

La Jolla *CALIFORNIA*

Most healthful and delightful
climate, and the finest
scenery of any seaside
resort in America

OFFICIAL PUBLICATION
*La Jolla Chamber of
Commerce*

La Jolla and the Colonial Apartments

IN every place you have ever visited, large city, good-sized town, or remote country village, there is always one best place to stop. This holds good of La Jolla, the only distinction here being that the difference is more marked than in most places. The Colonial Apartments stands alone as the one stopping place in La Jolla that is entirely satisfactory, pleasing, and homelike.

The Colonial contains 28 Apartments, 25 Single Rooms, and one of the finest Sun Parlors and Lobbies, on the Pacific Coast.

Every apartment and every room has strictly modern Private Bath, Steam Heat, Hot and Cold Running Water, Electric Lights and Long Distance Telephone. Every apartment, in addition to above, has cozy kitchenette, where breakfast or any meal may be prepared, at the discretion of the occupant. All floors are finest polished hard wood, and all walls are plastered and sound proof.

The furnishings throughout are in keeping with the building, and are strictly high-grade in every detail, including the finest beds and bedding, linens and silverware. The large lobby and living room, with handsome fireplace, and comfortable, homelike furnishings, and the glass sun parlor with its unobstructed view of the Pacific Ocean, and La Jolla's glorious sunsets, furnish an unusual attraction for guests. The sole aim of the management is to make The Colonial a satisfactory home for the visitors to La Jolla.

Rates are most reasonable and run from \$25.00 to \$50.00 per month for complete furnished apartments, and \$20.00 to \$35.00 per month for single rooms.

The building occupies a commanding site at the corner of Prospect and Jenner streets, overlooking the ocean, and affording the most magnificent view in La Jolla. Being on the west side of the street, there is absolutely no dust. The postoffice, all stores and the beach, are all within one block.

Owned and operated by

Harlan-Bane Realty Co.

B. B. HARLAN.

GEO. A. BANE.

SEND FOR OUR FREE ILLUSTRATED BOOKLET

OFFICIAL PUBLICATION
LA JOLLA CHAMBER OF COMMERCE



THIS booklet is the official publication of the La Jolla Chamber of Commerce, and is issued by them for the purpose of advertising the many advantages of La Jolla as a place of residence, and an all-the-year health and pleasure resort. The La Jolla Chamber of Commerce is a corporation regularly organized under the laws of the State of California, and its membership is composed of the leading citizens of La Jolla. The attention of visitors is called to the many advertisements of responsible business firms herein whose liberal support has been of great assistance in issuing this booklet. Our work in the interest of visitors and prospective visitors by no means ceases with the sending of this booklet. We are ready and willing at all times to give all the information and assistance possible to visitors and inquirers. We maintain a free writing and reading room for the use of visitors, and will gladly furnish any information desired at any time.

Respectfully,

LA JOLLA CHAMBER OF COMMERCE

EDW. F. STAHLÉ
President

B. B. HARLAN
Vice-President

WM. H. BRADLEY
Treasurer



View of Bathing Cove and Cottages

FOREWORD

ARE you seeking a spot in which to tarry for a day, a month or a year, where charms of life on the seashore must needs be augmented by frivolous amusements and boisterous revelries to satisfy your cravings for complete enjoyment? Or does the talismanic wand of your heart's desires beckon you to a land where the calm, quiet and aesthetic pleasures of life on the great ocean's borderland are sufficient; where ocean bathing may be indulged in every day in the year; also golfing, tennis, motoring, boating, fishing, riding; where nature in its softest and gentlest mood ever greets you?

It is to the latter that La Jolla extends its warmest greeting and welcome, and to these, the pages which follow are dedicated.



A Bit of La Jolla

LOCATION

LA JOLLA is a residence suburb and seaside resort with a population of about 1500, which is usually doubled during the summer and winter seasons. It lies nestled on the shores of the Pacific Ocean, fifteen miles distant and in a northerly direction from San Diego.

It is reached by rail over the Los Angeles and San Diego Beach Railway, with Gasoline Motor Car and Steam Train equipment, also over a magnificent boulevard, comprising a part of the Great Pacific Highway. Both routes parallel each other and pass through "Old Town" in which is located "Ramona's Home", the oldest palm, and many other objects of historical interest; thence following the shores of False or Mission Bay, through Pacific Beach, and finally along the broken and rocky shore line of the Pacific Ocean, with its ever-foaming and seething breakers, vast kelp beds, and limitless expanse of blue. This delightful ride or drive of forty minutes brings the visitor to La Jolla.



Sea Line at La Jolla

DESCRIPTION

LA JOLLA is a bit of sea coast of many moods and manners; sometimes sparkling, crisp, buoyant; again morose, despondent, troubled; at intervals, angry, tumultuous, defiant, but the dominant mood is soothing, comforting and restful. It speaks to every man individually and not to the masses. It has a magnetic charm and personality, and once under the spell, it grips our lives and thoughts ever afterwards.

There are beaches and beaches, most of them long, monotonous, expressionless stretches of sand. They smile the same languorous smile year in and year out. How different with this, the "Jewel of the Sea."

At La Jolla, the sea line is semi-circular. For some distance approaching from the south, rocky shoals project into the ocean, which at low tide expose many treasures of the sea, and wonderful sub-marine gardens.

At intervals among the tumbled rocks are scores of



A Rare Combination of Ocean and Mountain Scenery

sand-padded, secluded and sheltered nooks and coves, where bathers may indulge in Neptunal frolics; where the weary may rest and meditate in solitude, and the dreamer may dream undisturbed.

After rounding the jutting rocks on the northern extreme of the curve, and passing the bathing cove, wonderfully carved cliffs extend for some distance, perforated with caves, rich in architectural design, beauty and strangeness. Gradually this sea wall becomes attenuated, and finally a half mile beyond La Jolla, lies low in a long sweep of silvery sand, and again rising splendidly, continues in a series of exquisitely colored cliffs, alternating with stretches of low lands, far on to the vanishing point.

The surface slopes gently from the shore to the base of Mount Soledad, which rises majestically more than 800 feet above the sea's level. Its sides indented with beautiful canyons and ravines, all carpeted with a luxuriant and vari-colored undergrowth.

From the summit of its dome, which frowned down upon the Friars of old, when wending their way north-



Diving

ward to found a new civilization, can be visualized a panorama of land and sea, which for its wondrous magnificence cannot be surpassed on the entire Pacific Coast. Under favorable atmospheric conditions, the Channel Islands of Santa Catalina and San Clemente can be seen to the northward, the snow-clad peaks of the San Bernardino range are silhouetted against the sky. The ragged-topped San Jacintos, the Cuyamaca, San Miguel, and far to the southward in Lower California, the peaks and pinnacles of Mexico's mountain offerings may be viewed.

A glimpse of San Diego's Bay of Naples; Point Loma crowned with its beautiful verdure and the sparkling dome-shaped coverings of the National Theosophical Institute are outlined; beyond, thirty miles distant in the Pacific Ocean lie the Coronado Islands; all these, with False Bay mirrored in the foreground, furnish a picture that can never be effaced from the memory.

The foregoing but meagerly expresses and describes the beautiful spot to which we invite you, for like the brush which so frequently fails to respond in the hands of the artist, so in this instance, the pen of the writer is inadequate.



A Winter Scene In La Jolla

CLIMATE

WHILE nature has been most lavish in her bestowal of superficial charms, both in La Jolla and its environments, her generosity has been incomparably greater in the endowment of a climate, conceded by meteorologists and scientists to be the most balmy in the world. It is a few degrees cooler than San Diego in the summer and a trifle warmer in the winter.

Gen. A. W. Greeley says: "There is possibly one place in the United States, where the temperature rarely reaches the eighties; where the sky is flecked with just enough of cloud to perfect the landscape, the breezes are always balmy, and the nights ever cool—a bit of country about forty miles square at the extreme southwestern part of the United States, in which San Diego, Cal., is located."

The great scientist, Alexander Agassiz says: "You have a great capital in your climate. It will be worth millions to you. This is one of the favored spots of the earth, and people will come to you from all quarters, to live in your genial and healthful climate, a climate that has no equal."

The average rainfall for 1910-11, was 8.76 inches.



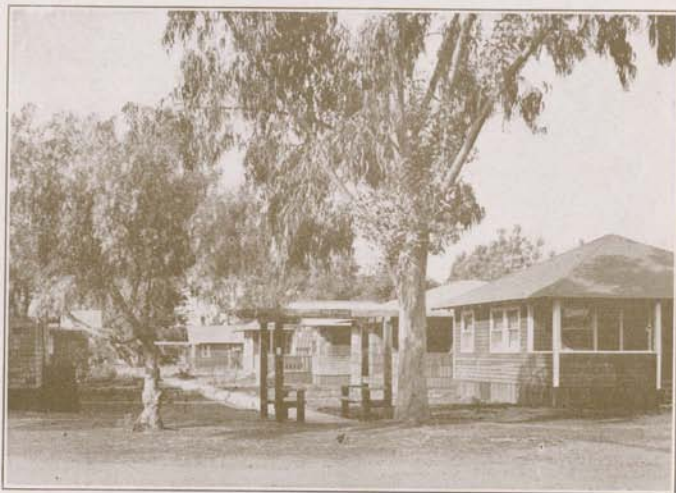
Residence of Miss Scripps, La Jolla

HEALTH RESORT AND RESIDENCE SUBURB

LA JOLLA stands alone and unquestioned as San Diego's most beautiful and healthful residence suburb. San Diego itself is a city of beautiful homes, and with its many attractive suburbs, this unquestioned supremacy of La Jolla, means much to the visitor.

Among the permanent residents who have built homes in La Jolla are many wealthy people, who live here because La Jolla offers more attractions in climate and scenery, because it is more restful and healthful than any other place to be found in the world.

As a place for tired, overworked, nervous people, it is unequalled and unapproachable. The peculiar combination of Sea and Mountain air, is at once healthful, soothing, and invigorating, and many people who have sought relief in the leading European and American resorts have found prompt relief and a permanent cure in La Jolla.



Attractive La Jolla Cottages

COTTAGE LIFE

THIS has been made one of the attractive and most studied features of life in La Jolla. During the past year more than one hundred new and modern cottages have been built. Every possible convenience is furnished, and all that is necessary to start housekeeping is to purchase the necessary supplies. One can live as simply and economically, or as luxuriously and extravagantly as he desires. Cottages of two or three rooms are plentiful, as well as those containing six and eight rooms, with as beautiful appointments as are found in many homes. Unlike most resorts of this character, these little temporary abodes are scattered all over La Jolla, instead of in rows along the beach. They are all appropriately named, and many have lawns and gardens surrounding them.

There are a number of large and modern apartment houses which afford a pleasing compromise between hotel and cottage life.



Bathing at La Jolla Beach in Winter

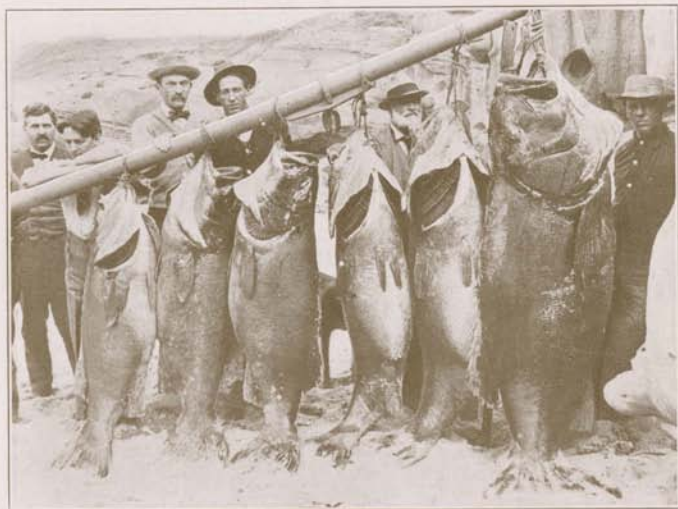
BATHING AND SWIMMING

THERE are but few places in the world that can boast of a more delightful out-of-door, all-the-year-round bathing cove, than the one which is illustrated above. It is sheltered on three sides by rocky cliffs and has a broad and gently sloping sandy beach. The temperature of the water varies but little in summer or winter. There is no undertow whatever, and the sea is usually calm, although breakers occasionally intrude, furnishing exciting sport for the skillful and venturesome swimmer.

Both summer and winter during the forenoon hours, this spot is a mecca for all lovers of aquatic sports.

A completely land-locked pool, conveniently situated, furnishes pleasure and safety for children and the less venturesome bathers and swimmers.

Splendid surf bathing may be indulged at many points along the shore.



An Hour's Catch, La Jolla

FISHING AND BOATING

THE fishing banks off the coast of La Jolla, furnish a great variety of the fish most prized by anglers, unexcelled by any fishing ground along the Southern California coast. During the summer months, Barracuda, Bass, Yellowtail, Jewfish, Albacore and Mackerel are plentiful. In the autumn and winter, White Fish, Rock Cod, Sculpin, Sheep's-head and Gray Crouper abound. The surf fishing includes Scarbina, Croaker, Yellowfin and Perch. All kinds of boats, including power boats, as well as all necessary tackle and equipment, can be procured at reasonable prices.

Whales, Porpoises and Seals are frequently seen in these waters, disporting themselves at close range.

Lobsters, Abalones, Mussels and other sea foods are plentiful along the rocky shoals projecting into the sea. Vast beds of kelp, 350 yards from shore, extend for miles along the coast.



Sunset View, La Jolla

GOLFING AND TENNIS

THE La Jolla Golf Club maintains a nine-hole course throughout the entire year. It is located in the immediate outskirts of the city. The entire course is within sight of the ocean, and it is not an infrequent occurrence to have a visiting player mount a teeing stand, and momentarily forgetting the game, remain spell-bound gazing at the beautiful vista spread before him. The course parallels the northerly slope of Mount Soledad, and extends over gently undulating ground. It possesses numbers of natural hazards, affording skillful players ample opportunity to demonstrate their prowess.

During summer or winter, there is rarely a day that one cannot indulge this most exhilarating pastime, and under ideal and perfect weather conditions.

Frequent tournaments are held.

A double Tennis Court, under the management of the La Jolla Athletic Association, is open to visiting and regular members all the year round.

The courts are perfect in their appointments.



Glimpse of Torrey Pines

BOULEVARDS AND MOTORING

SAN DIEGO County has expended a million and a quarter dollars in a system of highways and boulevards covering every part of and nearly every prominent resort in the county. La Jolla being on the main State Highway, is connected with this great chain of boulevards.

One can motor to Tia Juana, Mexico, and return in a day, passing through Coronado, National City and Chula Vista. Another beautiful day's drive can be made through Miramar, to Lakeside for luncheon, and return through El Cajon, La Mesa and Lemon Grove, the citrus fruit growing districts, where the scent of orange and lemon blossoms is ever-present. Oceanside and Escondido where grapes, berries and the deciduous fruits thrive best are most interesting and picturesque drives.

Ramona, Alpine, Descanso, Julian, Pine Grove, Warner's Hot Springs, Buckman Springs, are among the attractive mountain resorts that are within a day's drive from La Jolla, over San Diego county's magnificent boulevards.



Surf View

SOCIAL LIFE AND AMUSEMENTS

SOCIAL life is not extensively featured, freedom from the strict conventionalities and immunity from the dictates of "dame fashion" being the prevailing custom. Entertaining functions of a literary and social nature, however, occur frequently, and the hospitality of some of the beautiful homes of residents is extended to visitors.

During the seasons, weekly social hops, and moonlight picnics on the beaches and Mount Soledad are popular forms of amusement. Bowling, billiards, card parties, high class moving pictures, etc., afford entertainment.

Theatre trains are run nightly, furnishing the opportunity of attending the Spreckels million dollar theatre, in San Diego, where all of the highest class theatrical productions may be enjoyed.

Real estate values are increasing rapidly and investments made now should double within the next two years. Improved properties bring excellent returns. Write us for information on this subject.



Tryolean Terrace, La Jolla



U. S. Grant Hotel, San Diego



New Spreckels \$1,000,000 Theatre, San Diego



The Caves, La Jolla

THE CAVES

THE restless action of the ever-restless waves through the past centuries, has carved into the cliffs which wall-in the ocean, wondrous caves of strange and striking architectural design.

Sentry waves stand crossly at the openings and repel the advance of boats or swimmers. A long stairwayed tunnel has been bored in the cliffs, some distance from the shore, which furnishes convenient access to the largest and most beautiful of these caverns. The side walls are oddly sculptured; the tapestry colors and figures, all of nature's making, are exquisite. For a moment you imagine yourself in some Egyptian Temple, cool, damp and dimly lighted. The waters, splash, gurgle, and squeeze through the rocky gateway, inquisitively seeking every nook and crevice. Strange creatures of the sea inhabit the quiet pools. A visit to La Jolla would be incomplete without inspecting these marvelously beautiful carvings of nature.



La Jolla Public Library

PUBLIC LIBRARY, SCHOOLS AND CHURCHES

CHURCHES

AT present La Jolla has four churches of the following denominations—Congregational, Episcopal, Presbyterian and Roman Catholic, each presided over by resident ministers of a high order of ability.

SCHOOLS

The facilities for educating the young are ample, La Jolla possessing a graded public school with three teachers; also an out-of-door school for the three lowest grades. A private Kindergarten is also maintained, while here is located the magnificent Bishop's School for girls, one of the finest and most complete in the west.

PUBLIC LIBRARY

A Public Library and reading room is kept open at all times. Religious, Philosophical, Scientific and Technical works may be found upon its shelves, as well as the best modern fiction extant. All of the leading magazines, many books of reference and numbers



Bishop's School, La Jolla

of the daily papers are also to be found in the reading room.

LA JOLLA ATHLETIC ASSOCIATION

The progressive young men of La Jolla have organized and maintain an athletic association, for the purpose of fostering and encouraging all out-of-door sports, as well as the indoor games and pleasures, such as basketball, baseball, tennis, etc., and many delightful dances are given under their auspices.

BISHOP'S SCHOOL.

"The Bishop's School upon the Scripps' Foundation" was established under the direction of the Episcopal church to provide a thorough education for girls from the beginning of their school career until they have completed their secondary training. The school at La Jolla is intended as a boarding school, although day pupils are also taken. The teachers are specialists in their own particular subjects and are not only graduates of colleges of recognized standing, but are also



Gulls on the rocks at La Jolla

women of large experience. The school is accredited by the colleges of the east and west and a girl is consequently prepared especially for the institution where she intends to pursue a higher education.

There are three courses of study that lead to a diploma. One is the College Preparatory course which provides for four years of work. Another is what is termed as the English course, which takes a girl one year beyond the College Preparatory course. Its object is to give a broader culture for girls not intending to enter college. The third course is intended for girls who are preparing for a special musical education abroad. The teachers of this department are pupils of Gortatowski and the work of the department begins when the fundamental subjects have been completed and continues for five years.

La Jolla has been chosen for the boarding school because of its wonderful climatic conditions and because the town is sufficiently removed from the distractions of city life. The location of the buildings facing the broad Pacific is a constant charm and inspiration and the wisdom of the choice has long ago been proven.

The schools are conducted under the supervision of the Reverend and Mrs. Charles E. Bentham, Rector and Principal respectively, and any normal girl of unquestioned standing is welcomed as a pupil.



Biological Station, La Jolla

SCRIPPS INSTITUTE FOR BIOLOGICAL RESEARCH

This Institution is located about two miles north-east of La Jolla. Its present buildings consist of a large re-inforced concrete laboratory, and salt water tank and tower. A steel pier, 1200 feet long, will shortly be constructed, and also a seawall to prevent the erosion of the cliffs. As soon as these are completed and transportation facilities perfected, a large aquarium will be opened, and public lectures delivered.

The present site was selected owing to its many advantages, viz., perfect climatic conditions, and collecting grounds consisting of rocky shores, mud flats, kelp beds, tide pools, etc., and last but not least, the necessary financial support, which has largely been furnished by Miss Ellen B. Scripps and Mr. E. W. Scripps.

The latest report of the Scientific Director, Prof. Wm. E. Ritter, is attracting world wide attention, having been recently reviewed in the Berlin and Paris Journals. Scientists from abroad and from eastern colleges have also visited this Institution.



La Jolla Street Scene

COMMERCIAL

THE attainment of commercial supremacy or the fostering of industrial growth beyond supplying the community needs is not contemplated. La Jolla has a number of business buildings, and others in course of erection. It has a bank, a large building and lumber company, several groceries, two drug stores, dry goods store, confectionery, hardware, meat market, etc., several modern apartment houses, cafes and cafeteria; men's and women's clubs; photographic and art studios; art and crafts shop; in fact every need of both resident and visitor can be supplied. Complete telephone and telegraph service; both gas and electricity; adequate sewer system. San Diego has the best, cheapest and most abundant supply of water in the state, and La Jolla being a part of San Diego is supplied from her system.

A modern and up-to-date post-office; a large and commodious dancing hall; a splendid garage and livery barn; and is supplied with capable doctors and dentists.



Residence of F. S. Carroll, La Jolla

TO PROSPECTIVE VISITORS

OUR exclusive list of rental properties in beautiful La Jolla contains furnished cottages and apartments at \$12.50 to \$100.00 per month. This list, which is fully descriptive, will be sent you on application.

In the summer or winter season it would be better to write to us in advance of your coming, so that suitable quarters may be reserved for you.

The rents of cottages vary according to the size and location of same, and the length of your visit.

All of our cottages are clean, comfortable, and fully equipped for housekeeping.

TO LA JOLLA PROPERTY OWNERS

Your attention is called to the singular efficiency of our rental department.

The interests of non-resident, as well as resident owners, will have careful and profitable attention.

Yours truly,

F. S. CARROLL

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R. B. TALBOT
Superintendent

Trains leave ticket office, Fourth and C streets, San Diego, for Pacific Beach and La Jolla as follows: Week days, S 7:10, G 9:00, S 10:00, G 11:00 a.m., S 1:15, G 2:15, G 4:10, S 5:20, G 6:35, G 9:15 p.m., and Sat. G 11:00 p.m. Sunday: G 7:45, G 9:00, S 10:00, G 11:00, G 11:20 a.m., S 1:15, G 2:15, G 3:20, G 5:20, S 6:35, G 9:15 p.m.

From La Jolla: Week days, S 6:10 a.m., G 7:10, S 8:15, G 10:00 a.m., S 12:10, G 1:15, G 3:05, S 4:10, G 5:30, G 7:20 p.m., S 10:00 p.m. Sat. only. Sunday: G 7:45, G 8:45, S 9:00, G 10:00 a.m., S 12:10, G 1:15, G 2:30, G 4:10, G 4:50, S 5:30, G 7:20 p.m.

NOTE:—S indicates Steam Train; G for Gasoline Motor Car.

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