

The Peer  
of Southern Califor-  
nia Seaside Resorts

# La Jolla

Always Charming  
Wonderful  
Captivating...

...ON LINE OF...

## Los Angeles & San Diego Beach Railway

Caves, Cliffs, Rocks, Beaches, Rookery, Gold Fish Pond, Marine Gardens. La Jolla's Bathing Cove is Unexcelled on Pacific Coast. Beautiful and Diversified Scenery

Personally Conducted Excursion Leaves Depot, Foot C and D Sts. 10 A. M. Daily. All Interesting Places Pointed Out to Visitors. Ample Time Allowed at OLD TOWN to Visit Ramona's Home.

La Jolla  
Depot  
Foot C and D  
Streets

### C and Sixth Street Electric Line

in San Diego connects with all inbound and outbound trains on

San Diego, Cuyamaca & Eastern Ry.  
Los Angeles & San Diego Beach Ry.

All outbound trains await arrival of electric car scheduled to connect therewith.

Cuyamaca  
Depot  
Foot Tenth  
Street

San Diego's  
Back Country

## Fertile Valleys Beautiful Home Sites

The  
Mountainous  
Section

Lemon Grove, El Cajon, Lakeside.  
La Mesa, Santee, Foster

...REACHED BY...

## San Diego, Cuyamaca & Eastern Railway

(San Diego's Scenic Line)

Stage Connections to Ramona, Witch Creek, Santa Ysabel, Wynola, Julian, Mesa Grande, Warner Hot Springs, Cuyamaca, Banner, Descanso, Alpine.

TO SEE the residence section of San Diego, take a North bound 5th Street car, marked "Pavilion and Ostrich Farm," which runs directly to—

## University Heights....

"the ideal home spot"

A pleasant ride always and through a rapidly improving part of town.

We have lots for sale there ranging in price from \$125 upward, and all on easy installment terms if desired.

# Lots, \$125 and up...

Stop in our branch office opposite the Ostrich Farm and let us explain prices and the opportunity offered for profitable investment in this property.

Or maps and information may be had at our main office—

1310-1320 D Street

## Ralston Realty Co.

General Agents

### Railway and Tourist Free

# GUIDE

## To San Diego and Vicinity

Edition No. 2

### INTRODUCTION

This GUIDE is issued jointly by the

SAN DIEGO, CUYAMACA & EASTERN RY.

and

LOS ANGELES & SAN DIEGO BEACH RY.

for the purpose of giving full and accurate information concerning places about which strangers will naturally ask questions upon arrival at San Diego—What to do, Where to go, When and How. In the "Directory" will be found a full and impartial list of places in and near San Diego of interest to Visitors, whether reached by the lines of the Railway Companies publishing this GUIDE or not. It is the desire of the publishers to make this GUIDE a valuable handbook for Tourists and others in San Diego.

The free, but judicial, distribution of this Guide by the Excursion Agents and other employes of the Railway Companies is made possible through the cooperation of the ADVERTISERS herein and they are especially recommended to VISITORS as Representative Merchants and worthy of patronage.

The GUIDE is printed in editions of 25,000 copies, and the distribution covers a period of about one year. A copy of the GUIDE is personally handed to at least one person in every party of Visitors to San Diego and consequently receives a wide circulation.

NOTE:—The subjects included in this directory are classified and arranged alphabetically. The reader, therefore, should not experience any difficulty in finding the paragraphs desired.

#### ATHLETIC PARK

Corner 26th and Main streets. Take Logan Heights car.

#### BATHING

La Jolla and Coronado offer the best surf bathing. Swimming in the Bay is excellent. From May to September is the most popular



Home Phone 2616

Sunset Phone 14

# Sargent's Grill

High Class Restaurant and Grill Room

ADOLPH BERGER, Proprietor

1054-56 4th St. Opposite Hotel Brewster San Diego, Cal.

## ATTENTION, SMOKERS!

If you desire something good in the line of Cigars ask for the



Cabrillo.....	10 and 15c	Home Industry.....	5c
Santa Fe.....	10c	Emblem.....	5c
La Excelencia...	10 and 15c	Cupid.....	5c

Sold at all first class establishments in Southern Cal.

AUG. SENSENBRENNER, Mfr., San Diego, Cal.

Store and Factory Cor. 4th & C Sts. Opp. Brewster Hotel



## Native Gems



Buy from the cutter, save money, and get a square deal. We are part owners of two of the best gem producing mines in this country. We cut gems in our factory, any size or shape to order.

### ...Genuine Gems Only...

We have the best equipped jewelry factory in all the southwest, and make fine jewelry to order. Beautiful color sketches furnished free. The Coronado car stops just opposite our door. 35 years' practical experience. Enquire about our reputation.

## J. Jessop & Sons,

952 5th St. Granger Blk. San Diego

Ask Excursion Agent about the

## Manhattan Restaurant Co.

Robt. Olsen, Mgr.



Largest and Finest Dining Rooms in San Diego. We cater to tourists and Family Parties, Courteous attention, Quick service.

Dinner from 11 A. M. to 8 P. M. Open all night.  
Phones: Main 623, Home 1223

1414-1422 D St. bet. 5th & 5th Sts. San Diego, Cal.

## Mexican Curios

Largest assortment in the state of Drawn Linen Work, Carved Leather, Onyx, Pottery, Blankets, Hats and Mexican Goods.

## Indian Relics and Curios

Consisting of Baskets, Blankets, Beaded Goods, Pottery and Navajo Silver Goods.

## California Gems and Pearls

The best assortment of Native Tourmalines, Hyacinths, Beryl, Kunzite, Topaz, Garnets, Aquamarines and Native Pearls. This house handles no imitation stones. Stone cutting done to order.

## Burnell's Curiosity Store

Barker Burnell & Son

Established 1887

N. E. Cor. 5th and D Sts.

# Diamond Carriage & Livery Co.



This stable is located at the corner of Second and D Streets, and is built on the Mission style, and one of the most unique buildings of its kind in the United States. It is always open for inspection and you are invited to visit us, and select from the largest assortment of vehicles in Southern California, the one best suited for any outing that you may wish to take. For General Information or Tally Ho and Carriage Drives and First-class Livery at reasonable rates, call at 1336 D Street where you will be courteously treated and all questions answered to the best of our ability.

H. L. HUBBELL, Prop.

Office, 1336 D Sunset Phone, Main 171  
Home Phone, 1171

Sunset Phone, Main 92  
Home Phone 1115 Stable, 2nd & D



Copyright 1906  
B. Kuppenheimer & Co  
Chicago

## The Lion Cor. 5th and E

The Men's and Boys'  
Up-to-Date Clothiers  
Everything that big or  
little men wear that's  
new and up-to-date you  
will find here at the  
lowest price it can be  
had anywhere

.Come and See.

## Quality vs. Claims

When we say that we make the **Best Bread, Cakes, and Fancy Pastry** in the city, we mean that they **ARE THE BEST.**

Every branch of our store is carefully watched to insure the quality of the **GROCERIES** we sell. We carry the best grades of **Coffees and Teas** and sell sixteen ounces to the pound throughout our store. You are invited to visit our Modern Grocery and inspect our stock whether or not you are a prospective customer. Our Floral Department will interest you.

...Heller's



## BATHING—Continued

bathing season in ocean and bay for the general public. About one hundred business men have made it a practice for several years past to bathe at the San Diego Rowing Club at eleven o'clock every morning the year through. At La Jolla and other ocean resorts, a common sight is that of bathers in the surf at six o'clock in the morning, before breakfast. An annual event with San Diegans is the plunge at the San Diego Rowing Club on New Years Day. Usually about two hundred members of the club and friends participate in the plunge, and it never fails to draw a large crowd of interested tourists.

The principal Bay bathing houses in San Diego are located near the foot of Fifth and Sixth streets. Los Banos, at the foot of D street, opposite the Santa Fe and La Jolla depots, is the finest hot water plunge bath house in San Diego. The bath house at Hotel del Coronado is also a popular congregating place for bathers throughout the year.

## BOATING

San Diego Bay offers the most popular and safest boating for every kind of craft, large or small, on the Pacific Coast. There are very few days throughout the year when it is unwise to skim up and down the bay in row boats. On account of the great number of delightful days San Diegans have to enjoy water sports, it is no hardship to forego a few when the wind whips up the water in the bay to fair sized waves.

There are from ten to twelve young ladies' and girls' rowing clubs in San Diego. Nearly all the clubs own barges. Several crews possess their own Club houses of more or less pretentious character, located on the Bay shore or on piers. Most of the Clubs are composed of young ladies attending the State Normal School, Russ High School and the upper Grammar School Grades. A thirty foot barge is not an uncommon craft to be handled skilfully by the young ladies. Many San Diego boys have their own sail boats, launches and row boats. Young men find an active organization for aquatic sports at the San Diego Rowing Club.

During fair weather, which is the usual condition, many parties go out on the ocean for a day's sail or fish, and enjoy sport of rare excitement.

## CARNEGIE PUBLIC LIBRARY

E street, between Eighth and Ninth.

STACK ROOM—9 a.m. to 8 p.m.

Hours: READING ROOM—9 a.m. to 9 p.m.

SUNDAY—1 p.m. to 5 p.m.

## CHAMBER OF COMMERCE

D street, between Sixth and Seventh, upstairs.  
Hours—8 a.m. to 5 p.m. Many valuable and remarkable specimens of plants, fruits, vegetables,

# V E N I C E P A R K



## Has Something to Crow About

Oiled Streets  
City Water to Every  
Lot  
Attractive Homes  
Public Park

It is **WATER FRONT PROPERTY**, where one can enjoy boating, hunting, fishing and bathing the year around.

**SOIL** is of a rich loam and very productive. None can afford to let the opportunity of an investment in this section go by—whether your means be large or small.

## \$10 Down and \$10 Per Month

will secure your home site.

### We Are In Position to Build Attractive Homes

planned from your own ideas of comfort and beauty. Climatic conditions make it possible to carry out any feasible design at a minimum of expense. Let us figure with you and point out the attractive features of homes we have already built.

# Kirby Realty Co.

311 Granger Block, San Diego, Cal.



There is but One

# Ramona Heights

"The View Point of the World"

On the Hills from Old  
Town to New Town...

The only remaining close-in, undeveloped,  
hill-crest, harbor-view residence property

## Now on Sale at Opening Prices

The best thing in the city. Buy now and  
go up with the raise. Apply any agent  
or to

### Homeland Improvement Co.

Homeland Bldg. 939 6th St.

#### CHAMBER OF COMMERCE—Continued

minerals and gems, raised or mined in San Diego County, are exhibited, and visitors will be well repaid for time spent there.

San Diego's Chamber of Commerce is composed practically of every business man in San Diego and a live and energetic organization is the result.

#### CHILDREN'S HOME

A street, between 15th and 17th streets. Take east bound D street car.

#### CHULA VISTA

A tract containing several thousand acres of land, divided for the most part, into ten acre ranches. These ranches are set out to lemons, oranges, and grape fruit. An unusual number of handsome residences have been built. The largest lemon orchard in the United States is located here. A great deal of the property is owned and cultivated by the San Diego Land Company. The water supply for irrigating and domestic purposes is obtained from the Sweetwater Reservoir.

#### CITY HALL

Southwest corner Fifth and G streets.

#### CITY PARK

A large area containing 1400 acres of plateaus and canyons. Oiled roads have already been constructed and others are in contemplation. Ultimately a beautiful park will be secured. That portion lying at the head of Sixth, Seventh and Eighth streets has been parked with trees and shrubbery. Lookout Point at the crown of the hill, upon which this portion of the park is situated, affords a delightful view of San Diego, Coronado, National City, the Bay, Ocean, Point Loma and the mountains. Upper Fifth street cars run within a block of the entrance.

#### CLUBS

**CABRILLO**—Top floor Sefton Block, corner Fifth and C streets.

**CUYAMACA**—D street, between Sixth and Seventh. (This club has engaged the top floor of the new Union Building, and will occupy handsome quarters upon completion of the building.)

**COUNTRY**—Park Boulevard, near University avenue. Take University Heights car line.

**SAN DIEGO ROWING**—On Pacific Coast S. S. Company's wharf, foot of Fifth street.

#### CORONADO

The city of Coronado is located on what is commonly designated "South Island," to distinguish it from "North Island." In reality these are not islands. North and South Islands are joined together by a narrow strip of sand over which the ocean sometimes washes during storms. An





▲ ● ▲

If you  
were a  
Chemist  
you would  
know that  
our drugs  
are pure.

▼ ● ▼

**But you are not** so we ask you to take our word for it. Just trust us as you would your doctor.

Buy Your Coronado Tickets Here

## Skelly's New Drug Store,

Granger Block—where the car stops—5th and D

Home Phone 1209, Sunset 1909

## Trunks & Traveling Bags

There is just one store in San Diego where you are sure to find whatever you may need in this line, whether it is low priced or high priced articles. We keep the best of all kinds—not necessarily expensive to be good. We have low priced trunks and bags that are well made and serviceable. Those who wish the elaborately finished baggage will find it in our store also. All good kinds to suit all tastes. California's finest trunk and leather goods store is the

## San Diego Trunk Factory

Complete repair department for broken baggage

JAS. H. WOOLF & CO., Props.

755-759 Fifth Street



## NATIVE GEMS

We are miners and cutters of Kunzite and Tourmaline. We manufacture all kinds of jewelry to order, and carry an up to date stock of **Watches, Diamonds, Jewelry, Precious Stones, Souvenir Spoons, Sterling Silverware, Cut Glass and Optical Goods.**

**C. W. Ernstring,**  
The Jeweler.

Sign of the Big Clock

915 5th Street

Home Phone 1209

Sunset Main 1909

## J. E. Slocum

Photographic Supplies. Developing and  
Finishing for Amateurs  
Art Goods

958 5th St. Granger Block

## See The Ostriches

### at the Ostrich Farm

We have them—big and little, old and young—the first ever landed in California, and the young, just hatched; as well as a complete factory and everything necessary to convert the feathers to the use of fashionable people. And remember, we sell them at wholesale prices. There is nothing more highly prized as a present or souvenir.

Easy of access, take Ostrich Farm Car, 5th St.

## The Bentley Ostrich Farm

FOR THE BEST UP-TO-DATE

# MILLINERY

AT EASTERN PRICES—ALL NEW SHAPES—CALL AT

## MRS. WILLIAMS'

Home Phone 1067

945-947 FIFTH ST.

Ladies and Tourists, always go to the

## Leading and Most Reliable Hair Store

in the city for Hair Dressing Shampooing Manicure Head Treatment, Singeing, Children's Hair Cut, Hair Dyed and Bleached any shade. Prof. Williams is an expert in Chiropody work, also in Electrolysis. Face and Body Massage by a graduate. Hot Air, Turkish, Tub, and Vapor Baths.

## Prof. Williams' Hair Store & Toilet Parlors

Home Phone 1067, Sunset Main 767

947 Fifth Street

Home Phone 1254

Sunset Main 254

## The Sanitary Laundry Co. 124 K St.

Uses the only REAL FILTER in the laundry business of San Diego.

## Tourist Work a Specialty

An inspection of our laundry is solicited to all.

J. C. HOCHER, Pres.

Take the Ferry Car to the foot of H Street for the "YACHT DOLPHIN," at the Star Boathouse, foot of H Street. Do not leave San Diego until you have had a ride on the Bay.

## H Steet Boathouse

Sunset Phone,  
Main 350

Boats for Pleasure and  
Fishing Trips

Tackle Supplied

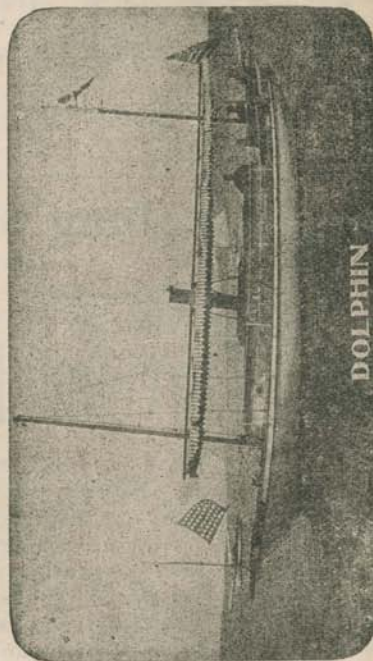
## Star Boathouse

Home Phone  
3350

Call and see our Boats

Visitors  
are always welcome  
on our wharf

Boats at all hours,  
day or night



Excursions Tuesdays and Thursdays, leaving H Street Wharf at 10 a. m. and returning about 1 p. m., including a fine trip past Roseville, La Playa, the Quarantine Station, the fortifications at Fort Rosecrans, and the Government Jetty. Dates subject to change without notice.



## CORONADO—Continued

arm of the Bay extends between these two areas forming what is called Spanish Bight. These two divisions of Coronado are connected to the main land by an isthmus six miles long, in width 400 feet to a quarter of a mile. This land forms the Coronado Peninsula. From the Ferry Landing on the Coronado side a carriage drive may be taken over South Island, North Island, and around the bay by way of the boulevard along the isthmus extending from Hotel del Coronado, through Tent City to Coronado Heights on the main land. Electric cars run along Orange avenue to Hotel del Coronado, Coronado Tent City and Coronado Country Club. Hotel del Coronado has been for the last eighteen years one of the leading resort hotels of California, and many thousands of prominent people from all parts of the world have been entertained within its portals. The hotel is open every day in the year and is classed among the world's famous and largest Seaside resort hotels.

Coronado Tent City is a delightful little town of many tents and palm cottages, and has been operated during the summer months each year since 1900. Both the Hotel and Tent City may be seen on the same trip. Take the Ferry car at Fifth and D streets.

## CORONADO ISLANDS, (Mexico)

Seventeen miles south of Hotel del Coronado. Reached by launches from San Diego.

During Tent City season, fishing parties for the islands leave ocean pier at Coronado. The islands are rocky projections above the surface of the water, and are the home of sea gulls and other water birds. There are but one or two feasible landing places on these islands. The Tuna, which affords the exciting rod and reel sport at Catalina Island, is also found at the Coronado Islands in great numbers and it only requires the attention of the angler to make these islands also famous for this class of fish.

## COUNTY COURT HOUSE

Entire block bounded by D, C, Front and Union streets.

## COUNTY HOSPITAL

Situated on the edge of the plateau overlooking Mission Valley, a short distance west of First street. The Upper Fifth street cars run within half a mile of the hospital

## DEPOTS, WHARVES AND TICKET OFFICES

Southern Pacific Co., office, Fifth and E streets, Phone: Main, 128.

Salt Lake Route, office, 1322 D street. Phones: Main, 1412; Home, 1412.

Atchison, Topeka & Santa Fe Ry., foot D street. Phones: Main, 93; Home, 2463. Office, 1312 C street, Sefton Block. Phones: Main, 52; Home, 2464.



Ash Street  
From 4th to 5th

## HEARNE HOSPITAL

San Diego,  
California

Erected 1906

A private Hospital for medical and surgical cases, modern and first class in every particular, where the patients can secure all the comforts and conveniences obtainable in such an institution.

The building is lighted by gas and electricity and heated by steam. The operating and sterilizing rooms are perfect in their operative and aseptic appointments and provided with the best possible light for day and night work. Every room in the building fronts South and is flooded with sunlight the entire day, which, in Southern California, means life and comfort to sick people.

The patient in moderate circumstances can secure the same service and attention as those more fortunately blessed.

The prices of rooms range from \$20.00 to \$50.00 per week, in suites from \$35.00 to \$75.00, according to location. Wards from \$15.00 to \$20.00.

Dr. Joseph Carter Hearne and a corps of trained nurses always in attendance day and night. Dr. Hearne resides in the Hospital.

Everything brand new and clean. Open from 6 a. m. to 8 p. m. Ladies' and gentlemen's lunch and dining room.

## The Palm Restaurant

A. AMMON, Proprietor

1533 E St., bet. 6th and 7th, San Diego, Cal.

Sunset Phone 941, Home Phone 1109

Choice Steaks and Chops, Fresh Fish and Oysters

Tourist and Family Patronage Solicited

## FIFTH STREET GROCERY

A Full Line of Staple and Fancy

# GROCERIES

Tea, Goffe, Sugar, Butter, Eggs, Cheese, Honey, Etc Fresh and Dried Fruits. Headquarters for Dried and Smoked Fish in Great Variety.

623-9 5th St., Between  
Gland H

J. & H. STANSFIELD





## Freaks in Climate

The wonderful climatic peculiarities of that section of Southern California occupied by the city of San Diego and its immediate vicinity is more or less incomprehensible to the easterner. A knowledge of which, however, is of incalculable value to the prospective investor or home-seeker. One could scarcely conceive that a difference of one block in the location of a home would mean a very distinct difference in climatic conditions. Further exists the startling fact that the city proper covers several distinct localities regarding climate. One contemplating investment should confer with persons who by long experience are familiar with these facts and willing to convey the knowledge. Our office is open to you whether you buy or not, and our twenty years of experience together with a square deal is at your disposal.



AMES REALTY COMPANY

945 Sixth St.

San Diego, Cal.

## DEPOTS, WHARVES, Etc.—Continued

La Jolla—Los Angeles & San Diego Beach Ry., foot C and D streets. Phones: Main, 413; Home, 2336.

Sixth Street Electric Ry., Ticket Office. Boyd-Bangs Drug store, Fifth and C Sts. Connects with all inbound and outbound trains on Los Angeles & San Diego Beach Ry. and San Diego, Cuyamaca & Eastern Ry.

Cuyamaca—San Diego, Cuyamaca & Eastern Ry., foot Tenth street. Phones: Main 409; Home, 2335.

National City & Otay Ry., foot of Sixth street. Phones: Main, 421; Home, 2334.

Pacific Coast S. S. Co., wharf, foot Fifth street. Phones: Main, 8; Home, 1515. Office, 1020 Fifth street. Phones: Main, 7; Home, 3166.

Lower California Dev. Co. S. S. Line, wharf, foot H street. Phone: Main, 182. Office, 1328 F street. Phones: Main, 430; Home, 3238.

## TICKET OFFICES

Fifth and C sts., Fifth and H sts., 1336 D st., hotels, restaurants, rooming houses, and railway offices.

## EL CAJON

Center of beautiful and fertile valley of that name, and located on line of the San Diego, Cuyamaca & Eastern Railway. See illustration on page 37.

## FIRE ALARM BOXES

By arrangement with the City, a whistle on the Power House of the San Diego Electric Railway sounds fire alarms, indicating the number of box by blasts. As an example: Box 42 would be indicated by four blasts, a short pause and then two blasts. This combination of signals is repeated three times.

New list of numbers and locations under the recently installed Gamewell system:

BOXES	BOXES
9 Second and E Sts.	34 Fourth and Beech Sts.
12 Union and F Sts.	35 Fourth and Fir Sts.
13 Fifth and B Sts.	36 Fourth and Laurel Sts.
14 Eighth and J Sts.	37 Fourth and Walnut Sts.
15 Tenth and B Sts.	38 Fourth and Robinson Sts.
16 Sixth and D Sts.	39 9th & University Ave.
17 Fifth and F Sts.	41 Eighth and Beech Sts.
18 Eighth and P Sts.	42 Eleventh and E Sts.
19 Fourth and C Sts.	43 Twelfth and H Sts.
21 Fifth and H Sts.	45 Fourteenth and D Sts.
23 Fifth and K Sts.	46 Sixteenth and H Sts.
24 First and J Sts.	47 16th and Logan Ave.
25 Arctic and G Sts.	48 22nd and K Sts.
26 India and D Sts.	51 23rd and F Sts.
27 India and Ash Sts.	52 24th and C Sts.
28 Second and Quince Sts	53 24th and Logan Ave.
31 Front and A Sts.	54 29th and National Ave.
32 Union and Date Sts.	61 26th and Kearney Ave.
	62 26th and Franklin Ave.



# BALLARD & BROCKETT

THE ONLY EXCLUSIVE

## Cloak and Suit House

IN THE CITY

Don't Fail to Call and See Them

951-961 Fifth St. SAN DIEGO, CAL.

The Best the Market Affords  
Quick Service

Ladies' and Gentlemen's  
Lunch and Dining Rooms

## RUDDER'S GRILL AND OYSTER HOUSE

Fish. Oysters. Steaks. Chops.

Commercial Lunch from 11 till 12 Tourist and Family  
Patronage Solicited. Private Dining Rooms.

Cor. 4th St. and Plaza San Diego, Cal.  
HARRY RUDDER, Proprietor

MR. and MRS. J. L. KLINK

Phone Home 1691

All Cars Lead to

## The Hotel Normandie

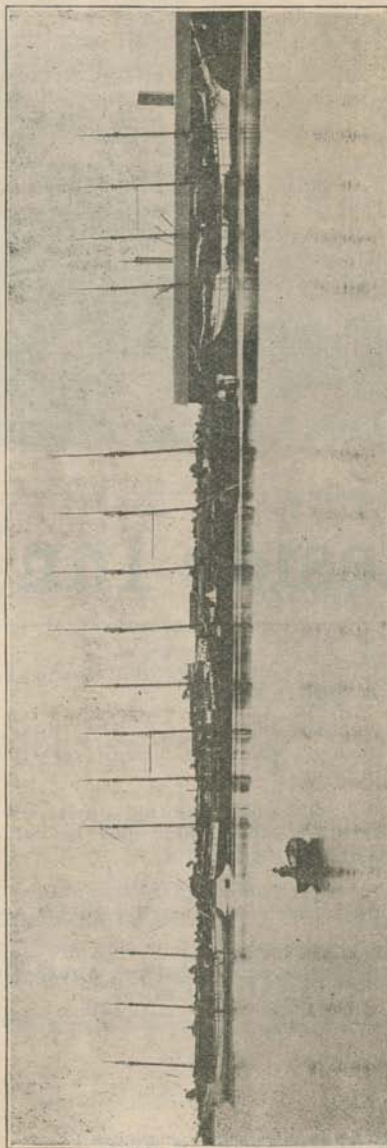
Furnished  
Rooms,  
Single or  
En Suite

50c to \$1 per Day.  
\$1.50 to \$5 per Week.



Light Housekeeping Suites, Gas and Elec-  
tric Light. In Center of Busi-  
ness District.

825 Fifth Street San Diego, Cal.  
Bet E and F



Vessels Discharging  
Cargoes for the  
**Russ Lumber and Mill Co.**  
Wholesale and Retail Dealers in Lumber and All Its Products  
In the Port of San  
Diego, Cal.



## Lakeside Inn

This resort is only one hour's ride from San Diego by the Cuyamaca & Eastern Railroad.

The Inn, with complete steam heat, is first class in every way and is the most charming interior resort in Southern California.

Good fishing and wild duck shooting on its own lake, while quail and other small game may be found within walking distance of the Inn.

The mineral waters are becoming famous and are a positive cure for kidney, rheumatism and like complaints.

The best golf links in Southern California are now completed, and the two-mile auto race track is ready to capture all of the track records of the world.

Moderate rates, winter and summer.

Phone or address

### LAKESIDE INN

Lakeside, California

## HARTWELL ELECTRIC CO.

Formerly F. S. HARTWELL

### General Electrical Supplies and Fixtures

Dynamos, Motors, Batteries, Wire, Everything Electrical. The newest and nobbiest lighting fixtures. Immense stock, lowest prices. prompt service.

BOTH PHONES

955 6th St. San Diego, Cal.

## St. Joseph's Sanitarium

Incorporated

Conducted by the Sisters of Mercy

Prices Reasonable

Situated on Uuiversity Hfs., San Diego, Cal.

SUNNY ROOMS  
Single or en Suite

CENTRALLY LOCATED  
Restaurant Adjoining

Thoroughly Renovated and  
New Bedroom Suites

## The New York

MRS. NELLIE MURRAY

Phones { Main 622  
Home 3306

Cor. D and 6th Sts.  
San Diego, Cal.



## FISHING

All tastes for this sport may be gratified in the vicinity of San Diego. The wharves on the Bay front furnish an attractive place for the very old and the very young, whose ambitions for success with the finny tribe do not run higher than Shiners, Pompano and Smelt, the latter, by the way, making a delicious fry. The more nimble fishermen, however, take to the boats and a day's trolling and fishing in the ocean off Point Loma usually results in a large catch of Barracuda, Yellow Tail, Spanish Mackerel, Sea Trout and many other large and active fish. Tuna fishing around the Coronado Islands is a sport to be developed by San Diego fishermen.

## FORT ROSECRANS

United States fortification on Point Loma opposite the entrance to San Diego Bay. Across the channel from Point Loma, on North Island, is located a battery as an additional precaution. The large disappearing guns and the smaller rapid firing guns would undoubtedly give the enemy a warm welcome should he attempt to visit San Diego. Comfortable quarters are provided for both officers and men. The Electric Light plant furnishes light for all the fortification structures and quarters, and also the search lights, the rays of which may be seen moving about every night. Accommodations for ten companies of Artillery have been provided at the Fort.

## FOSTER

Present terminus of San Diego, Cuyamaca & Eastern Railway. Stage connections made for Ramona, Witch Creek, Warner Hot Springs, Santa Ysabel, Wynola, Julian and Banner.

## GAME LAWS

See page 84

## HOTELS AND ROOMING HOUSES

(In the city)

### Hotels

ALBATROSS INN—Third and Elm streets.  
BREWSTER—Fourth and C streets.  
BELDEN—Tenth and E streets.  
COLONIAL INN—Fifth and Fir streets.  
GABLES—Second and Beech streets.  
HAWTHORNE—First and Hawthorne streets.  
HELIX—Fifth and A streets.  
HOTEL DEL CORONADO—Coronado Beach.  
IMPERIAL—D street, between 7th and 8th.  
KEYSTONE—Tenth street, between D and E.  
ROBINSON—Fourth and Fir streets.  
ROCKVILLE—Fourth street, bet. Cedar and Date.  
TERRACE—Fourth and A streets.  
U. S. GRANT (erecting) D St., bet. 3rd and 4th.  
MERCHANTS—Front and D streets.

# Pickwick Theatre..

PALMER BROS.  
LESSES

S. A. PALMER,  
MANAGER

4th Street  
Opp. Grant Hotel

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National City, Cal.

## The Only First Class Grocery Store in National City

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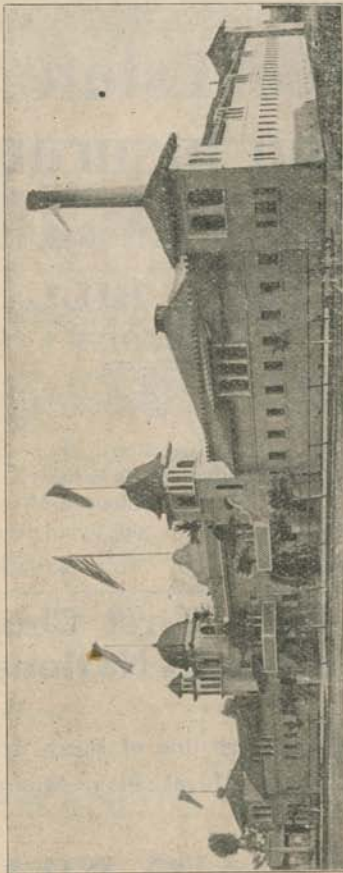
NATIONAL CITY  
CALIFORNIA

A. G. WILLIAMS

When You Visit  
**Tia Juana, Mexico**  
 Get Your Dinner at the  
**San Miguel Hotel,**  
 National City

You wait there one hour to go to **Sweetwater Dam.**  
 Get a good American Dinner with plenty of time to eat it.

**LOS BANOS, THE BATHS**



Elegant Salt Water Plunge (60x90 Feet.) Hot and Cold Sea Water Tub Baths.  
 Foot of D Street, opposite Santa Fe Depot.

**HOTELS AND ROOMING HOUSES—Continued**

**Rooming Houses**

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 BELLA VISTA (King's Daughters) 2nd and A Sts.  
 BROOKLYN—1629 E street.  
 BUCKINGHAM—Second and D streets.  
 BURNAP—Third and D streets.  
 CALIFORNIA—1721 Fourth street.  
 CHARLESTON—Eighth and D streets.  
 CONCORDIA—G street, bet. 8th and 9th.  
 CORONADO VIEW—Fifth and G streets.  
 DUNTON—Seventh and F streets.  
 DERBY—Twentieth and H streets.  
 GILBERT BLOCK—955 Fifth street.  
 GRISWOLD—Fifth and B streets.  
 LELAND—Sixth and E streets.  
 METROPOLITAN—1321 E street.  
 NEW YORK—Sixth and D street.  
 NORMANDIE—825 Fifth street.  
 OLYMPIA—Fifth and H streets.  
 PASADENA—1542 Fourth street.  
 RICHELIEU—1055 Fifth street.  
 SABINE—Sixth and D streets.  
 ST. JAMES—Sixth and F streets.  
 SUNNYVIEW—Second and A streets.

**In the Country**

**La Jolla**—Green Dragon. Board and room, \$12.00 per week. Mrs. Anna Held Heinrich, proprietor.  
 Brown Bear. Board and room. Mrs. E. C. Derby, proprietor.  
 Ocean View. Board and room. \$10.00 per week. S. E. Hoag, proprietor.  
 Crescent Cafe. First class meals at reasonable rates.  
 Bath House Cafe. Meals a la carte.  
 Meals, board by the week, and cottages can be secured conveniently.  
**Pacific Beach**—Hotel Balboa, first class accommodations, rates on application. Folsom Bros. Co., proprietors.  
**El Cajon**—Hotel rates, \$1.00 and \$1.25 per day; \$5.00 to \$7.00 per week. D. N. Knowles proprietor.  
**Lakeside**—Lakeside Inn. First class accommodations. Rates on application. Entirely renovated and refurbished. Lakeside Inn Company, proprietors.  
**Foster**—Foster Hotel. Rates \$1.00 per day; \$6.00 per week. Jos. Foster proprietor.  
**Alpine**—Alpine Hotel. Good table and rooms. Rates on application. Mrs. J. R. Campbell, proprietor.  
 Alpine Camping Grounds. Apply Alpine store.  
 The Oaks. Cottages for rent, with or without board. Mrs. J. A. Love, proprietor.  
 The Willows. A mountain resort under the big oaks. Reasonable rates. Mrs. B. Walker, proprietor.





# Navajo Blankets



Tourists know that the best curio store headquarters for Navajo blankets, both natural wool and Germantown; Navajo pillow squares and Indian silver jewelry, baskets, etc., is May's curio store, next door to postoffice, 1532 F St.

## May's Curio Store

Next Door to Post Office

1532 F St.



## Hotel Imperial

EUROPEAN

MRS. A. B. LEONARD, Proprietress

*Newly and Richly Furnished  
Plenty of Sunshine  
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*Sublime View  
Centrally Located  
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The ideal home spot. Rich soil. No adobe, rocks and hardpan. Climate unsurpassed. Abundance of pure mountain water. Take Logan Heights car to the office of

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Doors Never Closed

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GREEN FRONT

## MERCANTILE RESTAURANT

MAYER & BERNAUER, Proprietors

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Quick service. Special dining room for ladies

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## Agnew Sanitarium and Hospital

This is a medical and surgical hospital, thoroughly modern in every respect; two automatic electric elevators; is steam heated and lighted by gas electricity. Four well equipped operating rooms. Private rooms for patients. Private baths. Roof garden and large porches for outdoor patients. For information, address

San Diego, Cal.

W. L. ROHRER, Manager

## Have You Seen the Man at the Brewster

who has been with you four years, and has cured over 4000 people—300 residents of San Diego—who have been troubled with Stomach, Bowels, Constipation and Rectal Diseases, with their complications. His marvelous success is a household word. He has spent twenty years making your ailment his study. He is recommended by his patients, the doctors and the business men who know of his success in treating those diseases. If you are not in good health, if you have any of the above troubles and want to be cured, it will be to your interest to consult him either in person or by letter. He has cured others, why not you? GO AND SEE HIM TO-DAY---Consultation free.

F. M. MADISON, M. D.

Room 4, Hotel Brewster

SAN DIEGO, CAL.



## HOTELS AND ROOMING HOUSES—Continued

### In the Country

**Viejas**—Ranch house and stage station. Geo. W. McCain, proprietor.

**Descanso**—Ellis Ranch. Rates—Board and room by the week, \$7.00. Good accommodations. Telephone connection. Chas. Ellis, proprietor.

**Ramona**—Adams House. Rates, by the day, \$1.00; by the week, \$6.00. A. Adams, proprietor.

**Witch Creek**—Witch Creek Hotel. Rates, \$2 per day; \$10 per week. Clarence Wood, proprietor.

**Santa Ysabel**—Hotel. Rates, by the day, \$1.25 by the week, \$7.00. Morretti McIntosh Co., proprietors.

**Julian**—Mountain Glen House. Rates, by the day, \$1.25; by the month, \$30.00. Mrs. McCain proprietor.

**Robinson Hotel**. Rates, by the day, \$1.50; by the week, \$7.00; by the month, \$28.00. A. Robinson, proprietor.

**Mesa Grande**—Mesa Grande Hotel. Rates, by the day \$1.00. W. H. Peirce, proprietor.

**Sunnyside Hotel**. Transient public entertained. S. F. Lewis, proprietor.

**Warner Hot Springs**—Hotel rates reasonable, and furnished on application. F. S. Sandford, proprietor.

**National City**—San Miguel Hotel. Board and room, \$5.00 to \$8.00 per week. Mrs. D. E. LaRue, proprietor.

**Tia Juana, Mexico**—Hotel Nacional. Board and room, by day, \$1.50; by the week, \$8.00; by the month, \$30.00. Jos. G. Padilla, proprietor.

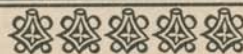
### KELP BEDS

Located off Point Loma and extending from the entrance of the harbor to a point opposite La Jolla. These kelp beds form the home of countless water animals and possess some remarkable features. Some of these kelp plants have attained an enormous growth, as a rule, 300 feet from the roots to the surface of the water. This classifies them among the largest known kelp trees that have been discovered and measured.

### LAKESIDE

At upper end of El Cajon valley, nestling at the base of the mountains. The hotel and lake furnish delightful environments among which to spend a week or a month. Illustrations will be found on pages 38, 39, 40, and 41. On line of the San Diego, Cuyamaca & Eastern Railway, 22 miles east of San Diego. At this point is made connection with stages for Alpine, Descanso and Cuyamaca.

# City Heights



Good View Lots near new Car Line

**Lots \$100 to \$150 Each**

**\$5 Down**

**\$5 a Month**

See the tract before buying elsewhere.

Streets are being graded and water pipes laid down to lots without expense to purchaser. No interest. No taxes. Perfect title.

**We always know of the best investments offered in real estate lines in Southern California**

**Consult us before buying**

**Columbian Realty Co.**

**228 to 234 Granger Blk. San Diego, Cal.**

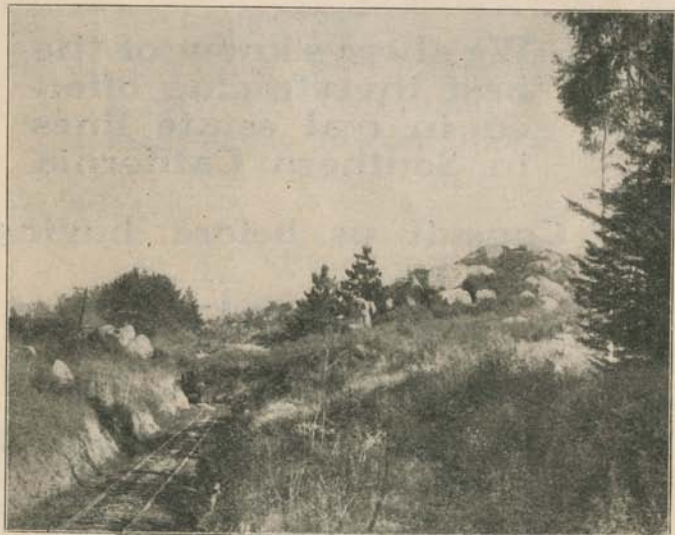
**Los Angeles Office:  
523 to 527 Laughlin Building.**



## THE BACK COUNTRY

A large and productive territory is tributary to the **SAN DIEGO, CUYAMACA & EASTERN RAILWAY**, which operates between the foot of Tenth street in San Diego to Foster, a distance of 25.2 miles. Many beautiful valleys are traversed, which only need development to make them attractive ranch and home sites.

**LEMON GROVE** is the first town east of San Diego, and is becoming an active suburb for homes, as well as ranches for the raising of lemons, oranges, strawberries, blackberries and other small fruit. **SPRING VALLEY**, **HELIX** and **JAMACHA** form a community of orange orchards. The 160 acre olive ranch of the historian, Bancroft, is situated at Spring Valley. A charming view of mountains, hills and valleys may be obtained from the train between Lemon Grove and La Mesa. **LA MESA** supports a packing house for lemons and oranges. At **ALTA** is the newly opened granite quarry and decomposed granite pit. From there to **EL CAJON** the railway winds down through Alta Pass. Emerging from the Pass a splendid sight bursts upon the traveler of a highly cultivated valley with its trees, fields and homes, bordered all about with mountains, high and low. All kinds of fruits and cereals are grown in El Cajon Valley. Its grapes and raisins are famous wherever consumers are found. During the grape season, a Wells Fargo Express car is hauled through, from El Cajon to Los Angeles, filled with ripe fruit ready for the market, and a large demand has been created for this product.



Fitch Photo

ALTA PASS

Irrigating water is furnished by the San Diego Flume Company and private wells. **SANTEE** possesses extensive granite quarries for monumental and decorative purposes, also large ranches bordering the San Diego river operated as pasturing ranges. **LAKESIDE** is a favorite picnicing ground for San Diegans. Sunday-schools, Fraternal Societies and others go there to enjoy annual outings. Large oak and cottonwood trees produce a cooling shade, which is so desirable. The town is well situated in the upper part of El Cajon Valley. The



Fitch Photo

LA MESA

Lakeside Inn, located on the shore of a beautiful fresh water lake and surrounded by trees and flowers, is built on a 500 acre tract. The guests may enjoy boating, golf, tennis, hunting and fishing for recreation. A two mile automobile speedway has been constructed completely around the lake at much expense by the owner of Lakeside Inn, and in the near future it is expected that Automobile Meets will be held at Lakeside. First class accommodations have been provided, which would insure a very pleasant visit at this place. A trip to El Monte, a grove of magnificent live oak trees, to Cedar Falls and many drives, which afford a continuous panorama of changing mountain scenery, can be arranged. At **FOSTER**, connection is made with stages for mountain towns.

**RAMONA** is the first town east of Foster and situated at the top of Mussey Grade at an altitude of 1400 feet. It is a thriving town in a large fertile valley. Excellent hotel accommodations may be secured by travelers. **RAMONA TENT VILLAGE**, three miles from Ramona, offers every attraction for an agreeable summer outing, where none of the features of comfort, pleasure or recreation are lacking. **WITCH CREEK**, is a favorite stopping place with travelers; as good accommodations are provided. **SANTA YSABEL**, with its large dairy and **WYNOLA** of cherry fame are near Julian. **JULIAN** is located near the crest of the range of mountains between the ocean and the desert, at an elevation of 4219 feet. Snow falls





*Fitch Photo*

EL CAJON VALLEY

frequently during the winter and throughout the year the air is bracing and invigorating. Winter weather, almost as rigorous as found in the East, may be experienced at Julian from December to March, yet not over sixty miles to the west, at San Diego, may be enjoyed as balmy air as any Italian watering place can claim. BANNER is a mining town on the desert side of the mountains, 4 4 miles from Julian. MESA GRANDE is on another stage road extending from Ramona to Warner Hot Springs, being 14.3 miles from Ramona. It is essentially a cherry raising community, high in the mountains. A delightful camping section. WARNER HOT SPRINGS (Agua Caliente) may be reached by stage, either through Mesa Grande or Santa Ysabel. It is near the northeastern boundary of the celebrated Warner Ranch, a great cattle ranch and formerly an Indian Reservation. The Springs are at an elevation of 3165 feet, and on the western slope of Hot Springs mountain, 6400 feet. The water is said to have great medicinal qualities and the Springs are visited by a large number of

of people every year. A well kept Hotel and commissary are established at the Springs and cater to the wants of hotel guests, cottagers and campers.

At LAKESIDE, stage connection is made for Alpine, The Oaks, The Willows, Viejas Ranch House, Descanso and Cuyamaca. Nearly all the way from Alpine to Cuyamaca the traveler encounters an endless variety of scenery. An abundance of live oak trees delights the eye. Hunting for mountain quail, doves, pigeons and deer is possible during the open season. At CUYAMACA is the reservoir of the San Diego Flume Company, and inviting surroundings for campers are found. A climb up the rugged side of Cuyamaca Peak, 6515 feet above sea level (the highest mountain in San Diego County) and the outlook after reaching the summit, with the ocean on one side and the Colorado desert on the other with mountains north and south, is an effort well worth the while. The Nobles mines are near Descanso and the Stone-wall mines at Cuyamaca. Glimpses of the desert are caught along the stage road between Descanso and Cuyamaca.

If human energy continues at the pace it has been working for the past few years, what has long been termed, The



*Fitch Photo*

LAKESIDE, LOOKING NORTH



Desert, on the east side of the mountains, will become a land of vegetation and productiveness, if the present state of development in the Imperial valley can serve as a criterion.

## Sweetwater Reservoir

SWEETWATER DAM, 14.3 miles from San Diego, on line of the National City & Otay Railway, is a great pile of masonry laid in cement, 500 feet long, 100 feet high, 47 feet wide at the base and 12 feet thick at the top, costing nearly \$300,000 to erect. The capacity when water stands at the 60 foot mark is 3,588,690,000 gallons; 65 feet, 4,283,725,000 gallons; 70 feet, 5,555,690,000 gallons; 75 feet, 8,283,725,000 gallons. It stores the water of the Sweetwater River into a lake at the base of San Miguel Peak. This reservoir furnishes water for irrigating many miles of orchard land thru the Sweetwater Water Company's mains. The pictures shown, (pages 44-46) were taken at the overflow in winter of 1905-6. The water continued to run over the Dam for several weeks and was visited by large numbers of people, for the sight was truly beautiful. Not over six feet of water were drawn from the Reservoir during the summer of 1906, and the overflow was again repeated in the winter of 1906-7.

On the opposite side of San Miguel Peak is located Upper and Lower Otay Reservoirs. Water from the latter is being used in San Diego for domestic purposes.

## LA JOLLA

There are seaside resorts and there are seaside resorts, but there is only one La Jolla. Travelers from all over the world have verified this statement, time and time again. The long flat strands with their sand laden winds and scorching heat, so common to most beaches where humanity flocks in the summer months, usually necessarily also have many devices to amuse the people aside from what attraction the water affords. Here at

La Jolla it is quite different. Aside from a bath house, which also provides entertainment in the way of bowling, billiards, confectionery and cafe, there has been no effort made to compete with Nature for the favor of visitors. There are no Loop the Loops, Roller Coasters, Camera Obscuras, pleasure piers or other structures to deface the landscape, simply for the reason that the natural beauty of the place is so grand that visitors are quite content to draw near

to Nature's heart and spend their vacation days free from the noises of the busy world. Here and there along the shore are pretty little sandy beaches where the bathers enjoy themselves with safety and between these coves are usually great rocks jutting out into the sea, where the artist, book lovers and other lovers too for that matter, spend hours of unalloyed pleasure according to their various inclinations. There is ample provision also for the angler, for off these rocks they cast their lines into deep water at their feet and easily diminish the population of the funny tribe, to a greater or less





*Fitch Photo* SAN VICENTE VALLEY, BETWEEN LAKESIDE AND FOSTER

extent, dependent upon their skill, for you know there are fishermen and there are fishermen. Among the most industrious of this latter profession are the Pelicans, who fish just off the shore in great numbers at times, but alas, they lose a large percentage of their catch through the thieving proclivities of the sea Gulls, who evidently argue to themselves that it is easier to take fish away from the Pelican, although many times larger than they, than to catch the fish themselves. This strife is frequently very amusing to the onlookers from the shore. At the bath house are kept boats of various kinds suitable for deep sea fishing, and there are daily parties in them to the banks where the choicer fish are want to lurk. Ladies frequently accompany these parties and usually prove to be not only good sailors but good anglers as well. The rocky shore, cut into the most fantastic shapes by the constant ebb and flow of the tides, presents one of the greatest attractions of the resort. The assaults of the great onrushing billows upon the rocks, with the spray dashing far into the air and deafening roar as the flood rushes through the caverns beneath your feet, presents a spectacle which baffles description or the power of the artist to portray. While the eastern seaside resorts are cold and forbidding during all but the few summer months, La Jolla is open for visitors all the year through. Many people make their permanent home here and cottages are in demand constantly. La

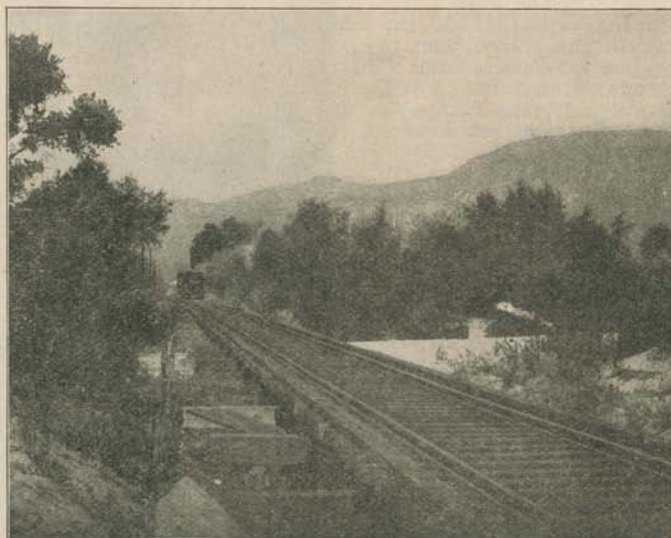
Jolla is designated as the Newport of Southern California, for considerable wealth and culture are found here and all are happy who find themselves a member of the colony or even a visitor at this highly favored resort. It must be seen to be appreciated. Cottages furnished complete for housekeeping are always available at reasonable rates and there are also ample accommodations for rooms and board.

## SAN DIEGO

### PAST, PRESENT AND FUTURE

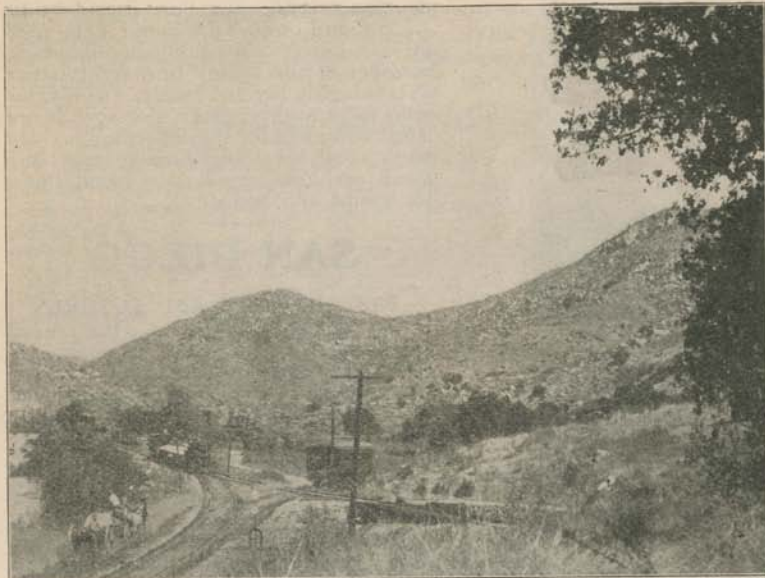
San Diego, California, the most southwesterly city in the United States, is rapidly leaping into the popular public notice of Americans, as the romances of its history, charms, beauties, natural advantages, climate and commercial importance are becoming more widely known and appreciated. The number of strangers, former visitors, and business men of the Pacific Coast, coming to San Diego daily, is greater this season, 1906-7, than ever before in the history of the city.

To better become familiar with San Diego, its beginning, growth, aspirations and destiny, the reader will not, it is hoped, find it altogether unpleasant to



*Fitch Photo* THROUGH LAKESIDE PICNIC GROUNDS





*Fitch Photo* FOSTER, THE GATEWAY TO THE MOUNTAINS

peruse the following lines:

#### The Past

In the year 1542 A. D., which, if you will pause a moment to consider, was but fifty years after Christopher Columbus discovered America on the Atlantic side, the first white man of whom the world has a record, cruised along the coast of an extensive continent, today known as North America, and more particularly what we are pleased to call Mexico and the Golden State of California.

This white man, named Cabrillo, was a Portuguese navigator sailing under the Spanish flag. He had two ships with him and was probably even then looking for the northwest passage, which was the cause of so much concern with later Pacific Coast explorers. While sailing north along the coast of that strange land, they passed a group of rocky islands (Coronado Islands) and a little further along discovered a perfectly land-locked harbor. The two ships entered the harbor, and Cabrillo, probably after a cruise around it in small boats, named it "San Miguel." Nearly sixty years then elapsed before

the next white man sailed into San Miguel bay. This second visitor, Sebastian Vizcaino, re-named the harbor "San Diego," which, translated, means "St. James." Nothing more was heard of San Diego Bay until a settlement was established near its shore by the Mission Fathers. In 1769, while our great and illustrious forefather George Washington and his valiant comrades and followers were preparing to make a change in the history of the world along the Atlantic seaboard of America, and strike off the shackles of the British tyrant, King George, Father Junipero Serra was doing his best, although he did not realize to what extent, to start the present civilization on the Pacific Coast, by no means the least important part of the United States of today. Father Serra gained his prominence by building the first California Mission, locating it at San Diego. This institution, together with its later and more artistic sisters further to the north, and the El Camino Real or King's Highway, which connected all the Missions from San Diego to San Francisco, is forming the silver thread in the romantic history of the Empire State of



*Fitch Photo*

SWEETWATER DAM



the Pacific. Californians have for many years been forming societies, the object of which has been to restore and preserve, as much as possible, these old Mission buildings, and more recently the agitation for the rebuilding and maintenance of the El Camino Real has taken practical form in all counties through which this old highway extended.

The original Mission structure, now called the San Diego Mission, was built about three miles up the Mission Valley of the San Diego river from the settlement near the landing place. The building itself was severely plain, and no attempt seems to have been made to create a structure of the style of beauty that the San Luis Rey and San Juan Capistrano Missions possessed. It seems to have been the custom of the padres to set out an olive orchard almost as soon as a Mission site was selected. San Diego Mission, therefore, possesses the first olive orchard raised in California. Hundreds of olive orchards in this state owe their beginning to these old trees, which are still in thriving condition, although over 130 years old. These trees are every year furnishing a large crop of olives, and after being cured at Old Town, find a ready market all over the country, wherever offered for sale.

Ruins of the old tunnel, leading from the Mission building to a point in the valley where water could be obtained, may still be seen. This tunnel was necessary to insure to the padres and their converts, a water supply at times when hostile Indians surrounded and besieged the Mission. Another monument to the energy and skill of the padres is the old Mission Dam constructed  $5\frac{1}{2}$  miles up the river canyon from the Mission building. A tile conduit was built from the Dam to the Mission. This Dam and Conduit were really the beginning of irrigation in California, which is now such a great factor in the agricultural life of the West. Thus an ample supply of water was at hand for farming operations carried on by the Mission Fathers and

their followers.

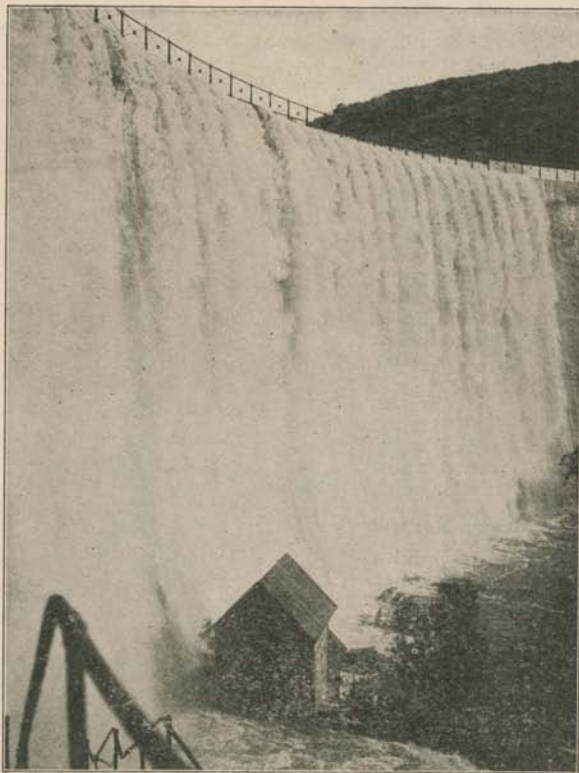
The physical condition of the cement and tiles used in the construction of this Dam, after 130 years exposure to the elements, is remarkable. Modern cement and concrete contractors could well be proud of it.

Hostile Indians at times made life very strenuous at the Mission and the settlement at Old Town. For that reason the Mission Fathers located the trading place, where the Spaniards and friendly Indians dwelt, so far from the Mission. It is said, the place was easily defended in troublous times, had a good fresh water supply, was not far from La Playa, the landing place on the bay shore, and had excellent farming land all around. Two palm trees which were planted in Old Town in its early days may be seen there now, high above surrounding trees, and still earning their right to stay by living as hardily as at the beginning. Old Town with its adobe houses continued as a Spanish village and trading point until the Americans began to arrive in numbers.

(On July 29th, 1906, was celebrated the sixtieth anniversary and a monument and flag pole were erected in commemoration of the raising of the first American flag at San Diego by General J. C. Fremont and a number of United States Government officials who visited San Diego in 1846 for that purpose.)

In 1867—nearly a century after the Mission was built—Mr. A. E.

Horton founded the site of the modern San Diego city. At that time the new San Diego consisted of a small group of houses near the foot of Fifth street, around the steamer landing of the Pacific Coast Steamship Company. Everything ran smoothly enough in the life of the community until this same man, Mr. Horton, conceived the idea of building a hotel commensurate with the growth of San Diego, as he saw it in his optimistic eyes. To make the foolish outlay of money seem all the more unheard of, as it seemed to Mr.



Fitch Photo

SAN DIEGO COUNTY RAINFALL



# Table of Distances and Elevations

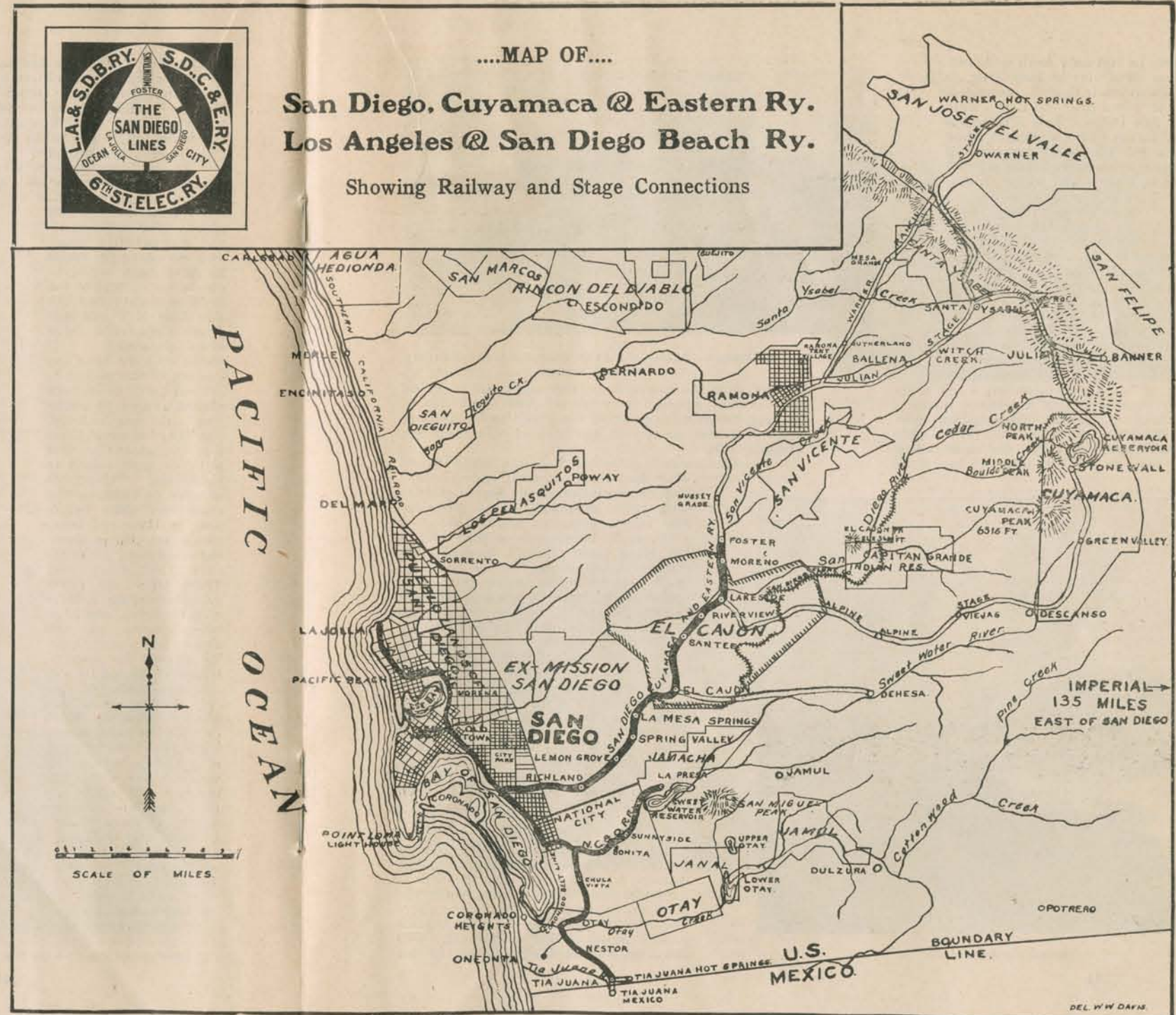
ELEVATION	PLACE	Distance from San Diego
<b>On Line of San Diego, Cuyamaca &amp; Eastern Railway.</b>		
410 feet	Lemon Grove	9.0 miles.
539 feet	La Mesa	11.1 miles.
460 feet	El Cajon	15.6 miles.
385 feet	Santee	18.8 miles.
400 feet	Lakeside	21.9 miles.
450 feet	Foster	25.2 miles.
500 feet	Dehesa, via El Cajon	23.0 miles.
1850 feet	Alpine, via Lakeside	33.8 miles.
2350 feet	Viejas	38.7 miles.
3500 feet	Descanso	45.1 miles.
4132 feet	Green Valley	50.6 miles.
3800 feet	Pine Valley	52.4 miles.
4700 feet	Stonewall or Cuyamaca	56.8 miles.
1440 feet	Ramona, via Foster	38.3 miles.
2470 feet	Ballena	46.1 miles.
2750 feet	Witch Creek	49.1 miles.
2983 feet	Santa Ysabel	52.0 miles.
3654 feet	Wynola	55.2 miles.
4219 feet	Julian	58.8 miles.
2717 feet	Banner	62.3 miles.
3400 feet	Mesa Grande	52.6 miles.
3165 feet	Warner Hot Springs via Mesa Grande	65.7 miles.
	via Santa Ysabel	69.9 miles.
1992 feet	Ramona Tent Village	41.3 miles.
	Julian, via Eagle Peak	52.3 miles.
	Julian to Cuyamaca	9.1 miles.
<b>On Line of Los Angeles &amp; San Diego Beach Railway</b>		
20 feet	Old Town	3.3 miles.
25 feet	American Park	7.1 miles.
70 feet	Pacific Beach	8.4 miles.
16 feet	Braemar	9.5 miles.
100 feet	Bird Rock	11.0 miles.
95 feet	South La Jolla	12.1 miles.
100 feet	La Jolla	13.5 miles.
<b>On National City &amp; Otay Railway</b>		
MAIN LINE		
20 feet	National City	5.8 miles.
20 feet	Sweetwater Junction	7.7 miles.
75 feet	Chula Vista	9.1 miles.
60 feet	Otay	12.4 miles.
32 feet	Nestor	14.5 miles.
70 feet	Tia Juana, Cal.	18.7 miles.
80 feet	Tia Juana Hot Springs	19.8 miles.
65 feet	Tia Juana, Mexico	19.5 miles.
SWEETWATER BRANCH		
62 feet	Bonita	10.6 miles.
87 feet	Sunnyside	12.4 miles.
200 feet	Sweetwater Dam	14.3 miles.
250 feet	La Presa	15.9 miles.



....MAP OF....

## San Diego, Cuyamaca @ Eastern Ry. Los Angeles @ San Diego Beach Ry.

Showing Railway and Stage Connections



DEL. W. W. DAFN.



Horton's neighbors, he not only built a luxurious hotel for those days, but located it on D street, between Third and Fourth, almost a mile away from the water side and half a mile from the town of San Diego. This action was the cause of many shrugs of the shoulders when the pioneers discussed the hotel proposition. The builder, however, lived to see his far sighted wisdom confirmed in a thousand ways, for immediately houses began to spring up all around the hotel and this continued until San Diego had outgrown, not only this hotel, but many others completed later. A couple of years ago Mr. Horton witnessed the famous caravansary, which bore his name, torn down. From all appearances, he will live to see the erection and completion on that same spot, of the modern, reinforced concrete, fire proof, \$1,000,000 U. S. Grant Hotel, being built by one of San Diego's prominent citizens, Mr. U. S. Grant, Jr., son of the famous General and President.

The story of Father Horton's hotel illustrates the growth of San Diego from but a few tents and shacks to the present city of handsome business houses and beautiful residences. The business portion of the city follows the line of the Bay for a couple of miles and extends back towards the surrounding hills over a large level area. The hills are nearly all



*Fitch Photo* SOUTHERN CALIFORNIA AUTOMOBILE RACING BEACH  
PACIFIC BEACH

covered with residences, both large and small, new and old, for San Diegans have never, even from the beginning, failed to appreciate the grand and matchless vista of marine scenery to be obtained only from San Diego's hills.

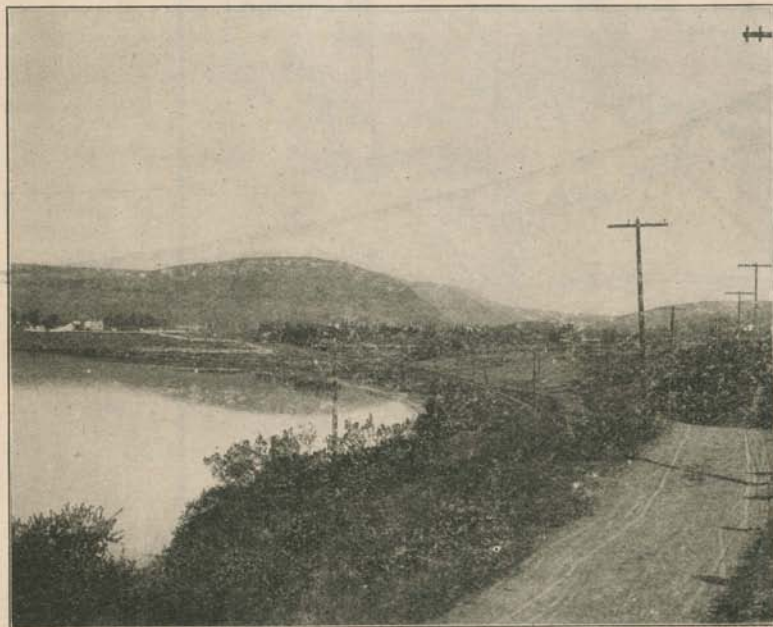
Another enterprise, which has had much to do with San Diego's growth was the exploitation of Coronado Beach and its remarkable peninsula, by a group of San Diego capitalists about 1885.

Coronado Beach was at that time a low lying piece of land covered with chapparal, manzanita bushes and sage brush. In order to make this place attractive to tourists, these gentlemen constructed, at a cost of \$1,000,000, the famous Hotel del Coronado. Since that time thousands of people from all parts of America and foreign lands have been entertained within its portals.

The impetus given to the growth of San Diego by the coming and going of visitors to Hotel del Coronado, during all these years since 1885, none will deny. For some years Coronado was within the corporate limits of San Diego city, but it has since been separated for political reasons and now has its own city government.

#### PRESENT

San Diego now has a population of 35,000. The city is seventeen miles distant from the extreme southwest corner of the United States, where the Mexican boundary intersects the shore line of the Pacific Ocean. Los Angeles is 125 miles to the northwest. The elevation of San Diego above the sea



*Fitch Photo*

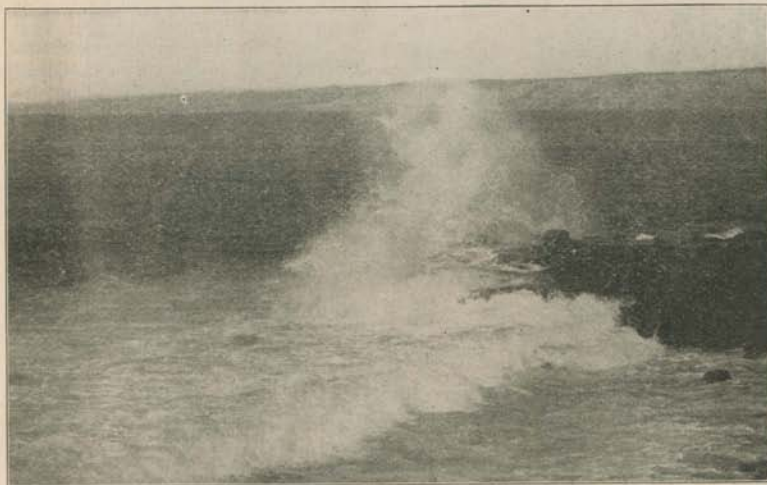
AMERICAN PARK



level at the court house is about thirty feet. The hills on which are located most of the residences, range from 30 to 100 feet.

The year 1906 marked the greatest in San Diego's history, in the value of buildings erected, amounting to \$2,760,000. Many handsome buildings have been constructed within the past few years and others are now building. Bond issues for many public improvements have carried at elections within the city and others are in contemplation for the building of boulevards, extension of water service, sewers, streets, parks, etc. San Diego owns the water distributing system within the city, which was acquired at a cost to the property owners of \$650,000. Mountain water is purchased from the San Diego Flume Company and Southern California Mountain Water Company, and an abundant water supply is assured.

Prominent structures already constructed or in course of erection within the city, include the \$60,000 City Hall, \$80,000 Carnegie Library, Sefton Block, Isis Theatre, Marston Building, Grant Block, Pickwick Theatre, Chaffee Block, New American National Bank Building, U. S. Grant Hotel, new Union Building, Elks Hall, new Methodist Church, new Russ High School, State Normal School, Hearne Sanitarium, Overbaugh Block, Steele Block, New Armory, Fletcher-Salmons Block, German Societies Building, Home Telephone, Fox-Heller Building, Price Block and additions, enlarged Gas and Electric



*Fitch Photo*

SURF AT ROCKY POINT, LA JOLLA

Works, new Gas Holder, Ingle Block, Auditorium Building, new Cuyamaca Railway Shop, Benson Saw Mill, Agnew Sanitarium, County Court House.

San Diego possesses eight banks, 15 hotels, 23 churches, 16 public grammar schools, well equipped fire department, 75 miles of graded streets, 35 miles



*Fitch Photo*

BIRD ROCK

cement sidewalks, 6 miles of paved streets, (the paving of D street from Twelfth street to the Bay is under way and Fifth street from A to University avenue, C street from Fourth to India street and Seventh from D to the Bay, are in contemplation.)

The transportation companies serving the public in and around San Diego include the Santa Fe System, San Diego, Cuyamaca & Eastern Railway, Los Angeles & San Diego Beach Railway, National City & Otay Railway, San Diego Electric Railway, San Diego & Coronado Ferry Company, Coronado Railroad, South Park & Eastside Railway, Pacific Coast Steamship Company, Lower California Development Company, American-Hawaiian Steamship Line and the San Diego-Long Beach Day Line. Numerous independent steamers and sailing vessels, besides warships of all nations, visit San Diego annually, thereby utilizing the only safe harbor south of San Francisco.

#### FUTURE

The fame of San Diego's matchless climate and harbor is spreading to such an extent throughout the east that many places heretofore oblivious to San Diego's existence, are now sending inquiries daily to San Diego through the railway representatives in the east, by letter and through personal inquiry of visitors to San Diego.

The formation in San Diego of a six million dollar corporation by the Spreckels during the fall of 1906 for the purpose of constructing a railroad from San



Diego, through Imperial Valley to Yuma, Arizona, is one of the important results of a year big with prosperity for San Diego. The prospect of immediate construction of a railroad over this route caused a flurry in real estate in San Diego and much valuable property has changed hands. The effect of an eastern railway upon San Diego's future is well understood by residents, and strangers will have no difficulty in realizing its importance locally, and a rapid increase in population and business is predicted by the most conservative.

These manifestations of interest in conditions affecting this city are very gratifying to San Diego's residents and all other people who have been active in the upbuilding of the community. San Diego may not be as large in population and business transactions as some other California cities, but it does possess some of the best gifts that Nature could bestow. San Diego is ready to challenge any one to name a spot anywhere in the world more greatly favored with a combination of climatic and marine conditions, and yet at the same time so accessible for the people of the United States. San Diego is growing—its slogan is "Population 50,000 within the next two years"—and now is the time for all people



*Fitch Photo*

LA JOLLA'S FAMOUS CAVES

to come to San Diego and help make history, for Southern California is destined to become the Winter Play Ground of the United States.



*Fitch Photo*

BLUFF COLONY, LA JOLLA, FACING OCEAN

San Diego is demonstrating its ability to take care of any demand which visitors, its inhabitants and commerce may make upon it, and has room to spare. The Bay of San Diego, upon which the Government has and is now spending thousands of dollars, is capable of furnishing miles of sites for wharves and piers to take care of an unlimited amount of ocean commerce. The water over the bar at the entrance to the harbor is deep enough to allow the largest vessels afloat to come into the harbor heavily laden. It is confidently expected that upon completion of the Panama Canal, San Diego's position, as the nearest American Port to the Canal, will naturally cause a great many vessels, passing through the Canal and bound for the North Pacific Ports, to call at San Diego, for commercial and other reasons.

It is believed the same conditions will be true with regard to the operation of the Isthmus of Tehuantepec Railway in Mexico, which formally opened for traffic late in January, 1907. One of the American-Hawaiian Steamship Company's fleet of large steamers is scheduled to call at San Diego about every two weeks and a large tonnage will pass through this port.

All these features combine to increase San Diego's population, commerce, influence, attractiveness as a residence city, and other co-related conditions.



### LA JOLLA

The peer of natural seaside resorts. Located fourteen miles north of San Diego, on the line of the Los Angeles & San Diego Beach Railway. Personally conducted excursions are run daily to La Jolla, and important points of interest are shown to visitors. The caves are probably the most famous of La Jolla's attractions. People climb in them and on top of them, speculating as to their origin and extent. The first cave to the west is accessible at all times through a tunnel, consequently it is the most frequently visited. At low tide it is also possible to enter this cave thru the mouth. The other caves, however, face deep water and can be visited with safety only at extremely low tides and by people in bathing suits. This latter condition is not obligatory on visitors, but is suggested

this beach will be encountered high bluffs and rocky beaches, which prove a source of much interest to students of beach formations. During the summer months the beach line is explored for several miles north and south of La Jolla by those attending the summer Biological School, conducted by professors from the University of California and many Eastern Universities, including Yale and Harvard. La Jolla's surf line is made up of entirely different features at every step; no two places alike. The most important of these formations include: Gold Fish Point, from which countless gold fish may be seen swimming through the water; Emerald Cove, with its improvised stairway, natural bridge and three entrance cavern; a delightful and absolutely safe bathing cove; Alligator Head, also with its natural bridge and caverns; Rocky Point, and



Portion of La Jolla located on Plateau, 100 feet elevation. Picture was taken from side of Mt. Soledad, looking west. View on opposite page shows the west side of plateau facing the ocean.

for their personal comfort. The White Lady, formed by the bright light at the entrance and outlined by the walls of the cave, is found in the fourth cave from the Devil's Slide. An interesting story has been written about the phantom White Lady by Mrs. Rose Hartwick Thorpe. Copies of the book may be procured at La Jolla. It is well illustrated, and can be kept as a souvenir of La Jolla. The Devil's Slide is a highway to unique Rocky Beach. Many of the finest abalone shells are found on the rocks here at low tides. Formerly the people slid down the face of this cliff and then climbed up again as best they could. Now, a stairway of about one hundred steps makes the visit to this beach one of greater personal comfort. Long Beach, further to the north, is a long, smooth, white, sandy beach, probably a mile in length. At either end of

the marine gardens directly under, with a great variety of growth, both large and small, hardy and delicate; Witches' Cauldron, always made fascinating and beautiful by the play of the restless surf, especially so at high tide and stormy weather, as heavy breakers are rolling in one after the other, when the water dashes fiercely above the rocks. Many an on-looker has gone away from this spot greatly discomfited from the fact that he ventured close to the edge, a huge wave came in without any warning and suddenly spent all its energy against the rocks, throwing the water high in the air and all over the people standing near. Of course, this furnishes much amusement for the wiser spectators standing at a safe distance. A little further will be found Pink Shell Beach, the children's play beach; South Bathing Beach; Ruins of Cathedral Rock,





*Fitch Photo*

SURF AT WITCHES' CAULDRON

which, until last year, withstood the action of the waves surging back and forth on the beach. This Cathedral Rock was simply a hollow pile of rock with entrances on the ocean side and the land side. The water has rushed through this rock as long as any one remembers, but finally the action of the water wore away one of the columns supporting it, and the interesting rock crumbled to a shapeless pile. Scripps' Beach, with its nooks, crannies and caves, forms a popular picnic beach. Whistling Beach derives its name from the peculiar whistling sound made by the sand as one walks along the beach. From Mt. Soledad, immediately in the rear of La Jolla, is to be obtained one of the most remarkable and beautiful vistas of San Diego scenery. It is not really a mountain, as it is only 821 feet above the sea level, but the elevation is sufficient for the climber to command an unbroken view of land, mountains and ocean. On clear days the mountains north of Los Angeles, Riverside and Redlands may be seen, some of them probably 150 miles away. In addition, the Santa Catalina, San Clemente and Coronado Islands, are plainly distinguishable out in the ocean.



THE WHITE LADY CAVE



*Fitch Photo*

BLUFFS AND SURF BETWEEN CAVES AND LONG BEACH



*Fitch Photo* LA JOLLA BATH HOUSE AND PUBLIC ENTERTAINMENT COMPANY (INC.)

Surf bathing. Warm sea water plunge baths. Private tub baths. Bowling alleys and pool room. Up to-date. Ice cream parlor and lunch room. See the marine garden in glass-bottom boats. Fishing launches. Elegant line of post cards. Ingersoll's candies.





## Chief Attraction at La Jolla is the Caves

Regardless of tide or time you can enter the caves at La Jolla through the tunnel "Useit"—dry, safe, easy and gas lighted. It leads to the largest cave, a mammoth vault, 40 feet high, 200 long and thousands of years old.

**C. E. REDDING,**  
PROPRIETOR



**HOLSTON'S TRANSFER**  
Handles Baggage and  
Merchandise  
Meets All Trains

Sunset Phone 164  
Home Phone 374

**La Jolla, Cal.**

...LOOK UP...

**MRS. A. P. MILLS**

# Real Estate Insurance...

.Furnished Cottages.

Both Phones: La Jolla 11, Home 11

**La Jolla, - California**

## M. C. CLOSE'S



**Shell and Curio Store**  
Finest Stock of Shells  
in the State

Opposite Depot **La Jolla, Cal.**



## DIRECTORY—Continued

### LAUNCH RIDES

Daily excursions on the Bay by the "Dolphin" and other launches. Parties may engage launches at reasonable rates at any of the boat houses along the water front. Many people thus enjoy the pleasures of the Bay. Moonlight launch parties in San Diego are what Trolley parties are in Eastern cities.

### LIGHT HOUSES

New revolving light, south end of Point Loma. Old light house on top of ridge, highest in the United States, (over 450 feet above surface of water), abandoned on account of the frequency of fogs which hung so low that the light could not be seen from ships. The new Lighthouse, at the base of Point Loma is very seldom so obscured.

### LOS BANOS

A modern and well kept bath house with hot water plunge 60 x 90 feet, and ranging from 3 to 10 feet in depth. The water is heated to a temperature of 84 degrees and is constantly flowing into the pool. This, together with the overflow, keeps the water always moving and fresh. The tank is emptied and thoroughly cleaned once a week. There are 36 hot and cold water tub bath rooms, each provided with a shower. Many devices popular with swimmers for their own amusement, as well as that of spectators, have been provided, and large numbers of people avail themselves of the opportunity to enjoy the water sport throughout the winter amidst such pleasant and comfortable surroundings.

Located at corner of D and Arctic streets, opposite La Jolla and Santa Fe depots.

### MISSION BUILDINGS AND ORCHARD

In Mission Valley, three miles above Old Town. A very popular and interesting morning carriage drive from San Diego.

### MISSION CLIFF PAVILION

Terminus of University Heights street car line. Overlooks Mission Valley. The old Mission may be seen about two miles up the valley.

### MAP

San Diego, Cuyamaca & Eastern Railway, Los Angeles & San Diego Beach Railway, and National City & Otay Railway, showing stage roads through San Diego's back country, on page 48.

### MOUNTAIN RESORTS

Information elsewhere in this guide.

### NATIONAL CITY

A village pleasantly situated between the shore of San Diego Bay and the hills, four miles south of San Diego. The principal industries are,

## La Jolla Merchandise Co.

(G. M. BOOKER)

La Jolla

Curios,  
Shells,  
Paints,  
Hardware,  
Fancy Groceries,  
Stationery,  
Delicatessen Department.

## DO YOU REALIZE:

**That** La Jolla is the only summer and winter resort on the coast of California which has picturesque rocks as well as sandy beaches?

**That** La Jolla is ten degrees warmer in winter and ten degrees cooler in summer than any other resort on the Pacific coast?

**That** building lots are in feverish demand, and choice locations are at a premium?

**That** La Jolla has a great future and your time to invest is—NOW?

**That** I am in a position which enables me to give you **exclusive opportunity** to procure desirable building sites?

## Mary H. Fitzhugh,

Real Estate, Furnished and  
Unfurnished Cottages. . . .

Office and Residence Opposite Booker's Store. Both Phones



## Attractive and Clean Furnished Cottages

to rent from \$12 per month up

## Sightly Lots for Homes or Investment

from \$200 up, at

**La Jolla,**

the "Ideal Home Spot."

## WALTER S. LIEBÈR

The Live Real Estate Man

**La Jolla, - California**

You can find everything pertaining to a first class drug store at

## Setchel's Pharmacy, La Jolla.

Goods right. Prices right. Drugs, Toilet Articles, Souvenirs, Stationery, Soda Water, and Cigars. Prescriptions filled by a registered pharmacist of twenty-five years' experience. You are welcome to use the phone and make yourself generally at home.

### SETCHEL'S PHARMACY,

Home Phone 142 La Jolla, Cal. Sunset Main 21  
Make our store your meeting place when in La Jolla.

The new proprietors of the

## Ocean View Hotel

(old Seaside Inn) are prepared to furnish single meals, or board, with clean and pleasant rooms, at reasonable rates, either by the day or week. Come and see us. Opposite depot

Home Phone 13

**La Jolla, California**

### NATIONAL CITY—Continued

lemon packing, the manufacture of citric acid, oil of lemon, komel, melade and other by-products of the lemon, orange and pomelo, also the making of olive oil. Reached by the Santa Fe and National City & Otay Railways.

### OCEAN BEACH

On the ocean side of Point Loma, near the mouth of False Bay. Stage meets trains of Los Angeles & San Diego Beach Railway at Selwyn Station. A very picturesque spot with rocky surf line.

### OLD MEXICO, (Tia Juana)

Seventeen miles south of San Diego. Reached by National City & Otay Railway.

### OLD MISSION

Described in "San Diego, Past, Present and Future."

### OLD TOWN AND HISTORIC RUINS

On line of the Los Angeles & San Diego Beach Railway, 3.3 miles from San Diego. It is an interesting point as the small beginning of the present city of San Diego. Aside from this, its reputation has spread to all people who have read Helen Hunt Jackson's "Ramona." A short stop is made at the Plaza to enable passengers to visit Ramona's home, which occupies the south side of the quadrangle. One finds there the spot where the Mission Indian heroine lived, loved and suffered. Near there stands the old adobe church (now enclosed with wood) in which the marriage of Ramona was solemnized. The old Mission bells, which now hang silently beside the little church, are the oldest in the State and were brought there and placed in position by the early Spanish settlers. At Old Town are to be seen the two oldest palm trees in California. Nearly a century and a half old, these palms today mark the last resting place of some of the early Mission Fathers.

### OSTRICH FARM

Terminus of the University Heights car line, adjoining the Mission Cliff Pavilion. Here is the home of about fifty grown ostriches and sixty to seventy young birds ranging from a few days to nine and ten months old. The ostriches mature in three years and have an average life of 35 years. Some birds have attained an age of 60 years. Mr. Bently, the owner of the ostrich farm, has had some of his birds for 20 years, having raised them on the San Luis Rey river, in this County. In 1892 he exhibited his birds in Riverside. Many ostriches hatched on the San Diego farm have been sold to the Los Angeles farms, and are today being exhibited there as some of the finest plumed birds on the coast. The San Diego farm employs a number of persons constantly preparing ostrich feathers, plumes and boas for sale.





# Green Dragon Camp

La Jolla,  
California

Rooms with board, by  
day, week or month

MRS. ANNA HELD HEINRICH,  
PROPRIETOR.

For further information, address  
Miss Gertrude Held, Manager La Jolla, Cal.



WHEN IN LA JOLLA

—GO TO—

# McKie's Hardware & Grocery Store

when you are in need of Groceries or Hardware. We make a specialty of **First Class Butter** and **Good Coffee**. Our butter comes out fresh every morning from San Diego. We have a complete line of Groceries at the **Right Prices**.

Twelve years' experience in the Hardware business puts us in a position to fill your wants in that line. We make the same prices as the San Diego hardware merchants and you don't have to pay freight or transfer charges. Give us a trial.

**H. N. McKie,**

The Man Who Treats You Right.

# Souvenir Post Cards

Showing typical San Diego and Mexican Scenes, 2 for 5c 25c per Dozen. Immense Stock to select from. New big View Book of San Diego with relief map of City and Bay, showing Coronado and Point Loma, Price 25c. Views, Souvenirs, Cameras, Films, Etc.

At **LORING'S BOOK and TOY STORE**

New Maps of City and County.

752 5th St., San Diego.

# Electric Laundry



Domestic or Full Gloss Finish

No Rasp Edges

The Laundry that Knows HOW

**NELSON SNYDER, Prop.**

BOTH PHONES

16th and I Streets

San Diego, Cal.

# Morse & Allen Transfer Company

Baggage Transfer and Heavy Hauling

REMOVED TO

1440 E St.

San Diego

Phones: Sunset 241, Home 1241



## Strahlmann-Mayer Drug Co.

have the largest stock of Drugs, Chemicals, and Druggists' Sundries in the city. The Prescription Department is up to date, and only graduates of pharmacy will compound your prescription.

Try Chilean Asthma Cure. Relief guaranteed. Sample package 25c, 5 packages for \$1.00

Phones: Sunset 424, Home 1424

4th and D Sts. San Diego, Cal.



## JAMES A. WILSON & CO.

La Jolla

# Real Estate and Insurance

Ranches, Mines, Residence Property for Sale. Taxes Paid, Property Cared for, Furnished Cottages for Sale or Rent. Money Loaned on Real Estate.

# Pure, Clean, Fresh Milk

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Fit for the Baby  
and the Invalid

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## Jersey Milk Co.

2384 H St

San Diego, Cal.

PHONES: Home 2034, Sunset 834

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## Maison Doree Restaurant

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CLAUDE LE CARBOULEC, Prop.

Meals at All Hours. Wines  
and Liquors. Tea and Coffee

French, Mexican and American  
... Dishes to Order ...

Tia Juana, = Mexico



## PACIFIC BEACH

A suburb of San Diego, overlooking Mission or False Bay and the ocean. Many business men of San Diego are beginning to appreciate the natural advantages of Pacific Beach as a residence locality and are spending considerable money improving and preparing tracts for Summer and Winter homes. Hotel Balboa is open the year around and offers comfortable and satisfactory accommodations. The ocean beach at Pacific Beach promises some day to become an automobile racing beach, the same as Daytona, Florida. The beach is wide, hard and level, and will offer an excellent straight-a-way course.

## POINT LOMA

See description on page 80

## POST OFFICE

Corner Seventh and F streets.

HOURS ARE AS FOLLOWS:

General Delivery, 8 a.m. to 6 p.m., except Sunday.

Registry Office, 8 a.m. to 6 p.m., except Sunday.

Stamp Window, 8 a.m. to 6 p.m., except Sunday.

Money Order Window, 9 a.m. to 5 p.m., except Sunday.

General Delivery, 9 a.m. to 10 a.m., Sunday only.

Carriers' Window 9 a.m. to 10 a. m., Sunday only.

### Sub-Station No. 1

At Marston's store, corner Fifth and C streets.

### Sub-Station No. 2

At Ferris & Ferris', Cor. Fifth and H streets.

### Sub-Station No. 3

At Denver Cash Market, corner Twenty-fifth and Logan avenue.

### Sub-Station No. 4

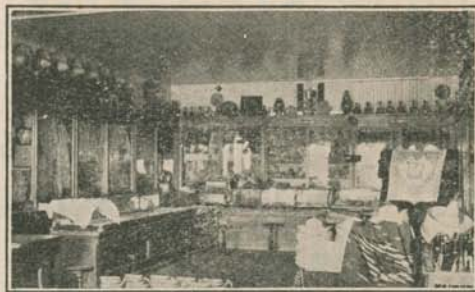
At Rensch & Son, Fifth and University avenue.

## RAILWAY EXCURSION TRIPS

La Jolla in half a day or all day; La Jolla and Sweetwater Dam in a day; El Cajon, Lakeside or Foster in half a day or all day; El Cajon, Lakeside or Foster and La Jolla in a day; El Cajon, Lakeside or Foster and Sweetwater Dam in a day; Tia Juana in a half a day; Sweetwater Dam in half a day; Tia Juana and Sweetwater Dam in a day; Tia Juana and La Jolla in a day.

## RAMONA TENT VILLAGE

A popular Summer camp with city conveniences. Situated in a grove of fine old live oaks among the mountains. Reached by the San Diego, Cuyamaca & Eastern Railway and stage connection at Foster daily, except Sunday during the season.



INTERIOR OF MEXICAN BAZAAR, TIJUANA, MEXICO

# Mexican Bazaar

TIA JUANA, MEXICO

Depository of Mexican Souvenirs. Filigree Work and Drawn Work.

Genuine Panama Hats, Fine Mexican Cigars and Cigarettes, Souvenir Spoons, Mexican Carved Leather Goods, Pottery, Indian and Mexican Art Goods, Mexican and Indian Blankets (Serapes)

Specialty of Japanese Art Goods  
Pongse Silks, Laces and Embroidery

Lowest Prices

**Alexander Savin**  
Tia Juana, Mexico

# THE=

Cussless  
Waitless  
Out-of-orderless  
Girl-less  
Telephone is the

# BEST.

Call up

## The Home Telephone Co.

No. 2100

And have one put in---NOW.

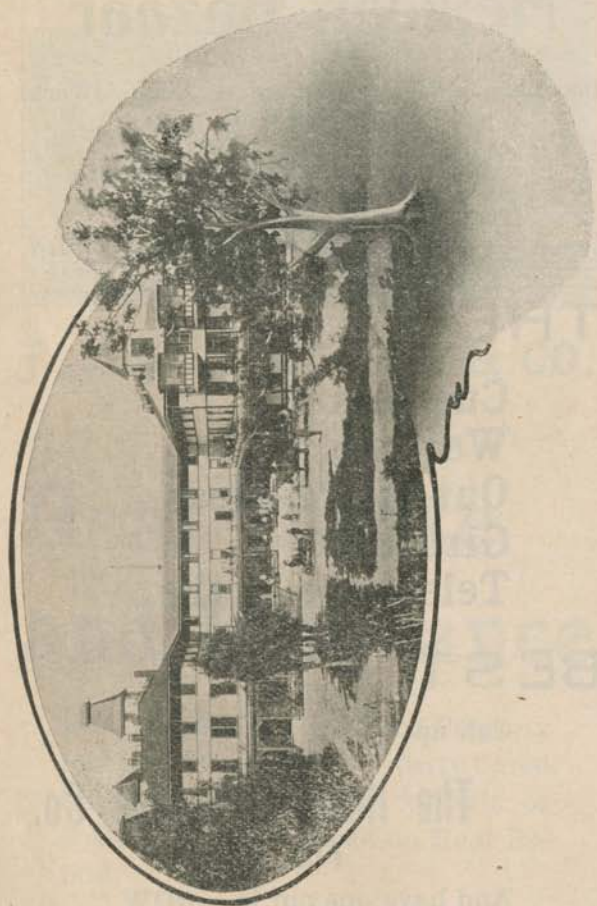


## Paradise Valley Medical and Sur- gical Sanitarium

IS beautifully located in an ideal climate, and is thoroughly equipped with all forms of electricity; various baths, including electric light, electric thermal, Nauheim and other baths; also massage, manual and mechanical movements, vibrations, sun parlors, out door gymnasium, and scientifically prescribed dietary. It is unsurpassed by any Sanitarium in California . . . . .

Sanitarium carriage meets trains at National Avenue, National City. Write for Circular. : : :

Tels: Sunset, National 61; Home, 525



## RUSS HIGH SCHOOL

Located at Thirteenth and A streets. Occupies the crown of a hill overlooking the city and surroundings. The new structure now in course of erection is of striking design and will replace the outgrown frame building, which has served as a high school for many years.

## SAILING

Sailing crafts of all shapes and sizes from the swallow (built on the plan of a shingle) to the stately ocean going ships, furnish the greatest and most popular water sport to be enjoyed on San Diego Bay. Two local Yacht clubs, the Chula Vista and San Diego, cause the sportsman spirit to abound in friendly rivalry. Racing and cruises occur almost weekly and much interest in the sport is manifested. Yacht races for the possession of the Sir Thomas Lipton Cup (donated by the famous International Cup Racer) takes place annually, off the Coronado shore, and all Clubs in Southern California engage in the contest.

## SCENIC VIEW PLACES (In the City)

**Lookout Point, City Park**—At the head of Seventh street, opposite Elm street. Best general view of the City, Bay, Coronado, Ocean, Point Loma, National City and mountains. Easy walking distance from Fifth and D streets or take Upper Fifth street cars.

**Golden Hill**—Terminus D street car line.

**Florence Heights**—Take either First or Fifth street cars. Some of San Diego's finest residences will be seen on the way to these three scenic points.

**Point Loma**—Reached by launch or carriage.

**Mt. Soledad**—Los Angeles & San Diego Beach Railway to La Jolla, and carriage to mountain.

## SPANISH NAMES

Del Mar, of the sea or ocean; Chollas Valley, (commonly called) cactus; Dulzura, sweetness, pleasure; Santa Ysabel, Saint Elizabeth; San Marcos, Saint Marcos; San Luis Rey, Saint Louis King; Bernardo, Bernard, a brave man; Cuyamaca, gay, gallant, fine; Descanso, rest, quiet, repose, stillness; Escondido, hidden, concealed; Laguna, lake uneven marshy country; Pala, a wooden shovel, fire shovel; Point (Punta) Loma, ppoint, summit; Wynola, a very small bird from India; Japitul, a small round basket (Indian); Tia Juana, Aunt Jane; La Jolla (Hoya) jewel, gift; La Mesa, the table, flat or level surface; El Cajon, the box, chest; Chula Vista, pretty sight or view; La Playa, the shore, strand, beach; Oneonta, little evergreen oaks; La Presa, the capture, strand, dike; Jamul, side saddle (Indian); San Miguel, Saint Michael; San Diego, Saint James; Dehesa, portion of land, full of tree; San Pasqual, Saint Pasqual; Otay, a place full of rushes; Poway, sigh, crave, longing for.



# T. J. RUTHERFORD

## The La Jolla Transferman

Meets all trains. Baggage moved promptly.

HOME PHONE 232.

LA JOLLA, CAL.

When in La Jolla...

VISIT THE

## Phoenix Barber Shop and Bath Rooms

and get first class service

ISAAC. H. TANNER, Proprietor

Sunset Phone 221

Prospect St., near Girard

## WARNER HOT SPRINGS

### The Waters that Cure When Others Have Failed

A charming spot situated in the San Jacinto Mountains, at an elevation of 3165 feet

Springs of boiling hot mineral waters bubble from the rocks in the hills beside the Indian adobe village.

The Springs will positively cure all Stomach, Liver, Kidney and Blood Diseases, Malaria and Alcoholism. They will cure 100 per cent of Rheumatism and Mercurial poison cases, Eczema and Boils. In all cases of Paralysis they help and in some cases they cure.

**Rates, \$9.50 to \$12.00 per Week**

...New Dining Hall. New Cottages...

The waters of these Springs are injurious to consumption and frequently dangerous

F. S. SANDFORD, Lessee and Manager.

## IT PAYS,

To buy a Ranch of most any description, as it will furnish a pleasant and profitable living.

**IF** when you go ranch hunting you consult reliable sources, and satisfy yourself regarding any special ranch that— **IT PAYS**

We make a specialty of good paying Ranches.

**Ames** © — **Realty Co.**

945 6th St.

San Diego, Cal.

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Easiest, pleasantest, quickest route is taking Coronado Ferry car at Fifth and D Sts., San Diego, at 8:48 a. m. or 1:08 p. m. connecting with Point Loma Ferry and conveyances waiting other side of bay for Point Loma Bungalow and Tent village and the great International Theosophical Center. Round trip from Dock to Tent village 70c. Tickets and time cards on the Ferry and at all principal Drug and Stationery Stores. Morning boat connects at Tent Village with trip to Light House, afternoon boat with Wireless Station and Loma View Drive.

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## POINT LOMA

The headland to the west of San Diego Bay and City called Point Loma, is a landmark of no mean proportions. It stretches forth like a giant arm protecting the Bay, City and Coronado nestling at its base. The safety of the Bay as an anchorage for the ships of the world is due, to a great extent, to this majestic promontory which braves the winds and storms or smiles in the sunshine, as conditions may require. North Island, overlapping Point Loma, forms the Silver Gate of California and gives to San Diego the right to boast of a perfectly land locked harbor.

A trip to Point Loma is one which will profit much to the geologist, as well as the tourist seeking a beautiful vista or mountain, ocean, hill, valley, islands, bay and peninsulas. Tally-Hos, carriages, automobiles and launches may be secured for this excursion without any trouble, and a day spent there will be filled with pleasant and interesting experiences. A majority of the visitors go overland for it enables them to visit the Light house at the extreme point without transfer.

From Loma heights, above Fort Rosecrans, one has a view unsurpassed. Eastward lies the peninsula of Coronado, a narrow thread of golden sand running southward to the head of the Bay, beyond which are the table mountain and the distant Sierra Madres in Mexico. Off the coast of Mexico lie the Coronado Islands, among them the famous Corpus Cristi; and on a clear day, northward the islands of San Clemente, 85 miles distant, and of Santa Catalina, over 100 miles distant, are plainly visible. Across the Bay may be seen the business blocks and homes of San Diego, covering the slopes and terraces of this beautifully located city, beyond which the ground gradually rises to mesa and mountain.

Along the ridge of this headland extending westward to the Pacific and southward to the Government line, is an area of land comprising 1200 acres, where is located the International Center of Theosophy, the headquarters of the Universal Brotherhood and Theosophical Society, of which Katherine Tingley is the leader and official head throughout the world.

Prominent among the buildings is the Raja Yoga Academy, opened in October, 1894. It is of unique architecture, surmounted by an immense dome of aquamarine glass and surrounded by a wide balcony, commanding an unrivaled view of ocean, bay, mesa and mountain. Near it stands the Ayran Temple, built by Katherine Tingley in memory of Helena Petrovna Blavatsky and William Q. Judge. Eastward, beyond large mulberry groves, are the silk industry bungalows. West and north of the academy are a number of imposing private homes, as well as smaller buildings and bungalows used as studios for music, the arts and crafts.

Beyond the Raja Yoga lecture hall is a group of buildings, bowered in roses and surrounded by flower gardens. These comprise the Raja Yoga School and the Children's International Lotus Home, founded by Katherine Tingley in 1900. While in both school and home many orphans and destitute children are being educated, there is an equally large number in the rapidly growing pay departments of both. Educators from all over the world are visiting Point Loma to observe the unique system known as "Raja Yoga," a system which not only includes everything that the world calls educational, but gives to music, the fine arts, the drama and physical culture a prominent place in its curriculum, the basis of all being character-building.

Both Raja Yoga School and Lotus Home, as well as the Raja Yoga Academy, are international in scope and character, children and students from nearly all parts of the world being enrolled.

South of the Raja Yoga School is an immense Greek Theatre, erected in 1900 by Katherine Tingley. This theatre, builded as was the custom in ancient Greece, within a natural canyon, has marvelous acoustic properties. It is the first purely Greek theatre to be erected on American soil.

Tickets of admission to the grounds of the International Center of Theosophy may be secured at the Point Loma Bungalow and Tent Village opposite the entrance. "Tent Village" is of itself one of the unique points of interest to tourists, occupying a most beautiful location on Loma heights. Giving one all the advantages of tent life with none of the disadvantages, together with a refined home atmosphere, it offers an ideal spot for rest, study and recreation close to nature.





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A sincere advice to all the sick and those suffering from any kind of ailment: **Make a firm resolution** to experiment no more with those treatments that have proven unproductive of good results—methods that have for years brought you neither relief nor cure. **Stop taking remedies** which heretofore have done you more harm than good. Turn your attention to another method which unfailingly helps all who give it a fair trial, and which has never harmed one individual, while thousands have been benefitted by it. I am speaking of the world-renowned **Kneipp Treatment**, which you can receive at this famous institution; the only one on the Pacific coast devoted to the Kneipp system exclusively. The results achieved with this method are truly marvelous; and in the many years during which I have been administering the treatments I have been so uniformly successful that my reputation and reliability for doing all that I promise is established.

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San Diego, Cal.

## GAME LAWS

Hunt deer, August 1st to October 15th.  
Hunt no deer, October 15th to August 1st.  
Hunt valley quail, ducks, ibis, plover, curlew, rail, October 15th to February 15th.  
Hunt no valley quail, ducks, ibis, plover, curlew, rail, February 15th to October 15th.  
Hunt doves July 1st to February 15th.  
Hunt no doves, February 15th to July 1st.  
Hunt mountain quail, grouse, sagehen, September 1st to February 15th.  
Hunt no mountain quail, grouse, sagehen, February 15th to September 1st.  
Hunt snipe, October 15th to March 1st.  
Hunt no snipe, March 31st to October 15th.  
Number allowed one hunter a day—Ducks, 50; quail, dove, grouse, curlew, ibis, plover, rail and snipe, 25 each; deer (male) two during season.  
Unlawful at all times to buy, sell, offer for sale, barter or trade, any quail, dove, grouse, sagehen, snipe, ibis, plover, pheasant, rail or any deer meat or deer skins.  
Unlawful at all times to kill meadow larks, mocking birds, female deer and spotted fawn, and to shoot half an hour before sunrise or half an hour after sunset.  
Penalty for violations of Game Laws—Fines range \$25 to \$500, and imprisonment. Smallest fine for killing does, fawn, antelope or mountain sheep, \$50.00

## STAGE LINES

### Alpine Stage Line

Connects at Lakeside with S. D., C. & E. Ry. trains, daily except Sunday.

### SCHEDULE

Distance from Lakeside Miles	STATIONS	Single trip fare from San Diego including R. R. fare	TIME TABLE	
			Eastbound	Westbound
0.0	LAKESIDE.....		Lv. 10:15 A.M.	Ar. 2:30 P.M.
11.9	Valley Center.....	\$1.50	" 1:00 P.M.	Lv. 12:00 N n
16.8	Viejias.....	1.75	" 2:00 P.M.	" 11:00 A.M.
23.2	Descanso.....	2.25	" 3:45 P.M.	" 9:00 A.M.
34.9	CUYAMACA.....	3.00	" 5:55 P.M.	" 6:50 A.M.

GEO. W. MCCAIN, Proprietor.

### Julian Stage Line

Connects at Foster with S. D., C. & E. Ry. trains daily except Sunday.

### SCHEDULE

Distance from Foster Miles	STATIONS	Fare from San Diego including railroad tickets		TIME TABLE	
		Single	R trip	Eastbound	Westbound
0.0	FOSTER.....			Lv. 10:30 A.M.	Ar. 1:20 P.M.
13.1	Ramona.....	\$1.75	\$3.00	Ar. 1:15 P.M.	Lv. 11:15 A.M.
20.9	Ballena.....	2.25	4.00	" 3:14 P.M.	Lv. 9:45 A.M.
23.9	Witch Creek.....	2.50	4.50	" 3:55 P.M.	" 9:00 A.M.
26.8	Santa Ysabel.....	2.75	5.00	" 4:30 P.M.	" 8:30 A.M.
30.0	Wynola.....	3.00	5.50	" 5:30 P.M.	" 7:45 A.M.
33.6	JULIAN.....	3.25	6.00	Ar. 6:30 P.M.	Lv. 7:00 A.M.

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of the Best Improved and Unimproved Business and Residence Lots  
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### STAGE LINES—Continued

#### Ramona and Mesa Grande Stage Line

Connects with Foster and Julian Stage Line at Ramona, daily except Sunday. U. S. Mail handled each trip.

Tri-weekly stage to Warner Hot Springs. Leaves Mesa Grande Tuesday, Thursday and Saturday, 7:30 a. m.

Fare—Ramona to Mesa Grande, one way, \$1.00; round trip, \$1.50; Ramona to Warner Hot Springs, one way, \$2.00; round trip, \$3.00.

W. H. PEIRCE, Prop.

#### Santa Ysabel and Warner Hot Springs Stage Line

Connects with Foster and Julian Stage Tuesday, Thursday and Saturday, arriving Warner Hot Springs same day if desired. Fare, single trip, San Diego to Warner Hot Springs, \$3.75; round trip, \$6.50.

T. O. FEWELL, Prop.

#### Tia Juana Stage Line

Connects at Tia Juana, Cal., with N. C. & O. Railway trains.

#### Ensenada Stage Line

Leaves Tia Juana, Mexico, on regular schedule.

#### Campo Stage Line

Leaves Ferris & Ferris' Fifth & H streets, San Diego, 6:00 a.m. Monday, Wednesday and Friday.

#### Escondido Stage Line

Leaves Postoffice, Hazellig's Drug Store, Fifth and F streets, and Strahlman's Drug Store, Fourth and D streets, 7:50 a.m., daily, except Sunday.

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PICKWICK—Fourth street, between C and D.

GRAND—Fifth street, between B and C.

EMPIRE—Corner Fourth and F streets.

### TIA JUANA, OLD MEXICO

The terminus of the National City & Otay Railway is on the American side of the line. The most accessible and one of the largest of the many monuments which mark the boundary line between the United States and Mexico, is but a short walk from the depot. From the railway station extends the road to Tia Juana Hot Springs, noted for its sulphur water. Visitors are taken across the Tia Juana river in stages to the Mexican town of Tia Juana, and under personal guidance

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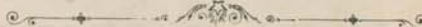
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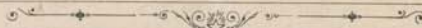
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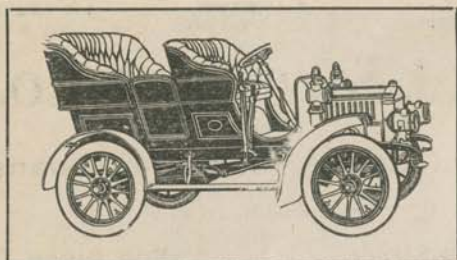
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### TIA JUANA, MEXICO—Continued

of an experienced and reliable agent, are shown the old church, custom house, various curio stores and other interesting features.

### TIME TABLES

On account of frequent changes in the time of trains on the transportation lines, it is impracticable to print time tables in this Guide without risk of error. **THE SAN DIEGO LINES** issue separate time table folders containing correct schedules which may be secured by asking the Excursion Agents. Schedules of other railways, steamship lines and electric cars may be had from same source.

### TORREY PINES (Near La Jolla)

Reached by Los Angeles & San Diego Beach Railway to La Jolla and seven mile carriage drive to the pines. A delightful natural park on the high bluffs alongside the sea with rugged and watery surroundings. A remarkable feature of this park is the presence of medium height pine trees so far south and near the ocean, also their form and variety, which is unlike other California pines. The drive through canyons, over hills, on top of cliffs and table lands, is one of the pleasant features of the trip.

### TRIPS BY RAIL

See Railway Excursions.

### UNIFORMED EXCURSION AGENTS

Employed by the Los Angeles & San Diego Beach Railway and the San Diego, Cuyamaca & Eastern Railway, are to be always at service of visitors. They furnish correct information concerning excursions, routes, rates, etc. Their motto: "No trouble to answer questions." Headquarters, four curb corners at Fifth and D streets.

### UNITED STATES CUSTOM HOUSE

Wharf and public landing, foot of H street.

### U. S. S. "PINTA"

Moored at P. C. S. S. Co. wharf. Home of San Diego Division of Naval Reserve. The "Pinta" was formerly an active Revenue Cutter in the service of the United States, and several years ago was presented to the City of San Diego by the Government as a home for the Naval Reserves. Departmental Reports after the Civil War make frequent mention of the "Pinta" performing valuable service in Cuban waters.

### YACHT CLUBS

San Diego Rowing Club recently combined with the Corinthian Yacht Club, Club House on Pacific Coast S. S. wharf, foot of Fifth street.

Chula Vista Yacht Club, Club House Chula Vista.

### Y. M. C. A.

Corner Eighth and C streets. Hours, 8 a.m. to 9 p.m.



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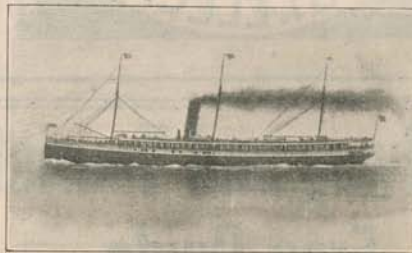
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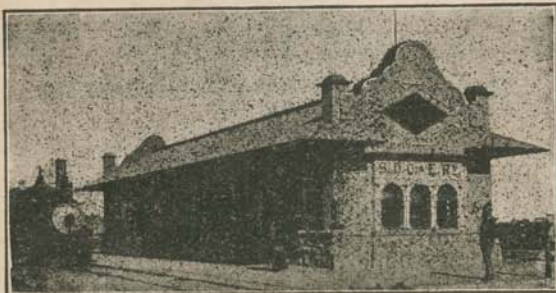
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# Railway and Tourist Free Guide

To San Diego  
and Vicinity

EDITION No. 2...



# General Information

and MAP

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San Diego, La Jolla,  
Pacific Beach,  
Lakeside, El Cajon,  
Lemon Grove,  
La Mesa, Foster,  
Mountain Resorts,  
and Seashore

...ISSUED BY...

San Diego, Cuyamaca & Eastern Railway  
Los Angeles & San Diego Beach Railway