

E. S. BABCOCK, JR.

### HAMILTON & CO.

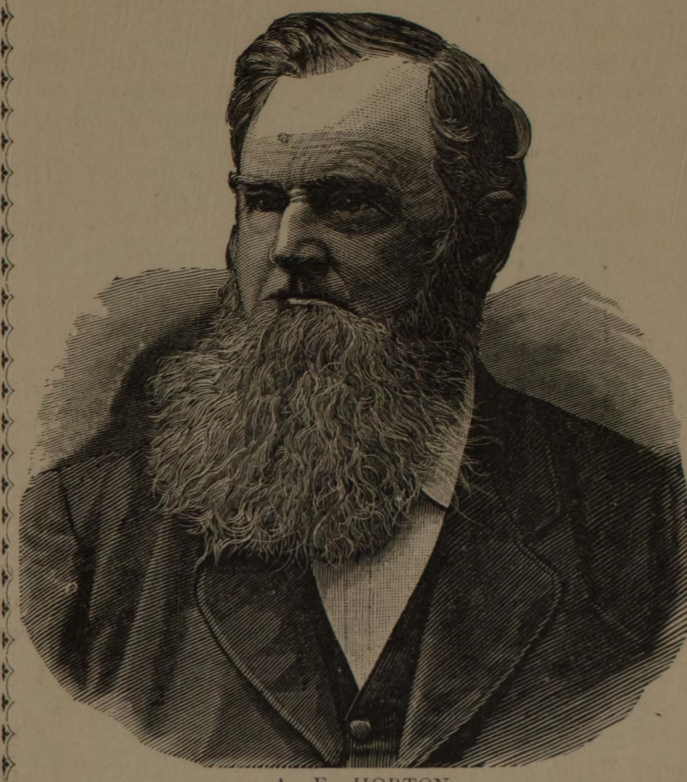
OCUPY THE MARKET BUILDING, 55x200 feet, extending from Fifth to Sixth Street, and are one of the leading firms in this locality. They have a GENERAL SUPPLY STORE, and furnish Families, Hotels, Vessels, House Builders, Farmers, Miners, Prospectors, and Campers with all sorts of goods. They have a large stock of CROCKERY. They pay special attention to the HARDWARE TRADE. They have a larger retail grocery trade than any other firm here. Being very extensive buyers, they claim to be able to meet competition in any line of goods they handle. HAMILTON & Co. are interested in selling the products of San Diego, and on application will name prices on Raisins, Olives, Honey, Beeswax, etc.

BUY A LOT AT CORONADO BEACH.

### J. H. CLINKSCALES & CO.

(SUCCESSORS TO MORSE, WHALEY & DALTON)  
Insurance Department  
CORNER 4TH AND D STREETS.  
Kuhn Building. SAN DIEGO.  
Represent the following standard Insurance Companies:  
AMERICAN COMPANIES:  
Fireman's Fund \$ 2,500,000  
California 1,000,000  
Oakland Home 330,000  
Phoenix and Home 12,106,000  
Insurance Company of North America 9,000,000  
Phoenix of Brooklyn 5,350,000  
Pennsylvania of Philadelphia 2,500,000  
American of Philadelphia 2,100,000  
German American 1,900,000  
Travelers' Life and Accident 900,000  
FOREIGN COMPANIES:  
Liverpool & London & Globe 20,183,106  
Scottish Union and National 16,500,000  
North British and Mercantile 15,000,000  
Phoenix of England 6,500,000  
Lion 5,000,000  
Imperial of London 10,000,000  
Total Fire Assets \$ 135,000,000  
The MUTUAL LIFE of New York, the largest Life Company in the world.  
The TRAVELERS' LIFE & ACCIDENT, the largest Accident Company in the world.  
The ACCIDENT INSURANCE COMPANY of North America.

CORONADO BEACH IS MOST DESIRABLE.



A. E. HORTON.

W. E. WILLIAMS. S. G. INGLE.

### WILLIAMS & INGLE

723 Fifth Street and 724 Sixth Street  
SAN DIEGO, CAL.

IMPORTERS OF  
Stoves and Ranges, Sheet Metals, Mantels

BRASS GOODS, PLUMBERS' SUPPLIES,  
IRON WATER PIPE AND FITTINGS,  
TERRA COTTA CHIMNEY PIPE,  
VITRIFIED SEWER PIPE.

ALSO, A GENERAL STOCK OF  
HOUSE FURNISHING GOODS.

WAREHOUSES AND YARDS:

Columbi Street, bet. F & G Sts., and California Street, bet. F & G Sts.

CORONADO BEACH FOR INVESTMENT.

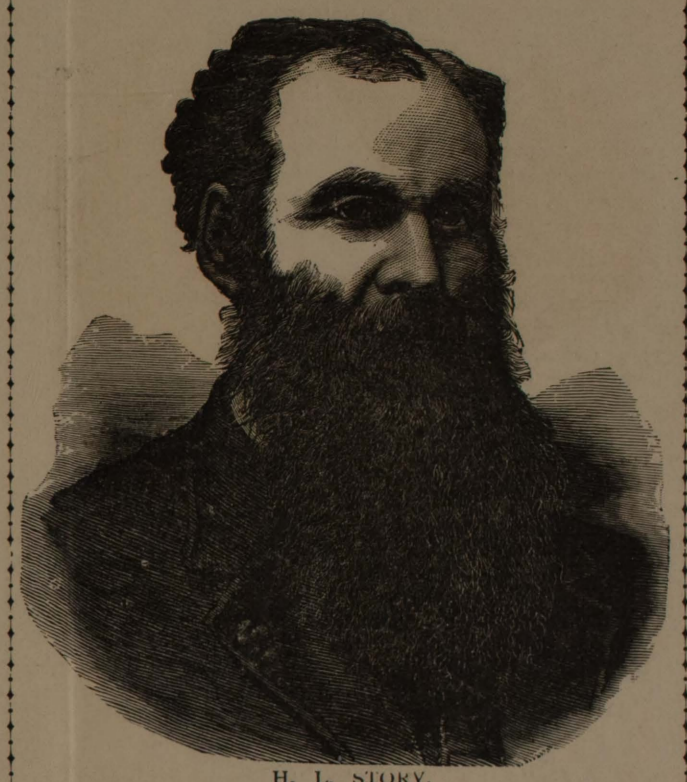
### NEW CARLETON HOTEL

CORNER OF THIRD AND F STREETS,  
SAN DIEGO.

THIS pleasant and favorite stopping place for families and single persons, is centrally located. It has a great number of large, well furnished, and well ventilated rooms, and a great many with fine sunny bay windows. THE NEW CARLETON is most carefully arranged in all its departments, so that tourists or those coming to reside will find themselves supplied with home comforts. The location is central and most desirable. THE TABLE is at all times supplied with all the luxuries of the country, and the terms are moderate, being \$1.25, \$1.50 or \$2.00 per day, according to room. Free coach from all trains and steamers. A large sample room for travelers.

W. A. DORRIS, PROPRIETOR.

SAN DIEGO HAS FINE SURROUNDINGS.



H. L. STORY.

### AUGUSTUS LANG

Apothecary

S. E. COR. 5TH & D STS., SAN DIEGO, CAL.

FINEST STOCK IN THE CITY OF

DRUGS, MEDICINES,

FOUR ARTICLES

COMBS, BRUSHES,

PERFUMERIES.

FRESH, PURE and RELIABLE GOODS

BUY IN MORSE'S ADDITION TO SAN DIEGO

S. LEVI, San Diego. A. KLAUBER, San Francisco.

### KLAUBER & LEVI,

Importers and Wholesale Dealers in  
GROCERIES, LIQUORS

HARDWARE,

Corner Fifth and H Streets,  
SAN DIEGO.

122 & 124 Davis St., San Francisco.

AT SAN FRANCISCO STOP AT THE PALACE.

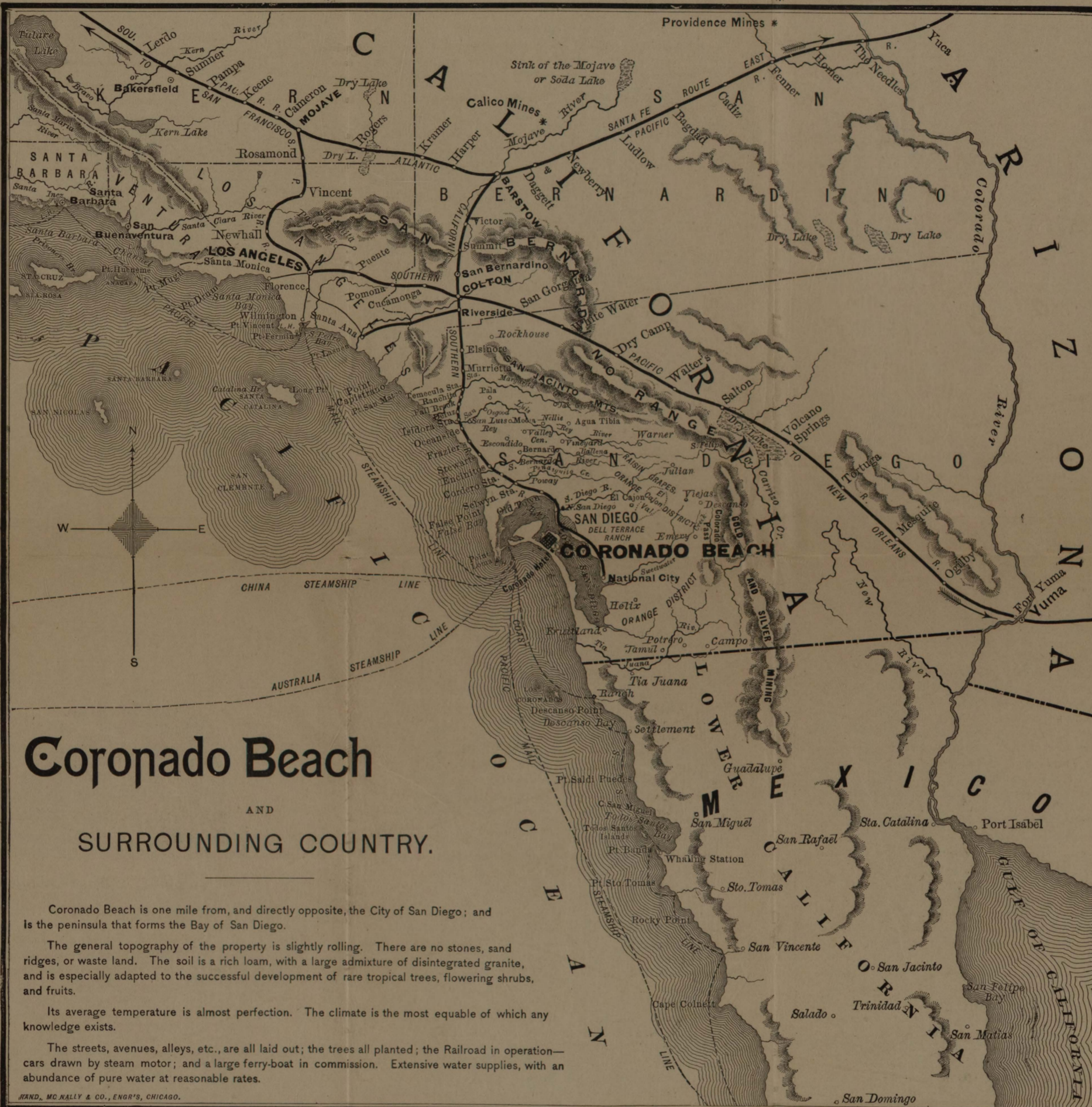
### San Diego Abstract Co.

Cor. 4th & D Sts., on the Plaza,  
Has Three Sets of the Best Abstract  
Books in San Diego County.

Accurate Abstracts of Title and full  
information of all lands in the county  
furnished at reasonable rates.

P. O. Box 612.  
SAN DIEGO, CALIFORNIA.

CORONADO BEACH UNEQUALED in the World.



### Coronado Beach AND SURROUNDING COUNTRY.

Coronado Beach is one mile from, and directly opposite, the City of San Diego; and is the peninsula that forms the Bay of San Diego.

The general topography of the property is slightly rolling. There are no stones, sand ridges, or waste land. The soil is a rich loam, with a large admixture of disintegrated granite, and is especially adapted to the successful development of rare tropical trees, flowering shrubs, and fruits.

Its average temperature is almost perfection. The climate is the most equable of which any knowledge exists.

The streets, avenues, alleys, etc., are all laid out; the trees all planted; the Railroad in operation—cars drawn by steam motor; and a large ferry-boat in commission. Extensive water supplies, with an abundance of pure water at reasonable rates.

W. E. MCELROY & CO., ENGINEERS, CHICAGO.

J. A. WOODS, FRED. W. PUTNAM, H. BUCKLEY.

### WOODS, PUTNAM & CO.

The Leading Dealers in Light  
and Heavy HARDWARE,  
Blacksmiths' Supplies, Agri-  
cultural Implements; and  
Agents for the Celebrated  
Studebaker Wagons, Bug-  
gies and Carriages.

Cor. 6th and F Streets,  
SAN DIEGO, CALIFORNIA.

AT SAN FRANCISCO go to the RUSS HOUSE.

A. KRAMER,

PIONEER  
Merchant & Tailor,

Plaza, Opp. Horton House,  
SAN DIEGO, CAL.

FITTING A SPECIALTY.

A FINE ASSORTMENT OF CLOTHS

CONSTANTLY ON HAND,  
Which will be made up in First-Class Style at  
REASONABLE PRICES.

If you go to Los Angeles stop at the PICO.

### SAN DIEGO FURNITURE CO.

FIFTH STREET, BETWEEN J AND K,

CARRY A FULL LINE OF

FURNITURE, BEDDING, ETC.

MANUFACTURERS OF

UPHOLSTERED GOODS.

HAVE THE

LARGEST AND MOST COMPLETE STOCK

AT THE

LOWEST PRICES.

Call on them when you visit San Diego.

J. M. PEARLMAN,

Manager and Proprietor.

If you visit Los Angeles, go to the St. Charles.

### A. PAULY & CO.

REAL ESTATE

AND

INSURANCE

AGENTS

HAVE FOR SALE  
A Large Amount of First-Class Business  
Property, Building Lots, in very Choice  
Locations.

All Communications Promptly Attended to,  
and Correspondence invited.

CORNER E AND FIFTH STREETS  
SAN DIEGO.

San Diego has the Best Climate in the World.

C. E. KELLEY, Pres't. F. R. WILSON, Sec'y,  
F. A. KELLEY, Treas.

### PACIFIC TRANSFER CO.

OF SAN DIEGO, CAL.

Office at Handley's News Stand,  
Cor. of Fifth and F Sts.

Where orders will receive prompt attention.

This Company Transfers Trunks, Merchandise, Parcels, from one part of the City to another, and will make a specialty of delivering Baggage to and from Trains and Steamers.

TELEPHONE No. 51

AT LOS ANGELES GO TO THE NADEAU.

"THE" LEADING  
CLOTHING, GENTS' FURNISHING  
AND HAT STOCK

Of San Diego County is carried by

"THE LION,"

First National Bank Building,  
SAN DIEGO, CAL.

We carry the most popular and  
standard brands of all goods worn by the  
male sex in medium and finest grades;  
and solicit an inspection of our stock.

KUHN, WURZBURG & CO., Prop's.

MORSE ADDITION is the place to BUY A LOT.

AT LOS ANGELES GO TO THE NADEAU.



F. MCCOMBER.

### San Diego Manufacturing Co.

FACTORY AND PLANING MILL

Cor. Eighth and M Streets

MANUFACTURE ALL KINDS OF

DOORS, WINDOWS, FRAMES AND BLINDS

COMPLETE.

INSIDE BLINDS A SPECIALTY.

Planing and re-sawing done at short notice.

CORONADO BEACH, THE FINEST RESORT IN THE WORLD

W. G. RIFENBURG. M. HUGHES.

### STANDARD IRON WORKS

MANUFACTURERS OF  
Mining Machinery, House Fronts

FARMING IMPLEMENTS, BRASS CASTINGS  
FORGING OF ALL KINDS

Corner 7th & L Streets, San Diego, Cal.

REPAIRING DONE TO ORDER

AT LOS ANGELES, STOP AT THE "ST. ELMO."

### First National Bank Of San Diego.

Capital Paid in, \$100,000  
Surplus, 35,000  
Deposit, 600,000

J. GRUENDIKE, PRESIDENT  
H. L. STORY, VICE-PRESIDENT  
R. A. THOMAS, CASHIER  
O. S. HUBBELL, ASSISTANT CASHIER

DIRECTORS.

J. GRUENDIKE, H. L. STORY,  
M. T. GILMORE, R. A. THOMAS,  
J. R. THOMAS, E. S. BABCOCK, JR.,  
O. S. HUBBELL.

A GENERAL BANKING BUSINESS DONE.

CORRESPONDENTS.

Chemical National Bank, New York  
First National Bank, Chicago  
Bank of California, San Francisco  
Fourth National Bank, St. Louis, Mo.  
Bank of Commerce, Kansas City  
Kidder, Peabody & Co., Boston

### SAN DIEGO LUMBER CO.

DEALERS IN ALL KINDS OF

LUMBER

DOORS, WINDOWS AND MOULDINGS

YARDS

Foot of Sixth Street, adjoining Steamship Co's Wharf,  
And at Coronado Beach.

PHILIP MORSE, Manager. SAN DIEGO.

VISIT EL CAJON VALLEY, AND BE HAPPY.

### PHILADELPHIA SHOE STORE

WM. LLEWELYN

IMPORTER AND DEALER IN

LADIES', GENTS' AND CHILDREN'S  
FINE BOOTS AND SHOES

FULL LINES OF THE CELEBRATED

BURT'S SHOES OF ALL KINDS

FIFTH STREET,  
SAN DIEGO.

G. J. OVERSHINER, L. S. OVERSHINER, L. F. OVERSHINER.

### G. J. OVERSHINER & SONS

PROPRIETORS OF

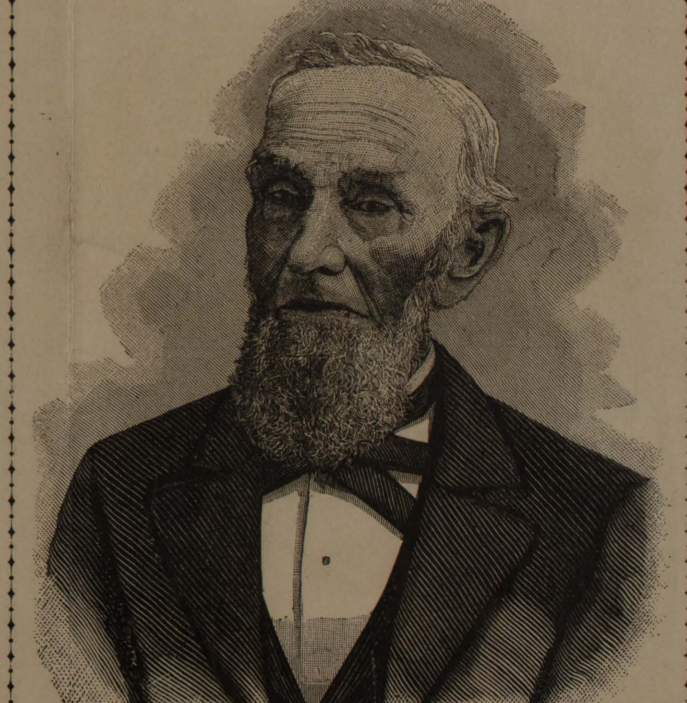
THE SAN DIEGO CARRIAGE SHOPS

Corner of Second and E Streets, San Diego,

MANUFACTURERS OF

CARRIAGES, WAGONS & BUGGIES

All work warranted, and all kinds of Repairing  
promptly and neatly done.



AARON PAULY.

### MORSE, WHALEY & DALTON

SAN DIEGO, CALIFORNIA,

PIONEER

REAL ESTATE DEALERS

NOTARIES

Exclusive Control of valuable properties  
in the City and County of San Diego.  
Money to Loan, Taxes Paid for Non-  
residents, Rents Collected, Etc.

REFERENCE—

CONSOLIDATED NATIONAL BANK.

BUY IN THE MORSE ADDITION.

## SAN DIEGO COUNTY.

It may well be considered a matter of pleasant congratulation by the residents of San Diego County, that the glorious heritage which they are permitted the privilege of enjoying, is now attracting so much attention; and has at length taken the true position which its fertile soil and its many other natural advantages justly entitle it to, and have long demanded for it in the estimation of a discerning public, as the peer of any County in California. It is an acknowledged fact, that during the past five years and more particularly during the present year, this county has far outstripped all others in this State, in its percentage of increased wealth and also in the percentage of increased population which has come to it. No better illustration of the munificent influence and wonderful advantage which railroad connection proves to a district, has ever been recorded than that now witnessed in the many great changes that have taken place in San Diego City, and throughout the length and breadth of the county. Heretofore so much has been written about the climate and harbor, that it must have seemed to outsiders these were about the only advantages that the county possessed. In fact they have been made

### THE MOST PROMINENT ATTRACTION

by all writers, while the many actual resources of the county and the vast capabilities of its fertile lands have been too much ignored. The harbor indeed is invaluable, being second to none, and the climate the best on the whole coast of the Pacific, perhaps in the world, but the produce of this really prolific county is certainly far greater and much more varied than has generally been supposed. A false impression was started and circulated years ago—evidently by old settlers and easy-going, selfish stockraisers—that the land was fit only for pasturing sheep and cattle—a delusion that has latterly been quite dispelled by the increasing export of valuable and varied productions, and the displays made at County fairs. Stock-raising, formerly the principal and almost the only interest here—as in all Southern California—is now, along with the old inhabitants, fast disappearing before the progressive march of intelligent industry, and the magnificent developments that have resulted from the introduction of men of the most advanced ideas and belonging to

### A MORE MODERN CIVILIZATION.

Did space permit, the many productive valleys of the county might be profitably spoken of, but only a few can be noticed. One of the richest and most extensive is El Cajon Valley, which is situated about 13 miles northerly from the city. This magnificent tract of land is remarkable for the productiveness of its soil; and the industrious, intelligent farmer there may safely count on a good result, whether he sows wheat or plants for fruit. Of this fact there is ample proof in the many orchards, vineyards and farms that are cultivated in the valley. Water is abundant and is found in many places at three and under twenty feet from the surface, thus making irrigation unnecessary. It may be mentioned that on Mr. Cowles' vineyard twenty tons of muscat grapes to the acre have been raised. Another famous valley is that of San Luis Rey, which extends northward from the river of the same name, and comprises a very extensive and magnificent area of productive lands.

## LANDS

—OF—

### El Cajon Valley Company, SAN DIEGO COUNTY, Southern California.

SEVEN THOUSAND SIX HUNDRED acres, including the noted Ben Hill-Benedict tract, on both sides of San Diego River, El Cajon Valley, and now being surveyed and placed on the market in subdivisions of ten (10) acres and upwards.

LAKESIDE is a town-site laid off on this tract around Lindo Lake.

A FINE HOTEL is built, and other improvements are under way.

THE main avenue is eighty feet wide—all others sixty feet.

SIZE of lots, fifty feet by one hundred and fifty feet.

IN soil, water, climate, and in scenery, it stands unequalled.

ALL lands graded and appraised according to quality and location.

THIS valley is specially suited to the RAISIN GRAPE and Olive.

THE ORANGE and all fruits of Southern California grow here to perfection WITHOUT IRRIGATION. No trouble from frost.

WATER inexhaustible, from river, mountain springs, and by well ten to sixteen feet in depth.

WOOD is abundant on this estate.

SOIL deep, rich and wonderfully productive.

CLIMATE unequalled for health and comfort.

EL CAJON RAISINS—The State Viticultural Society, leading dealers in San Francisco, Chicago and New York, pronounce them the best in the State. They are equal to Malaga.

DISTANCE by the new mesa road, nearly completed, fifteen miles from San Diego.

RAILROAD assured in the near future.

DESCRIPTIVE pamphlet with maps, plans, etc., on application.

We refer to

Consolidated National Bank, and } San Diego.  
First National Bank, }

### EL CAJON VALLEY CO.,

E. W. MORSE, President. MERRILL & DEXTER, Managers.

## SAN DIEGO COUNTY.

These are mostly occupied by a thrifty population who give their attention to agricultural pursuits, and most profitably too, as the soil is admirably adapted for raising grain, corn, alfalfa, &c. This last fall, at Monserrate, on twenty-four acres of land, there was cut some sixty tons of alfalfa; and two months later another equally large yield was gathered. Water can be found here at from four to twelve feet. This fertile valley is also admirably adapted for raising grapes and all classes of semi-tropical fruits; and already the attention of many new-comers is turned in that direction. This grand old valley includes several large and well known ranches, viz: Guajome, Pauma and Cuca, and the magnificent and prolific lands of Buena Vista Monserrate. In the San Luis Rey Valley, the active and growing town of Oceanside is eligibly located. The rich country adjacent to it, and the fine attractions it offers as a summer resort, tend to make this a prosperous place. It was long believed, by many, that the lands of San Diego County are barren and unfruitful, and that but little, if any, water could anywhere be found; whereas, the very reverse is the case, as the land is largely of the very richest and most productive kind, and water can easily be obtained in most of the valleys at a trifling depth. Even the desert lands, as they are termed, of the great dry mesas, can be made to produce grand results by the use of water, which soon changes these barren wastes into the most fruitful and luxuriant gardens, orchards and vineyards. The San Diego Flume Company is at present rapidly executing a grand undertaking, which will yield a supply of water sufficient for irrigating from 40,000 to 80,000 acres. Speculation as to the result is unnecessary, as

### THE ADVANTAGES ARE TOO APPARENT.

It will be the means of stimulating in an unparalleled degree the growth and development of the localities where its beneficial influence is felt. By the use of water thousands of acres of what has heretofore been looked upon only as sterile, desert land, will become the most valuable parts of this rich domain, teeming with an industrious and happy people. No part of the world is possessed of greater capabilities, or has grander and more brilliant prospects for the future, than has this to-day. The county is filling up with an excellent class of provident, industrious settlers, the results of whose efforts have now fairly dispelled the fallacious idea that had gone abroad, and in which many of the old residents shared, that the back country was valueless and incapable of production, even under cultivation. It would take a very large volume to describe the variety and richness of the soil, and to tell of the products and resources of the mining, timber, wool, fruit, bee and other interests of this county. The extraordinary changes that have been produced, the fortunes that have and can yet be made, and the wonderful activity that prevails, are the best evidences of the advantages this county holds out to the world as a place for profitable and pleasant settlement.

ALL the harbors on the Atlantic coast, with the exception of New York, have less depth of water on the bar than this. It is the easiest harbor to enter on the whole Pacific coast.

THE Masonic, Odd Fellow's and other secret organizations are well represented.

## TWO PROMINENT MEN.

MESSRS. BABCOCK AND STORY.

AMONG the more recent additions made to the number of the capitalists and men of enterprise of San Diego, two gentlemen are specially deserving of notice for their ability and energy, and the prompt and persevering manner in which they at once set about expending their efforts and their means in promoting various grand undertakings, designed to increase the prosperity of the city, and the comfort and welfare of the people. These are E. S. Babcock, Jr., and H. L. Story; and being intimate associates in enterprise, it is perhaps not inappropriate thus to connect their names here.

MR. STORY,

the elder of the two, was born in Cambridge, Vermont. At the age of twenty he opened a music store and conducted it with increasing success for ten years. Acting upon the advice of Horace Greeley—"Go West, young man"—he then moved to Kansas and began farming. But he soon tired of the plodding life of a farmer, bade farewell to the plow, and again began active life in Chicago, where he purchased the organ business of A. Reed & Son. This he conducted with marked success for a year, and was then joined by an old friend, I. N. Camp—the firm name becoming H. L. Story & Co. They were burned out in the great fire of 1871, and promptly thereafter opened the first music store on State street, and soon branched out into a general piano and organ business, which they conducted with great success till 1884, when they dissolved partnership. Thereafter Mr. Story bought an interest in the organ factory of Mr. Melville Clark in Chicago; and being himself now wealthy he retired, leaving his son, E. H. Story, and Mr. Clark to attend to the business. He then came to San Diego, and soon proved himself to be, like his associate, a most valuable acquisition.

MR. BABCOCK

was born in Evansville, Indiana. At a very early age he developed a remarkable ability for business, for when only twenty he had already held some very responsible positions in connection with railroads. Afterward he became largely interested in telephone operations, and soon was elected president of two of the largest companies in the country. He has been in San Diego nearly two years, and here he very soon distinguished himself as a man of great energy, breadth of view and self-reliance. By his industry, judgment and genius he is evidently destined to carve his name deeply on the records of this community. He is the president of the Coronado Beach Company, and is also less or more heavily interested in many of the other leading institutions and enterprises now being carried on.

### THESE GENTLEMEN AND THEIR ASSOCIATES

will soon show how much, money and energy can accomplish in promoting the interests and developing the resources of a country. Although this county has been only recently linked to the outer world by means of the railroad, such men will soon bring it into notice, and will prove themselves to be the right men in the right place, in this "land of the setting sun," with its variety and richness of resources.

## THE ST. JAMES HOTEL.



SAN DIEGO, CALIFORNIA.

THE ST. JAMES is a handsome edifice, located opposite the post-office, at the corner of F and Sixth streets, two of the most prominent thoroughfares. The Western Union Telegraph occupies a part of the building, which is a four-story brick structure, cool and pleasant at all seasons. The large bay windows add greatly to its appearance and comfort.

THE ST. JAMES contains over Two Hundred Rooms, all of them very pleasant, large and handsomely furnished, even to the most minute detail. It has many suites for large or small families or parties. In its general arrangement it will be readily seen that experience here has successfully aimed at combining elegance with simplicity in style, and usefulness with solid comfort. The shades and colorings of the carpets in the various rooms blend and harmonize most perfectly with the upholstery and style of furniture.

THE ST. JAMES has a fine Dining Hall, 50x60 feet, very neatly, well and appropriately furnished. Its rows of nicely arranged tables are covered with snow white naper, and sparkle with bright glass and silverware. This is a favorite resort, as it has dishes prepared to suit the fastidious dyspeptic, as well as for the luxury-loving bon-vivant, who can enjoy a sumptuous repast. This Hotel has already become noted for the skillful care with which the culinary department is managed by a professor in the art. The attendance upon guests is prompt and excellent throughout.

THE ST. JAMES has been so perfectly arranged in each department that it is fully prepared with every requirement for the comfort or pleasure either of transient visitors or permanent boarders to enjoy themselves. A handsomely appointed Billiard Room is provided with several of the finest tables. A comfortably arranged Reading Room, supplied with the latest papers and periodicals from every part of the world. A fine large sample room for commercial men; everything, in fact, that experience could suggest or money procure, has been provided for the use and convenience of patrons and guests.

Free coaches to the hotel attend all trains and steamers. Terms moderate.

Dr. P. C. REMONDINO, Proprietor.

COMPLIMENTS

—OF—

## Coronado Beach Company

The Greatest Seaside Resort

of the Pacific Coast.

Possessing the finest climate in the world.

The finest ocean beach in the world.

The finest soil in the world.

The finest ocean and mountain scenery in the world.

The healthiest climate in the world.

The greatest number of clear days in the 365, in the world.

The most reasonable prices for lots, considering the location, in the world.

The finest bay for yachting and fishing in the world.

Write for Maps, Pamphlets, etc.

## CORONADO BEACH COMPANY,

SAN DIEGO, CALIFORNIA.

E. S. BABCOCK, JR., President. H. L. STORY, Vice-President.

W. H. HOLABIRD, General Agent.

FRANK EASTMAN & CO., PRINTERS, SAN FRANCISCO.

## HORTON HOUSE

D STREET, BETWEEN THIRD AND FOURTH.

SAN DIEGO, CAL.

THE HORTON is the leading Hotel of San Diego, and stands the foremost among the first-class Hotels of Southern California. It is a splendid brick building, containing about one hundred and fifty rooms, handsomely arranged and furnished with all modern improvements.

THE HORTON, the first really good Hotel in this city, is well and most favorably known all over the world, as the leading men of every State and of every Nation have partaken of its hospitality while stopping at San Diego. It first attracted tourists to San Diego, and has ever maintained its position as the best Hotel in the city.

THE TABLE is supplied from the markets of San Francisco, Los Angeles and San Diego, and is in keeping with the other first-class appointments of the house. The Hotel is situated near the business center of the town, and occupies the entire north side of the Plaza. On the ground floor are two large sample-rooms for the use of commercial travelers. Immediately surrounding it are the Court House, the Opera House; Wells, Fargo & Co.'s Office, Western Union Telegraph Co., and seven smaller hotels and lodging-houses.

THE PROPRIETOR, W. E. HADLEY, is known from Maine to California, and the fact that every department of the Hotel is under his special supervision is sufficient guarantee that the wants of guests will be closely looked after.

Anyone wishing first-class accommodations at moderate prices, can find them at

THE HORTON.

All communications relating to the city or hotel promptly answered.

For further information, call on or address:

W. E. HADLEY,  
Proprietor Horton House,  
San Diego, Cal.

Street cars for Coronado Beach pass the door every 15 minutes.

## SAN DIEGO CITY.

THE origin of the name San Diego (St. James in English) was not, as many suppose, derived from the apostle, but from a San Franciscan monk, San Diego de Alcalá. The name was first given to the bay by Sebastian Vizcaino, a Spaniard, who surveyed the harbor in November, 1602, and who either began or finished his work on the twelfth of that month—which day in the Church Calendar bears the name of the above mentioned Saint. The Mission, though not founded till 1769, was the first in California; and was, as well as the hamlet that grew up in its vicinity, called San Diego. The present City of San Diego owes its birth and much of its development to the foresight and intelligent efforts of A. E. Horton, who was so impressed with its

### GRAND SITE FOR A GREAT CITY,

and the advantages of its magnificent land-locked harbor, that from the time of his first landing, 1867, scarcely a month had elapsed ere he had purchased at auction for twenty-six cents per acre most of the land on which this active and growing city now stands, had thus become an embryo millionaire, and had again taken passage for San Francisco with his title deeds to this fine estate. Previous to his departure, however, one of the magnates of the old town remarked to him: "I would not give you a mill per acre for all the land you have purchased." Mr. Horton quietly replied: "On that land will be built the great City of San Diego; the land, sir, is worth \$200,000." That prediction has been amply verified, for he has sold over a million dollars' worth and has more to sell. The old town, which is four miles distant, lies within the city limits. Up to 1868 it was the county seat and the only place of importance in the county. It lost whatever prestige it had

### WHEN THE NEW TOWN WAS STARTED.

In the Spring of 1868, Mr. Horton brought his family and a number of workmen, and the surveying and laying out of the present city then began in earnest. He speedily set about building a wharf; he also erected a two-story brick building, corner of Sixth and F streets, known as Horton's Hall. Sometime afterwards he built the large structure corner D and Third streets, long used as a City Hall and as the office of Wells, Fargo & Co. He then built the present Horton House at an expense of \$120,000, and an additional \$30,000 for its furnishing. Previous to building the wharf, the Hollidays had promised that their steamers would call at it; but they persistently declined to do so unless they were subsidized by a gift of several blocks from Mr. Horton, which he, justly indignant, refused to give them. Mr. A. Pauly, one of the early merchants, who had leased the wharf from Mr. Horton, and used the present building for his store, had a large quantity of freight to arrive, and the Hollidays refused to land it at the wharf. He then determined to have it brought by a schooner; and as the freight amounted to over \$1,000, the Hollidays finally agreed to land the goods as desired, and thereafter continued to bring their steamers to the wharf. The Pacific Coast Steamship Company has always been invaluable in its services. Sometime afterwards the steamer William Tabor started through Mr. HORTON'S instrumentality, he furnishing her bonds. This caused a reduction in the rates of freight and fare, to one-half the previous charges. The Hollidays, after agreeing to the same rates, subsidized the Tabor for three years to the tune of \$100,000. During 1868, MR. HORTON and another enterprising citizen, E. W. Morse, one of the most energetic residents of the old town and still an active man in San Diego, were instigators and leading spirits in the building of a wagon-road to Fort Yuma.

## SAN DIEGO CITY LOTS!

IN THE MORSE ADDITION,

ADJOINING THE PARK,

AND ONLY

A FEW MINUTES WALK

FROM THE CENTRE OF THE CITY.

This desirable and well known tract is now offered for sale in Lots

On **LONG CREDIT** and on **EASY TERMS.**

ONE-THIRD CASH, balance in one and two years, with interest at eight per cent.; or ONE-QUARTER CASH, balance in monthly installments of \$15.00 without interest.

### THE FINEST VIEWS

Of the City, Bay and Surroundings of San Diego are obtained from these Lots, and no more healthful or agreeable location can be found in the world.

Street Cars are now running very near to this splendid Tract, and will soon surround it.

### A NEW ROAD NOW PROPOSED

WILL COME TO

WITHIN A FEW YARDS OF THIS PROPERTY.

The prices have been graded low, so that the

*First Buyers can Make the Most Money.*

Prices from  
**\$50.00 to \$250.00 per Lot,**

ACCORDING TO THE LOCATION.

For further particulars, call on or write to

**MORSE, WHALEY & DALTON,**

—OR—

**PACIFIC COAST LAND BUREAU,**

SAN DIEGO, CAL.

## SAN DIEGO CITY.

IN 1872 the proposition of Tom Scott to build the Texas Pacific Railroad gave to San Diego quite an impetus; the value of property advanced greatly and the demand was large. But the unfortunate failure of Scott to secure money on his bonds cast a gloom over the prospects of San Diego, which continued until the completion of the California Southern Railroad to the bay. Then there appeared a silver lining to the dark cloud, which has been still more brightened by the joining of that line with the A. T. & S. F. R. R. The connecting of San Diego with the East by this great road has been the means of transforming the place and giving it all the advantages and aspects of

### A FLOURISHING METROPOLITAN CITY.

The population as well as the number of dwellings has doubled in the short space of six months. Street cars are now in active operation. The city is lighted by electricity, and the telephone is brought into general use. San Diego is well supplied with excellent hotel and other accommodations. The first-class hotels are the St. James, the Horton House, and the Florence. The New Carleton also is an excellent hotel. There are several others, and plenty of good lodging-houses. The rapid growth now going on, the substantial character of the improvements in progress, and the enterprises projected, with the magnitude of some of those on hand, abundantly prove that the old order of things has passed away; and that San Diego is now in the hands of men who fully recognize and appreciate her resources, the capabilities of the lands, the value of the salubrious climate, and the advantages and commercial importance of the magnificent harbor. Henceforth the City and County of San Diego will, after those many years of difficulties and discouragement, take the proud position of being one of the most prosperous places, as it has always been the most healthy, on the Pacific Coast, and in fact in the world. Among the gigantic enterprises, those of the

### CORONADO BEACH COMPANY

and its subsidiary companies, will be the means of largely enriching the city and county. Their property on the peninsula has an extensive frontage on both beaches, and is laid out in parks and building lots. The streets are from 80 to 140 feet wide, and planted with avenues of trees in immense variety; and in the parks also trees of every kind abound—some 20,000 having been planted. There is abundance of excellent water. Arrangements have been made for erecting a large, magnificent Hotel, and extensive accommodation for every variety of bathing—nothing to be omitted that may be necessary to make this the most lovely and best equipped of watering-places. As Nature has already done so much for this locality, and men of wealth—with genius, taste and energy—are doing so much more to improve and beautify it, this place will soon be a very paradise, unrivaled as a sea-side resort and a sanitarium.

NATIONAL CITY, four miles from San Diego, is also a delightful location; and has in its vicinity many fine orchards and vineyards, yielding the choicest of fruits and in great variety. It is the terminus of the Atcheson, Topeka and Santa Fe R. R., and has, like San Diego City, a good wharf, where the largest vessels can be accommodated. The enterprising brothers, Frank A. and Warren C. Kimball, while building up their own fortunes, have made National City quite a prosperous and charming place.

## TIME TABLES.

### PACIFIC COAST STEAMSHIP CO.

Steamers will sail from Broadway Wharf, San Francisco, for Southern Ports, as follows:

PORTS.	STEAMERS—DAYS AND HOURS OF SAILING.
Santa Cruz . . . . .	
Monterey . . . . .	
San Simeon . . . . .	
Cayucos . . . . .	
Port Harford . . . . .	8 A.M. Nov. 19, 29; Dec. 9, 19, 29; Jan. 9, 19, 29.
San Luis Obispo . . . . .	
Gaviota . . . . .	
Santa Barbara . . . . .	
San Buenaventura . . . . .	8 A.M. Nov. 13, 23; Dec. 3, 13, 23; Jan. 3, 13, 23.
Hueneme . . . . .	
San Pedro . . . . .	
Los Angeles . . . . .	
Port Harford . . . . .	9 A.M. Nov. 21; Dec. 1, 11, 21; Jan. 2, 11, 21.
San Luis Obispo . . . . .	
Santa Barbara . . . . .	9 A.M. Nov. 15, 25; Dec. 5, 15, 26; Jan. 5, 15, 25.
San Pedro . . . . .	
Los Angeles . . . . .	
San Diego . . . . .	2 P.M. Nov. 18, 28; Dec. 8, 18, 28; Jan. 8, 18, 28.

#### Taking Freight and Combustibles Only:

The **San Vicente** makes a Tuesday trip, for Santa Cruz, Amesport, Moss Landing, Castroville and Watsonville; and a Friday trip, for Pigeon Point, Santa Cruz, Sequel, Moss Landing, Castroville, Watsonville and Monterey; sailing at 3 P.M.

Ticket Office 214 Montgomery Street.

GOODALL, PERKINS & CO.

General Agents, No. 10 MARKET STREET, S. F.

Passenger steamers sail from San Diego one day after arrival from San Francisco.

J. H. SIMPSON, Agent, San Diego.

### CALIFORNIA SOUTHERN R. R.

Trains leave Los Angeles daily for San Diego and National City at 9:10 A.M. and 5 P.M.

Trains leave National City and San Diego daily for Los Angeles and the East at 8:25 A.M. and 10 P.M.

#### QUICK TIME! ELEGANT CARS! SCENERY UNRIVALED!

Between Los Angeles, Colton, Riverside, San Bernardino, Perris (for San Jacinto), the Romantic Temecula Canyon, Oceanside, Encinitas, Del Mar and San Diego; also between Los Angeles and San Diego, and Albuquerque, St. Louis, Kansas City, Chicago, via A. & P., and A., T. & S. F. R. R.

#### PULLMAN CARS ON ALL NIGHT TRAINS

J. N. VICTOR, Superintendent, Colton, California.  
H. B. WILKINS, Gen'l Freight and Pass'r Ag't, San Diego, California.

For the *San Diego and Coronado Ferry*, and *Coronado Railroad*, SEE THE DAILY PAPERS.

IN 1850 the county of San Diego was organized by act of the California Legislature. It is larger than Massachusetts, Connecticut and Rhode Island together, containing over nine millions and a half acres of land.

THE climate of San Diego differs from that of other health resorts on the Pacific coast in being milder in winter and cooler in summer.

## A. E. HORTON.

SO PROMINENT has been his position and so closely associated with the fortunes of San Diego from its earliest times to the present date, that the biography of Mr. Horton would form a very full and excellent history of the City and County during the past twenty years, and would prove highly pleasing and profitable to all who can appreciate a man of worth and energy, and especially so to those who have any interest direct or indirect in this district. He is a man of fine physique, temperate habits, courteous manner and of resolute character. He has great tenacity of purpose, and the utmost confidence in the future of San Diego City and County. He is a native of Connecticut, descended of old Puritan stock, and was born at Union, Tolland County. He made his mark early in life, through his determined will and active business turn of mind. In 1851 he came to California, and after remaining a few years in the mining districts became a most expert judge, and one of the largest buyers of gold dust at Pilot Hill, for the old firm of Adams & Co. He afterwards paid a visit to Wisconsin, his home previous to coming to the Golden State; but at the end of a year was again en route for California, whence he was attracted to the rich mines of Cariboo, where he remained two years, and was quite fortunate in his many operations. Returning to San Francisco he kept a store on Market Street till the time of his

#### VISIT TO SAN DIEGO IN 1867.

That visit proved the most advantageous event in his life. On landing at San Diego, he found the country covered with sage brush and cactus; but on ascending the hill behind the site of the present Court House, he became fascinated with the charming prospect. As he ascended, his rapture increased, so that he felt quite enthusiastic about the splendid location the sloping hills would be for a great city, combined with which was a magnificent harbor, fit for a grand commercial center. On returning, he and several others went over to the old town, which he disliked from the first, and said so quite freely to the inhabitants, telling them the other was the only good site for a city. The result of his visit and its subsequent effect on the old and new towns are matters which are too well known to need mention here; nor is it necessary to follow Mr. Horton through his rugged path to success; nor to speak of the many difficulties and hindrances which he encountered and overcame with the help of his gallant band of early settlers. Mr. Horton, as the founder of such a city, occupies a proud position; and he has been faithful to his trust as well as successful in his efforts; and his natural abilities well qualified him for the duties he had to perform. He now enjoys the results of his toils, and is in easy, affluent circumstances. He has passed the allotted span of three-score years and ten, and it is to him a matter of great satisfaction to see his work so ably continued by younger men.

## E. W. MORSE

IS ONE of the leading men of San Diego, in which he has resided since 1850, and has all along been one of its most respected citizens. He is a native of Amesburg, Mass.,—being born on a farm there, the homestead of his fathers for upwards of two hundred years. He mined for a short time on the Yuba before coming South. In 1852 he was Associate Justice in the Court of Session. He was Secretary of the Board of City Trustees for nearly twelve years. In 1856 he was admitted to the bar. In 1865 was elected School Trustee, and during the same year was married to Miss Mary C. Walker of Manchester, Mass. He has assisted in organizing several banks, and has been prominent in nearly all the leading enterprises. He is senior partner of the real estate firm of Morse, Whaley & Dalton, and president of the El Cajon Valley Company, &c.

## AARON PAULY.

IS A NATIVE of Lebanon, Warren County, Ohio, and a pioneer in this country, having, in August, 1849, come to Coloma, where stood Sutter's famous mill, in whose race was found the yellow dust that set the world agog and gave rise to California's gold fever. He remained at the mines for a few months, and then went to Yuba County and farmed on the Spring Valley ranch, twelve miles from Marysville. In 1852 he brought his family from Illinois, his former residence. In 1869 he moved to San Diego, where, although the streets were laid out, but few houses had yet been built. He leased the wharf and store from Mr. Horton, and carried on business in connection with his sons, F. N. and Chas. W., under the name of A. Pauly and Sons. Mr. Pauly was president of the Company which built the wagon road to Yuma, and proved of so great a benefit to the trade of San Diego. Sometimes as many as a dozen great sixteen-mule teams arriving at once. This business continued till the opening of the Southern Pacific R. R., which cut it off altogether. The Julian mines however, to some extent, revived business, and large amounts of bullion from them found its way to this point. Mr. Pauly did much in the way of assisting the miners in the opening and developing of these mines. Large quantities of goods are still purchased in this city for the mines of that district. In 1869 Mr. Pauly was elected first President of the Chamber of Commerce. This board was of great service to the city. In 1875 he changed his business and went into real estate, in which he still continues. From 1876 till 1885 he was tax collector of this City. During the past three years Mr. Pauly has been ably assisted in conducting the real estate and insurance business by his son, Chas. W. Pauly. It must be a most pleasing reflection for this old citizen, to think that, notwithstanding his formerly having seen many, because of dull times, leave San Diego, and they advising him to go also, his faith in the future of the City remained firm and unchanged. As the tide of new settlers comes flowing in, his hopes are now being realized, and his faith becomes even more firmly established. He believes this place, which he knew from its early days, will, long ere a generation passes away, be a great City of over 100,000 people. His opinion is fully shared by far-seeing men of to-day.

## W. H. HOLABIRD.

THE appearance of this gentleman at once conveys to the mind the idea of systematic discipline and active, methodical business habits; and his real character is quite in harmony with his appearance, for he is one of the ablest, most reliable, enterprising and persevering of business men. He was born at Shelburn, Vt., in 1845; and his early life was passed in railroad service. In 1862 he joined the army; and thence went into the U. S. Navy, which he left at the close of the Rebellion, as Acting Asst. Paymaster. He then again entered upon railroad life, and held some very important positions in connection with the Atcheson, Topeka and Santa Fe R. R. He has been connected with the Coronado Beach Company since its organization, as General Agent, in charge of the sales of its valuable properties. Mr. Holabird may be classed as the youngest old man, or the oldest young man, on the Pacific Coast.

## F. McCOMBER.

A BIOGRAPHICAL SKETCH is more interesting and profitable to the reader when it presents those characteristics and qualities which serve to make its subject appear the exemplar of his fellow men. The individual referred to here, is now an enterprising and wealthy resident of Oceanside, San Diego County. He was born in the State of New York in 1831, in humble life; and, like most self-made men, began his remarkable career at an early age, working on a farm and assisting his parents with his earnings. From thirteen till eighteen he attended school in winter and worked in summer; and being an apt scholar and an ardent student he soon acquired a good education. He then moved to Ohio, where he taught school in winter and worked in a store in summer. In 1851, at the age of twenty-one, he came to California and tried his luck mining at Mormon Island, where he remained with varying fortunes till 1855. Thereafter he engaged in farming in Natoma Valley with considerable success. In the fall of 1860 he was elected, by a large majority, to the office of Public Administrator of Sacramento County, and had the honor of being the only county official on the Republican ticket, elected that year. He discharged the duties of the office with marked ability and credit to himself. In 1863 he built a large hotel, called

#### THE NATOMA HOUSE,

after the beautiful valley which he had previously named. Two years later, when the Natoma had become a favorite resort and roadside stopping place, the extension of the Sacramento Valley R. R., to Shingle Springs, cut off all travel and ruined his business. This misfortune, coupled with mining and other reverses—all of which seemed, just then, to come in a heap—induced Mr. McComber to look out for a new field. In the fall of 1865 he started for Lake Tahoe with little else than a large stock of determination and energy. About this time the most fortunate, as it has proved the happiest event of his life took place—one to which he frequently refers with great satisfaction, viz: his marriage to a most estimable lady. They opened the

#### STATE LINE HOUSE,

at Lake Tahoe, and working hand in hand together, were making a fine success, when, strange to tell, the railroad here also diverted the current of travel. This led Mr. McComber to change his vocation. He then began lumbering, which he continued uninterruptedly for many years, with marked success, and had acquired a large quantity of timber land. Induced by a high sense of honor, he then paid up former debts, which he long before had contracted in Sacramento County, and which were outlawed for years. He subsequently moved to Carson City, Nev., where again he was also very prosperous. Retiring three years since, he prospected for a year, and finally selected San Diego County as the field for his future operations, where he has been for two years, and was one of the founders of Murrieta in Temecula Valley. He has been deservedly successful in this, his new field, and he with his family, consisting of Mrs. McComber and two sons, now entering upon manhood, have located at Oceanside, which is bound, from its fine position, to become a place of considerable importance. It is here where the trains of the A. T. & S. Fe first catch a glance of the magnificent and placid waters of the great Pacific Ocean.

THE religious wants of San Diego are well provided for by the various denominations; Methodist, Episcopal, Baptist, Presbyterian, Unitarian and Catholic.