—In case of disagreement with conductor concerning tickets, privileges allowed, etc., passengers should pay fare, take receipt, and refer the case for adjustment to the Passenger Traffic Manager, San Diego, Calif.

SPECIAL TEN DAYS' STOP-OVER—By application to conductor and deposit of railroad ticket with agent, stop-over not exceeding ten days will be permitted en route at any or all of the following points on one way and thirty-day round trip tickets, and on other tickets when authorized by the tariff under which sold, namely: San Diego, Calif.; Tia Juana, Calif. and Jacumba Hot Springs, Calif.

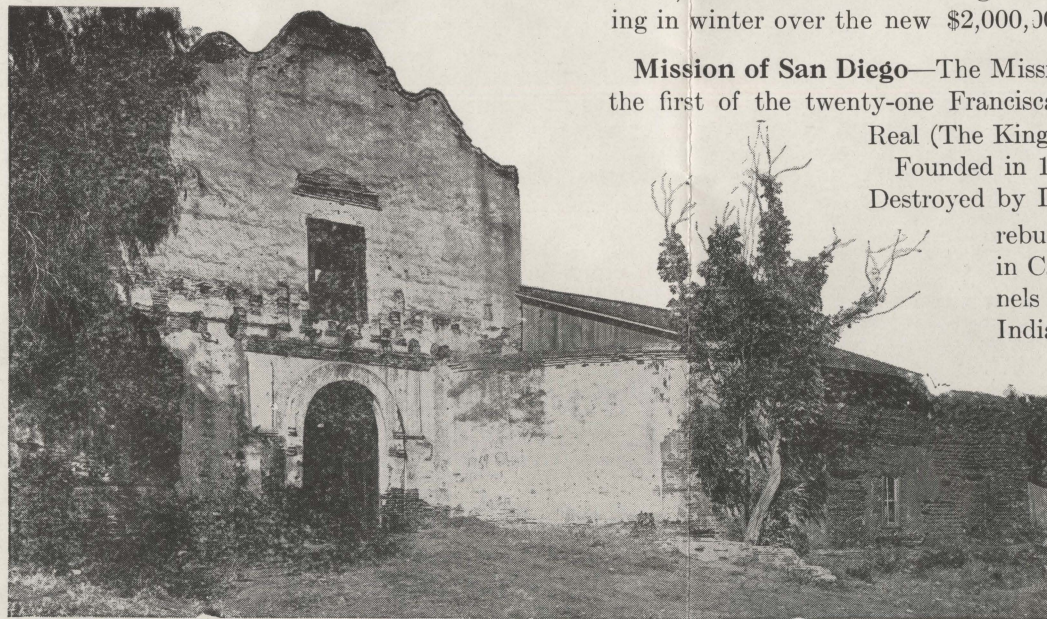
BAGGAGE—No single piece of baggage exceeding 250 pounds in weight, or 72 inches in greatest dimension, or single shipments exceeding \$2,500 in value, will be checked. Free allowances subject to tariff stipulations as to contents, weight, value and size. Excess value to be declared and paid for at time of checking.

THE WAY TO SEE CALIFORNIA IS TO SEE SANDIEGO FIRST

Carriso Gorge—Eleven miles long and takes its name from a grass in its depths which is used by Indians in basket-work.

Across its precipices, its gulfs and crags and its mountain pinnacles, are spread gorgeous blanket-patterns of color, measured in miles and woven from fluid rocks when the world was made. The reds and oranges of the sunset, splashed upon the walls of the chasms, are broken by lozenges of Navajo black, as big as a house, or edged with a border of white crystal, ten or twenty feet wide and half a mile long. The knots in this mighty tapestry are tied with outcroppings of marble; its foundation is of granite and hard rock, amethyst in the dawn, gray-black or burnt amber under the brilliant noon-day sky, and toning to purples and violets in the haze of the distant peaks.

To build a railroad along the ragged canyons of Carriso Gorge, an enterprise long considered impossible, finally was accomplished by blasting from solid rock a broad and secure avenue on an easy gradient, for the rails of the San Diego and Arizona Railway, "The San Diego Short Line."



WHERE CALIFORNIA BEGAN—The Mission of San Diego de Alcalá, the First Mission Built in California

Agua Caliente—

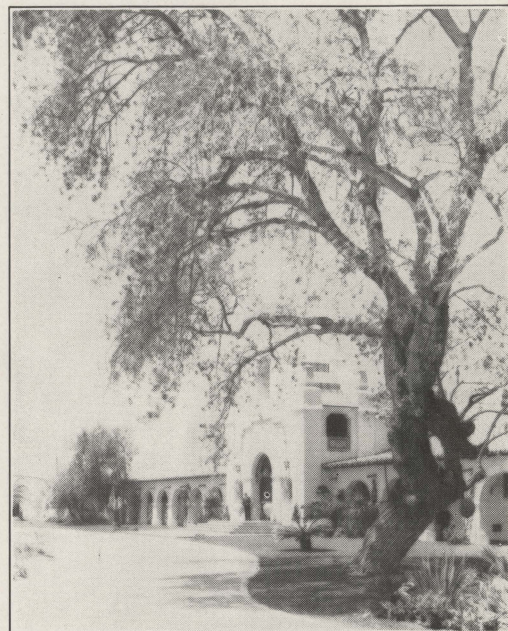
An interesting feature of your trip over the San Diego and Arizona will be the stop at Agua Caliente, in Old Mexico, located about 16 miles from San Diego and reached just before the train crosses the border for the last time, going into the United States. Agua Caliente has rightly been called "AMERICA'S DEAUVILLE, where the door to romance opens". This new play spot of the Americas has risen almost over night to

provide the pleasures and games of Continental Europe and America in a setting of old world splendor. Diversions are afforded by the Casino, Cafe, Patio, Golf Club, Tennis Courts, Plunge, medicinal baths, and saddle horses. Dog racing in summer and horse racing in winter over the new \$2,000,000 course are sports features.

Mission of San Diego—The Mission of San Diego de Alcalá was the first of the twenty-one Franciscan Missions along El Camino Real (The King's Highway) in California.

Founded in 1769 by Father Junipero Serra. Destroyed by Indians in 1775, it was at once

rebuilt. Here is the first olive grove in California; the underground tunnels leading to the old well; the Indian school building and open-air shrine. It was from here that Serra in 1770 wrote to his King, saying, "This California is a goodly land. The wild vines are loaded with grape and the roses here are like those of Castile." A land of fruit and flowers then as now.



SAN DIEGO AND ARIZONA RAILWAY

Balboa Park—In the very heart of a beautiful city is found this dreamland park of 1,400 acres of beautiful trees, green lawn and colorful flowers.

Here, preserved in all their grandeur, are the permanent palaces which formed a part of the Panama-California International Exposition held in 1915-16.

An immense pipe organ, the finest outdoor organ ever built, with its imposing concrete amphitheater (a gift to the city by J. D. and A. B. Spreckels) is in this park. As its deep tones roll out over this beautiful park in free concerts, given every day of the year excepting Mondays, visitors cannot help but be impressed by the majesty of the vista spread out before them as they look down over the city, out to the harbor with the battleships at anchor and on the endless sun-kissed ocean.

North Island—The great western base of aviation, army and navy. The home of great dirigibles and hundreds of planes, which daily hover over San Diego. \$10,000,000 has already been spent by the government on permanent improvements.

It is only a few minutes' ride from the business center of San Diego to this most interesting sight, which is open to all visitors.



HOTEL DEL CORONADO, CORONADO BEACH—One of America's Most Famous All-Year Resort Hotels



HOTEL BARBARA WORTH, EL CENTRO, CALIFORNIA
The business hub of the Imperial Valley. One of the finest hotels located in a small city in America. Catering to both commercial and tourist trade.

Imperial Valley—Trimmed with the jewel-colored mountains of the desert; set below sea level at the delta of the greatest of western rivers; watered with the rains and snows of the Rocky Mountains running swiftly through the Grand Canyon of the Colorado to the miracle valley of the desert, a great semi-tropic garden; wide fields of cotton, mile after mile; cantaloupes covering thousands of acres; alfalfa knee deep in February, waist high in June, as far as the eye may see; date palms, lemons, grapefruit; cities shinningly new, strung along the railroad— all this a transformation from the unwatered, uninhabited, iridescent “bottom of the bowl” of the Colorado desert in twenty years to a home place of 65,000 people, having an annual soil production measured at approximately \$65,000,000.

Hotel del Coronado, Coronado Beach—The brilliancy and frequency of indoor entertainment events and social functions, summer and winter, is on a par with elaborate and varied opportunities offered guests in out-of-door amusements and attractions.

Polo reigns supreme from April to June and supplanting this sport in summer and fall are motoring, golf, tennis, bay and surf bathing, boating, fishing and flying, enjoyed all year. Pleasure and recreation for everyone.

THE WAY TO SEE CALIFORNIA IS TO SEE SAN DIEGO FIRST

SAN DIEGO AND ARIZONA RAILWAY



SAN DIEGO BUSINESS DISTRICT

San Diego—In a rare and beautiful setting of semi-tropical verdure that was perfectly fashioned by the hand of nature ages ago; with its terraced slopes leading up to level table lands, surrounded by rugged, granite-walled mountains that stand sentry over a great land-locked harbor; this wonderful sun-kissed city of one hundred and fifty thousand people basks in a summer climate the year-round. A climate unequalled by any other American city.

It is always mild in winter and cool in summer, with an almost total absence of cold waves and winter storms, and few rainy days. The highest and lowest temperatures on an



ENTRANCE TO SAN DIEGO HARBOR, HOME OF THE PACIFIC FLEET
U. S. Navy—Official Photo, Naval Air Station, San Diego, California

average winter day are 62 degrees and 46 degrees. In summer there is a mean of 72 degrees in the daytime and 64 degrees at night. January mean temperature is 54 degrees, which is only 14 degrees cooler than July.

A metropolitan city of charming homes, green lawns, tropical trees and beautiful flowers.

A city that attracts with its natural beauty, climate and wonderful advantages thousands of tourists, whom it can adequately care for in its many sumptuous, modern and excellent hotels and apartment houses. Coronado Tent

SAN DIEGO AND ARIZONA RAILWAY



LA JOLLA, SEASIDE RESIDENTIAL DISTRICT OF SAN DIEGO

City, at Coronado Beach, cares for thousands in the summer who visit this famous resort.

Commercially, San Diego is fast becoming one of the great manufacturing and distributing seaports of the Pacific.

San Diego is now the nearest seaport city in California by rail to the East. The \$19,000,000 San Diego and Arizona Railroad has made it the terminus of the great transcontinental short line; fewer miles between the Atlantic and the Pacific, over the Golden State and Sunset Routes, the lines of the least resistance.



THE GREAT OUTDOOR ORGAN, BALBOA PARK

The gateway and natural seaport of Imperial Valley, that great, semi-tropic garden which man has wrested from the desert.

San Diego Harbor—The land-locked home of 103 battleships and destroyers, the great Pacific fleet of the U.S.

This, the greatest haven of our navy, is deep enough to admit vessels of the greatest draught; free from storms and, with its miles of available water front, has room for all the commerce of the Pacific. \$27,000,000 has been spent by the government on additions to marine facilities.



DATE FARM, IMPERIAL VALLEY



PREPARING FOR CANTALOUPE, IMPERIAL VALLEY



CULTIVATING VINEYARD, IMPERIAL VALLEY



HAULING LETTUCE FROM FIELDS, IMPERIAL VALLEY

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SAN DIEGO AND ARIZONA RAILWAY

La Mesa—Situated among gently rolling hills crowned with homes and gardens, eleven miles distant from the shores of the Pacific, La Mesa is favored with all the climatic advantages of San Diego, and in some respects is even more richly endowed. The air invariably is dry and clear, with a minimum of fog. The intervening distance to the ocean serves not unlike a filter, removing whatever dampness may linger in the ocean breezes, yet the clean salt air retains its invigorating qualities.

Universally known as "San Diego's Scenic Suburb" and "The Jewel of the Hills," La Mesa is the home of a large number of persons whose business interests are identified with the commercial and industrial activities of the larger city. It is only a twenty minute run by motor over splendid paved highways to San Diego, with regular transportation facilities afforded by the San Diego & Arizona Railway.

Much of the agricultural and horticultural activities of the surrounding territory focus on La Mesa. This has played an important part in the gradual upbuilding of the community's business district, which, coinciding with the steady growth of the residential sections, insures for all time a well proportioned city.

The poultry and egg business is assuming large proportions in the La Mesa district. Here again has a favorite



POULTRY RAISING

year-round climate provided a stimulus for a profitable industry. A number of large commercial poultry ranches are operating without let-up, season after season. One hatchery alone has a capacity of 60,000 eggs at a time.

La Mesa's water supply, coming by gravity from the mountain fastnesses sixty miles eastward, has stood the most exacting tests for purity. Spring water of crystal clearness is piped to different parts of the city, augmenting the regular source of supply.

A beautiful park, with splendidly equipped playgrounds for children, contains a municipal swimming pool, with clubhouse, showers and dressing rooms, while on the softly-rolling hill's south of the city is the course of the La Mesa Golf Club, which is known as one of the sportiest in Southern California. An attractive clubhouse is the center of the social and recreational activities that feature the club membership.

Palm-lined streets flanked with row on row of charming bungalow homes, with larger homes and estates scattered on the surrounding knolls, and a myriad of gorgeously-hued flowers lending a colorful touch, instantly impress La Mesa upon the newcomer.



LA MESA—"THE JEWEL OF THE HILLS"

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SAN DIEGO AND ARIZONA RAILWAY



CELERY FIELDS OF CHULA VISTA

Chula Vista—A typical Southern California town with its palm-lined streets, cozy homes and thriving business institutions, lies but a scant eight miles, by paved highway or San Diego and Arizona Railway from San Diego. Here one finds a most prosperous little city of attractive homes and gardens nestling among the rolling foothills with the mountains of Old Mexico in the background.

The progress of Chula Vista has been consistent with the development of Southern California to which it has contributed much in the diversity of the fertile soil surrounding it. Possibly the largest single industry is the growing of lemons, for the superior quality of which Chula Vista is becoming increasingly famous throughout the entire country. Hundreds of carloads are shipped annually to all parts of the country.

Celery, too, holds a prominent place in the agricultural annals of the community and the excellent quality of this product has gained much valuable publicity for the place of its origin. Chula Vista celery demands the highest market price, not only on account of its superior quality but also on account of early maturity, which is due to the extremely favorable climate. Experts have said that nowhere can there be found more suitable

facilities for the raising of celery. 1,000 or more carloads annually are produced here, yielding a good profit to the growers.

Sunshine is enjoyed approximately 355 days of the year and lends added charm to the joys of living in this alluring little city where one may have his home nestling among the lemon groves or overlooking verdant fields of celery, where the sea breezes from San Diego Bay or the Pacific Ocean is wafted with its health-giving and invigorating salt air tang. Here one may have all the pleasures and health of a seaside resort, minus the usual attendant inconveniences.

Chula Vista offers many advantages to every class, the tourist, the one seeking a home in an ideal environment, and to the one looking for profitable business opportunities. Excellent school facilities make this a most wonderful place for the raising of children where they can enjoy outdoor, health-giving play practically daily throughout the year. For the grown-up who wants to play, the San Diego Country Club maintains in connection with its spacious modern Spanish clubhouse, an excellent 18-hole golf course. Facilities for hunting, fishing, boating and kindred out-of-door sports are also provided.



CHULA VISTA—WITH ITS BOULEVARD STREETS

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SAN DIEGO AND ARIZONA RAILWAY

El Cajon—Known throughout Southern California as the Valley of Opportunity, is located 15 miles east of San Diego. Midway between the Pacific Ocean and the rugged Cuyamaca Mountains, El Cajon is ideally situated; here one finds all the advantages, without the disadvantages of living in a seaside or mountain resort—a few minutes' spin over splendid highways and one may be at the beach or back in the most picturesque mountain fastnesses where ideal hunting and fishing are to be found.

The climate is not only most desirable for the tourist, but for the home seeker as well, for it is particularly fine for the cultivation of citrus and deciduous and semi-tropical fruits, vegetables of all kinds and winter truck gardens.

The center of a tremendous agricultural district, El Cajon is the distribution point for wholesalers and retailers dealing direct with the ranchers in this territory. Adequate banking and marketing facilities are exemplary of the up-to-date business district. The entire El Cajon Valley is supplied with water from beautiful Cuyamaca Lake with a capacity of four billion gallons.

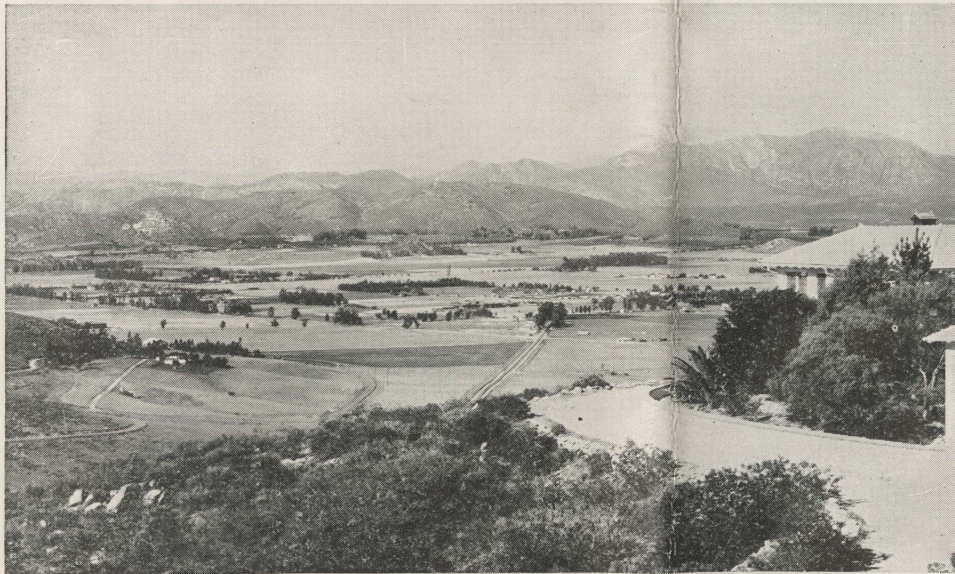
Over 2,000 acres in the fertile El Cajon Valley are devoted exclusively to vineyards. Many varieties are grown and the fresh grapes and raisins are marketed through a co-operative association to the eastern market. Over 12,000 acres are planted to oranges and lemons. The



EL CAJON VINEYARDS

soil in this region, with the ideal climatic conditions, make the raising of citrus fruits very profitable. Semi-tropic fruits, avocados, loquats, persimmons, pomegranates, guavas, sapotes, jujubes and natal plums are grown profitably in this valley. Truck gardening is a most profitable part of the business of this valley of opportunity. Visible evidence of the charm of this community are the many magnificent homes which occupy sites commanding alluring views of mountain and valley. Here are to be found the homes of many internationally prominent people.

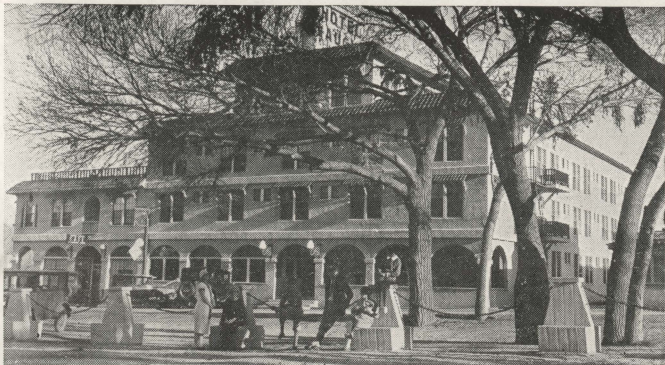
Among them are Madam Ernestine Schumann-Heink, Carrie Jacobs Bond and Owen Wister.



EL CAJON—THE VALLEY OF OPPORTUNITY

Seaside Communities—La Jolla (La Ho-ya), "the jewel," with its clustered cottages about a sheltered beach among the cliffs and ocean caves; Del Mar, near the famous Torrey Pines, with its excellent hotel and bathing pavilion and its beautiful and prosperous summer homes; La Jolla Hermosa, Mission Beach, Ocean Beach and Pacific Beach are seaside communities along San Diego's marine section, where weeks and months are spent in congenial recreation.

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JACUMBA HOT SPRINGS

Lemon Grove—Located nine miles east of San Diego, on paved highway and at an elevation of 440 feet, is Lemon Grove, a delightful and prosperous ranching suburb, where citrus orchards have been very productive for more than twenty years, and where many beautiful suburban homes are being built under the shade of old shade trees and amidst fragrant citrus groves.

Olive, peaches and various small fruits are successfully raised. Poultry and berry raising are profitable and many small ranches are given over to them. San Diego supplies a ready market and the San Diego & Arizona Railway supplies adequate transportation facilities. A thriving business community is keeping pace with the growth and prosperity of this community.

Lakeside—Situated 22 miles from San Diego in the heart of the dairy district from which comes almost the entire milk supply of San Diego. Here are also to be found some fine quarries from which silver gray granite and other exceptionally fine monumental and building stone are taken.

Within the heart of Lakeside is a seventy-acre park, owned and cared for by the county board of supervisors. This park is being developed, not only for local use, but also as a general recreation center and picnic ground for the entire county.

Jacumba Hot Springs—Near the divide, separating San Diego and Imperial counties, is the prosperous town of Jacumba Hot Springs. This locality is a resort center of exceptional beauty and attractiveness. Cabins and summer homes dot the landscape while excellent hotels and restaurants cater to the residents' needs. This delightful resort is situated on the San Diego & Arizona Railway, also on the state highway and Bankhead national highway.

A modern bathhouse for those who wish to take the medicinal baths, and a large plunge, supplied by water from these health-giving hot springs for swimming, are located here. A world of sports and diversions is to be enjoyed— tennis, golf, riding, hiking and other sports.



FRAGRANT ORANGE GROVES

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SAN DIEGO & ARIZONA RAILWAY

SAN DIEGO SHORT LINE

SAN DIEGO

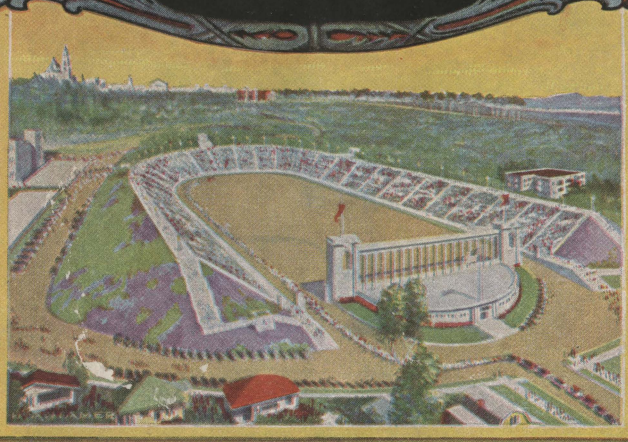


SAN DIEGO & ARIZONA RAILWAY

CARRISO GORGE

SHORT LINE

TO CALIFORNIA



THE STADIUM SAN DIEGO, CALIFORNIA