

# Pacific Beach

## CALIFORNIA



SUN, SEA, AND SAND—  
YEAR 'ROUND VACATIONLAND

Pacific Beach, California has everything for you including safe surf bathing, fine fishing, and a place to live longer and to enjoy living.

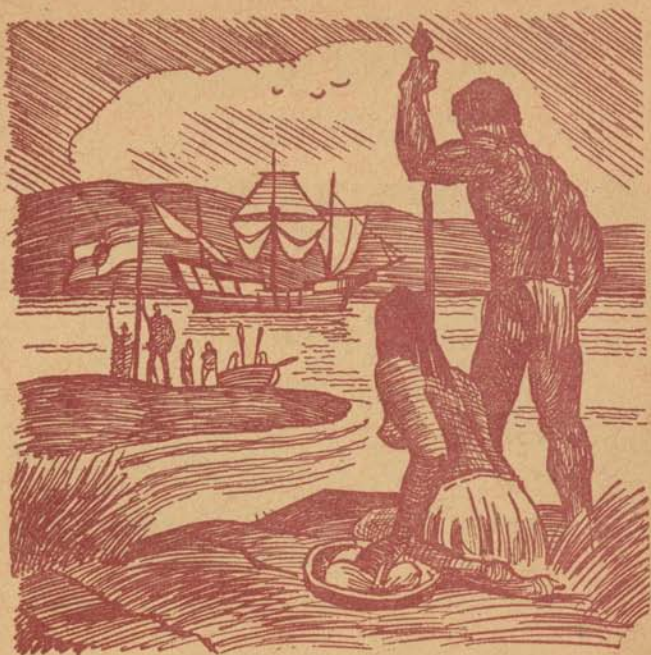
Pacific Beach, midway between San Diego and La Jolla, fronts on the wave-pounded beaches of the Pacific Ocean as well as on the calm coves of Mission Bay: California's 27-million dollar playground.

*Lovely homes, clean cottages, and modern motels are available—accommodating visitors from all parts of the United States, Canada, Mexico, and other countries.*

Fine foods are served in the cafes and sold in the easy-to-walk-to stores and supermarkets. Shopping is a pleasure in Pacific Beach as many free parking areas are provided; there is something for every taste and purse; and shoppers dress informally.

Ideal temperatures seldom exceed 75° in Summer or drop below 50° in Winter.

Spring Spends The Summer And  
Fall Spends The Winter In Pacific Beach  
San Diego, California



MISSION BAY INDIANS watched Spaniards land near Point Loma in 1542—barely fifty years after Columbus' discovery and more than half a century before Jamestown and Plymouth. Here is where civilization began in California.



Atop Point Loma's headland you will see a model of Cabrillo's ship when you visit the old lighthouse marking the approach to San Diego Bay. Great grey whales and leaping porpoises are often seen off Point Loma and Pacific Beach in Winter months.



Pacific Beach is readily reached by a number of fine highways entering the San Diego area: US 80—the cross-continent route linking East and West coasts and including ice-free US 90's traffic; US 101—Pacific coastal highway from Canada to Mexico; US 395—the inland super-highway serving central and Southern California; and Mexican National Highway 2 which carries traffic from the Imperial Valley at Mexicali to Agua Caliente, Tijuana, and San Diego's Pacific Beach vacationland. No passports are required.

# *Pacific Beach---*

PACIFIC BEACH is within easy driving of lofty mountains. In Winter you can go from sand to snow in less than an hour. You will find cactus country and dry air in just another few miles as you enter the desert filled with interesting forms of plant and animal life.

World's largest (200-inch) telescope and observatory on Mount Palomar can be seen on a half day excursion through the citrus groves to the back country.

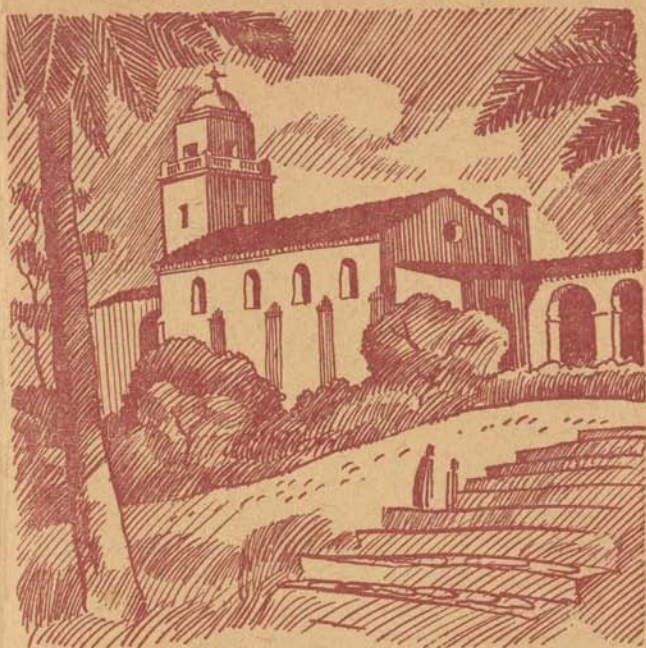
Downtown San Diego is built around Balboa Park. Here is the world-famous San Diego Zoo, the organ pavilion, and acres of rolling lawns and big trees surrounding the Spanish-Colonial style buildings of the Natural History Museum, Fine Arts Gallery, House of Hospitality, Museum of Man, and the Elizabethan style Globe Theatre. Archery targets are set up in the park and bowling-on-the-green is popular.

*Immediately north of Pacific Beach is the elegant Art Center in La Jolla and the ever popular aquarium and oceanographic museum on the campus of the Scripps Institution for Oceanography.*

Many visitors return to Pacific Beach year after year making it their favorite vacation headquarters. Thousands upon thousands of former visitors have settled permanently. The eight good schools, new library, friendly churches, and numerous service clubs, as well as the many recreation attractions, appeal to every age and temperament.

Gracefully landscaped streets and gardens lend charm to the many homes of Pacific Beach. Some of the cottages cling to the slopes of Mount Soledad which is topped by an impressive white Easter cross. Others look over the Pacific Ocean's foaming breakers or the ever changing sky and water of Mission Bay. Coastal mountains, bay, and seashore, combine in giving Pacific Beach a unique natural setting studded with palms, pines, citrus fruits, and sub-tropical flowers.

Especially attractive are the unlimited facilities offered by Pacific Beach to persons seeking an outdoor life in the most equable climate in the United States.



MISSION SAN DIEGO'S exciting history is now recreated in the exhibits you may see at the Serra Museum overlooking Mission Bay and Pacific Beach.

In 1767 Father Junipero Serra constructed the *Mision San Diego de Alcala* on the site of the museum honoring his pioneer work. This was Number One in the chain of California's twenty-one Spanish missions.

Nearby are the first palms he planted in California; Old Town; and the original Plaza together with many of the stone and adobe homes of early settlers.

The Stars and Stripes were first unfurled in this Plaza by a detachment of sailors from the U. S. Sloop-of-War *Cyane* led by Lieutenant Rowan. Aboard ship were General Fremont and Indian Scout Kit Carson. The year—1846.

Twenty-four years before the Spanish arms had been replaced on the Plaza at Old Town by the flag of the young republic of Mexico.

Close to Pacific Beach is the Old Town of San Diego described in Richard Henry Dana's *Two Years Before the Mast* as it existed in the mid eighteen 'thirties. And all about is the country depicted in Helen Hunt Jackson's romantic novel: *Ramona*.

# Attractions---

*Archery, baseball, basketball, bowling, boxing and wrestling—something all the time.*

*Boating—sail and power boating as well as aquaplaning and water skiing in Mission Bay with newly dredged channel.*

*Fishing—deep-sea, ocean pier at Pacific Beach, surf, Mission Bay, and nearby streams and lakes—everything from trout to tuna.*

*Golfing—ten fine courses.*

*Parks and picnic areas—seashore, desert, and mountain locations for you.*

*Swimming—surf bathing in the blue Pacific Ocean, the calm waters of Mission Bay, or the Mission Bay plunge.*

*Tennis—famous national star tournaments held in Pacific Beach and lots of free courts.*

*Cruises about San Diego Harbor and daily fishing trips run on scheduled boats.*



## Pacific Beach, San Diego, California *only*

1/2 hr.—downtown San Diego	}	U. S. 101
3/4 hr.—Tijuana, Mexico		
3 hrs.—Los Angeles		
2 hrs.—Riverside—U. S. 395	}	U. S. 80
4 hrs.—Yuma		
6 hrs.—Phoenix		
7 hrs.—Tucson—Ariz. 84		

----- *from* -----



ROMANTIC OLD MEXICO offers visitors from Pacific Beach the chance to enjoy exotic atmosphere in a foreign country less than an hour away.

Quaint curio shops, gay nightlife, as well as mutuel betting on horse and dog races, plus jai alai matches and bullfights, may be enjoyed. A visit to Tijuana and adjacent Agua Caliente, both so near Pacific Beach, is a never-to-be-forgotten experience.

American citizens visiting border towns need no passports unless they plan to make extended visits.

*Bienvenidos amigos*—welcome friends.

FOR FURTHER INFORMATION  
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