# A SUMMER VACATION



IS CORONADO TENT CITY



FLOATING CASINO AT TENT CITY

## CORONADO TENT CITY

## Coronado Beach, California



SEASON OF 1902

Opens June 1st

Closes September 30th

CORONADO BEACH CO.

Los Angeles Agency, 200 South Spring St. H. F. Norcross, Agent E. S. BABCOCK,
President



### INTRODUCTORY

Where do you intend to spend your summer vacation? This is a question which nearly every one asks of every one else, and it is often a puzzle to decide.

The busy American people need an occasional rest, which, with a change of climate and scenery adds to the enjoyment of life and gives them increased mental and physical vigor.

There are many pleasant and healthful resorts in California, both seaside and mountain, all of which it would be a pleasure and benefit to visit. But if you do not feel that

you can afford to visit all of them, your desire will be to go to the one where you will receive the most courteous treatment; where you will find the most delightful climate; where you will be given the best entertainment; where you will meet the most agreeable people; where the amusements are the best and most satisfactory; where the scenery is the grandest; where recreation is certain; where you get the maximum of comfort and enjoyment for the minimum of cost.

This booklet is designed to give you just that information and to help you solve the

problem.

The location of a resort and its surroundings are of great importance. In fact, everything is important which adds to the charm, attractiveness and perfection of a place.

Nature has done wonders for that locality known as the "Bay region" of San Diego County and in that region are many picturesque and beautiful spots which are utilized as pleasure and health resorts. The most noted and attractive of all is the Coronado Tent City.

Its position is unique, and to its natural charms have been added all that art and a lavish expenditure of money can make it-an ideal and perfect resort-the most delightful

camping place on the Pacific coast.

If you are looking for a cool spot and care nothing for entertainment and beautiful surroundings, then any place on the Pacific coast will satisfy you. If you are seeking some quiet place, with beautiful surroundings and good climate, there are many places on the coast that will meet your requirements. But if you want these combined with comfort, luxury, pleasure, entertainment, modern sanitary conditions, diversity of scenery, recreation and health, then, there is no place, except Coronado Tent City, where you will find them all in perfection.

Now this is a broad and general assertion which may attract your attention and arouse in you some interest, yet it is only natural that you should want details and particulars to

satisfy you on what grounds this claim is made.



THE TENT CITY

#### LOCATION

The Coronado Tent City is located on the Coronado peninsula, that narrow strip of land which separates the placid waters of the bay of San Diego from the restless waters of the Pacific Ocean. This strip of land is six miles long, and where the Tent City is located is only about six hundred feet wide. The ground slopes gently; the streets are level and free from dust; there is

a water supply with hydrants at each tent; also a complete sewer system, which with the completeness with which the garbage is daily disposed of, makes the sanitary conditions the most perfect imaginable.

#### CLIMATE

Coronado enjoys the distinction of having the most even and delightful climate of any spot on any continent. There are a few inaccessible islands in the southern seas where the climate is said to compare favorably with Coronado, but no continental rival has yet been discovered.

The usual daily summer temperature varies between 68° and 74°. There has never been

more than five days in a season where the thermometer recorded as high as 80°.

People from the interior valleys are delighted by the cool, bracing atmosphere. Those from the northern coast cities are charmed by the soft and balmy breezes with an entire absence of those harsh winds which prevail on the northern coast.

Last season after all other resorts had been deserted, there were still more than a thou-

sand guests at the Tent City, loth to leave its charms, its comforts and its pleasures.

Reference to the official tables and charts, prepared by Ford A. Carpenter, United States Weather Bureau Observer at San Diego, will confirm all apparently extravagant statements of summer or winter temperature, sunshine or rainfall at Coronado as compared with all the world. The following figures, taken from the official report of the local U. S. Weather Bureau for the month of July, 1901, also show the average summer weather, and special attention is called to the evenness of the temperature from day to day.

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CORONADO TENT LIFE

## ECONOMY AND COMFORT

The next thing which you will want to know is about the comforts and necessaries of life. These have all been amply and wisely provided for. The tents are of all sizes, with

good floors covered with Japanese mattings and furnished with beds and bedding, with nice clean linens, comfortable chairs, wash stands and everything as cozy and comfortable as in a first class hotel, to which cheerfulness is added by bouquets of fresh flowers. If you wish to do your own cooking, the necessary stoves, cooking utensils and dishes will be provided at a nominal rental. The butcher, baker, milkman, vegetable man, laundryman and grocer will call at your tent daily, if you wish, and will supply all your wants at a price less than you usually pay at home.

If you prefer going out for your meals, there are good restaurants, and a first class cafe on the grounds where excellent meals are served a la carte and at an astonishingly low price. There are also first class delicatessen stores which furnish food ready cooked for those who do not like to do cooking, yet wish to dine at their own tent.

This explains how comfortable and convenient a place it is.

## **AMUSEMENTS**

Now about the pleasurable side of life at the Tent City. In the first place, it will be a pleasure to you to feel that you have the nicest and coziest tent you ever saw, the novelty of which will greatly please you. The cleanliness of everything, the pure air, and the courteous and obliging attendants will make you feel that you are in a perfect home.

You can stroll about the streets, visit the bazaars, take a walk on the beach, spend an hour at the afternoon musicale, another hour at the evening concert by the famous Tent City Band, then go dancing and floating to the sweet music in the ball room at the pavilion; or, if you prefer, you may enjoy an evening of theatricals at the casino.



TENT CITY CONCERT BAND

## MUSIC AT THE TENT CITY

## The Band

For the past two seasons one of the great features at Tent City has been daily concerts given by the Tent City Concert Band. Those who were guests at the resort last year, or who attended the musicales given by the band, can readily corroborate our statement that last season's band was one of the best musical organizations brought together for any resort in the west. Mr. Henry Ohlmeyer, who has had charge of the entire musical arrangements ever since the Tent City was started, will again be at the head of the band for the coming season. While some of the old favorite soloists will return to the coast, several new musicians have been engaged from the east. They are men who have been identified with the leading musical organizations of New York, Chicago and Philadelphia, and their engagement therefore argues well that the music for this season will eclipse the brilliant efforts of last year.

### The Orchestras

It is a very rare occurrence that in a concert band, every member is able to double for orchestral purposes. Every member of last season's band was an accomplished orchestral performer, as also will be the case this year, hence the reason why several very fine orchestras will be formed, thus giving patrons of the Tent City band, military band music as well as the contrasting string orchestra.

## The Daily Music For The Season

Apart from the regular nightly band concerts, a well organized orchestra will again furnish music for the evening dances at the pavilion, while a second will render high class concerts and play for dancing each evening at the floating casino.

The casino and its attractions were a great success last year and this season with its many improvements, its fine dancing floor on the lower deck and its classical concerts and high class vaudeville performances, will again make it a very popular place of amusement

for the Tent City.

A new feature which Mr. Ohlmeyer will introduce the coming season will be the combining of the several orchestras into one for the purpose of performing symphonies and other classical works which can only be rendered with the full complement of instruments. These concerts will be given weekly during the height of the season and will not in any way interfere with the regular evening band programmes, but will prove a separate and unique attraction for music lovers. These performances will take place in the afternoon and all the principals of the band will appear in solo work.

#### ENTRANCING VIEWS

From one side of your tent you will have a fine view of the broad Pacific Ocean, with its ships and islands, and of old Point Loma in all its rugged beauty. From the other side of your tent you look across the waters of San Diego bay—dotted with pleasure craft—and have a splendid view of picturesque San Diego, with its beautiful homes and cottages dotting the hillsides, with grand old mountains in the background.



A SURF SCENE

## CONTENTMENT

One never tires of the beauties and comforts of the Tent City, but there are other, near-by features of interest which you will wish to see.



SURF BATRING AT TENT CITY



## CORONADO'S ATTRACTIONS

F ALL the golf links on the coast, Coronado has the best, and they are open to Tent City visitors on equal terms with club members.

Guests are given free use of tennis court and croquet grounds.

The Coronado botanical gardens are in a high state of cultivation and are free to all visitors. From these are furnished the beautiful flowers which add cheer and grace to the furnishings of the tents.

The Ostrich farm is another feature.

The Japanese tea garden, a reproduction of the most famous garden of the Mikado, with its miniature streets, cascades, nooks, pagodas, and all the features of Japanese art in architecture and gardening, is a wonderful place of interest, and is considered the most celebrated piece of work of its kind on this continent, which visitors come thousands of miles to see.

These interesting features are all on the Coronado peninsula, within easy walking distance of the camp.



## OTHER ATTRACTIONS

Within a radius of fifteen miles from the Tent City are more places of interest than can be found in any other equal space on the globe, many of which you may wish to see. There is "La Jolla" (Spanish tor Jewel), which is a place of many wonders; its natural caves, its wonderful rock formations, its variety of sea shells and its gold fish pool.

Point Loma, historical and grand, with its government fortifications, the highest lighthouse in the world, its grand view and scenery, its beautiful homes; here are the head-quarters of the world for Theosophy; the theosophical tem-

ple, its schools of music and mystery, its splendid hotel and beautiful grounds.

Tia Juana is a quaint Mexican town just across the border. Typical Spanish customs prevail, giving one an excellent idea of Mexican life.

The El Cajon is considered one of the most beautiful valleys in California.

Paradise Valley, as its name indicates, is a charming spot. Then there are the old Mission buildings, Ramona's home, Sweetwater dam, and other places to visit.

When you make a tour of sight seeing from the Tent City, you can choose your favorite conveyance.

There are steam yachts, tallyhos, automobiles, carriages, street car and railroads, or you can take a horse back ride to any of the places mentioned. If you are fond of cycling, bring your bike with you, as the excellent roads and cycle paths of this section makes every place of interest easily accessible.



HOTEL DEL CORONADO







## BOATING

Those who are fond of sailing or rowing can be accommodated with every kind of water craft; steam and gasoline launches, sail boats and row boats at reasonable charges. The timid ones will find the quiet bay to their liking, while the more venturesome will enjoy the rolling waters of the ocean, and all will enjoy drifting on the bay, by moonlight, listening to the music of the band.

#### SCENE ON THE BAY AT CORONADO TENT CITY

## BATHING

Bathers find here a paradise. There is a shallow pool for children and for those just learning to swim. The quiet waters of the bay give scope to those who like long swims in still water. Those who love the surf find here the fullest enjoyment in combatting the grand swells which break on the sandy beach. The entire absence of undertow makes Tent City the safest place in the world for surf bathing. Hundreds sport in the surf daily and no accident has ever yet occurred.

A MORNING'S CATCH

#### FISHING

The following fish are plentiful in the waters about Tent City: Sea trout, silver salmon, herring, bass, scarbina, croaker, king-fish, mullet, smelt, pampano, flounder, vellowfin, halibut, sardines, cod, sole, poggies, mackerel, perch, yellowtail, barracuda, Spanish mackerel, sea bass, rock cod, sheephead, white fish, grouper albacore, sturgeon, crabs, lobsters, jew-fish and tuna. There is perhaps no resort in the world where fish are so plentiful as at Tent City. The bay, the pier, the ocean, each furnish sport for the fisherman. The jew-fish and the tuna make the most exciting sport. These are monsters of the deep weighing 400 to 500 pounds, and require much labor to master them. The habitat of the tuna is in southern waters, so they are more plentiful here, and larger, than at any other American resort. They abound at the Coronado Islands, about fourteen miles from the Tent City. Parties are made up daily at Tent City for the island fishing banks.

These are the daylight outings from the camp, but if you prefer, you can stay at the camp and amuse yourself at the bowling alley, the merry-go-round, the afternoon musicale; or you can spend your time at the library



CAUGHT THE WHOLE SCHOOL

### **EVENINGS**

At night the camp is ablaze with electric lights. All is life and bustle. People come from San Diego by train loads to enjoy the music, the dancing, the concert, and all the other features which are furnished for the entertainment and amusement of the campers. Every night except Sunday, from eight to eleven o'clock, the Tent City is the liveliest, gayest and merriest city on the coast.

## SUNDAY

The gaiety of the week is temporarily laid aside on Sunday. It is a day of rest. In the morning there is Sunday school for the children, and church services for those who are in the habit of observing the Sabbath. In the afternoon the band gives an out door concert, with appropriate music. There is no hilarity in the camp. But, those who wish, go fishing, boating, riding, cycling, visiting and sight-seeing, as on other days.

## MORALE OF THE CAMP

The patrons of the camp are the best people from California, Arizona, New Mexico, Colorado, Texas and the east, and while all will amuse themselves according to their own liking, each will be protected from the vicious and unmannerly. People come here to enjoy themselves, and it is the aim of the management to aid and encourage them in having a good time, but all must be orderly and respectable.

#### CONVENIENCES

The Tent City is, in a manner, as thoroughly isolated as though it were in some remote part of the world, yet it has every convenience of a modern city. The splendid Hotel del Coronado is a near neighbor. Other than this there is no business and no resident on the strip of ground on which the camp is located, except those who attend to the needs and comfort of the campers.

The well-kept streets and alleys, the perfect sewerage, the splendid water system, also the ice-water supplied free to all campers, electric light plant, street cars, long distance telephone, two telegraph offices, drug store, barber shop, mails twice a day delivered at each camper's tent by special carriers, the San Diego morning papers delivered at your tent before breakfast! Could anything be more perfect and convenient? While you are here enjoying yourself, far away from the worry and care of your business, you are still in such close communication with all sections that a crisis in your business, or the illness of a friend, can be instantly communicated to you.





THE PAVILION

## HEALTH, PLEASURE, COMFORT

Men and women, youths and maidens, boys and girls, all find here more pleasure and greater comfort than they ever experienced at any other resort.

The bright sunshine, the cool, pure, invigorating salt air, the out-door exercise, the

perfect sanitation and the out-door life make this camp the healthiest resort in the world. But it is more than a health resort, it is a play-ground and resting place for those who wish to escape the heat of summer and for those who wish to put away all care while they are having their recreation.

To insure the fullest enjoyment and the greatest benefit to the patrons of the Tent City the management has decided to exclude from the Tent City all persons afflicted with tuber-

culosis and other contagious diseases.

## MINOR DETAILS

There are certain main features to be found at all well-conducted camps and resorts, but at the Tent City the smaller details of comfort, health and convenience are given such attention that it adds greatly to the pleasure of guests.

Just think how nice it is to have your tent lighted by electricity and supplied with health-giving Coronado mineral water, and to have the streets of the camp grounds sprinkled daily.

Clam-digging parties in the morning; whist parties in evening.

When the camp entertainer learns what particular pleasures and amusements are your delight he sees that you are introduced to congenial spirits who have similar tastes. He will also introduce you to the best dancers, and see that you have every opportunity to enjoy yourself.

If this recital of the attractions and advantages of the Tent City have aided you in deciding where you will spend your summer vacation, it will be a pleasure to the management to show you such courteous treatment that in future you can help others in making a

decision.



TENT INTERIOR

## COST

Of course you will wish to know the cost of living at the Tent City.

FURNISHED TENTS.

One person one day, 5oc. One week, \$3.5o. One month, \$12.00.

Two persons one day, \$1.00. One week, \$6.00. One month, \$20.00. Each additional person occupying the same tent, \$2.00 per week or \$5.00 per month. Electric lights (if desired) \$1.00 per month extra.

A furnished tent comprises: Matting on boarded floor, comfortable beds, bedding, tables, wash stands, rocking chairs, folding chairs, camp chairs, lamp, clean linen, towels, water, and daily care of tent and laundry of tent linen.

#### UNFURNISHED TENTS

	Week	Floor Month	Without	Floor		With	Month	Without Week	Floor
8x10	 \$2.50	\$ 6.00	\$1.50	\$ 4.50	*12X20 *14X20	 . 5.00	16.00	2 50	12.00
12X12	 3.00	10.00	2.25	7.00	*14X22	 6.50	22.00	4.00	14.00
	3.25	-	2.50	8.00	*16x24 *With	 7.00	24.00		18.00

Persons bringing their own tents and holding Coronado excursion tickets over the Santa Fe, Southern Pacific or Pacific Coast Steamship Co., are not charged for ground and water rent, as the excursion tickets include all this, as well as the street car and ferry trip to and from the train, and transfer of 150 lbs. of baggage.

Persons not holding the regular Coronado excursion tickets, whether they bring their own tents or not, will be charged for ground and water rent as follows: Two weeks or

less, \$1.00. Two weeks to one month, \$1.50.

Persons bringing their own tents or renting unfurnished tents, can rent furnishings at

the following prices:				
Week	Month		Week	Month
Double bedstead with spring		Camp stool		
and cotton mattress\$1.25	\$3.50	Chairs	.25	-35
Cot, single		Rocking chairs	.30	.75
Spring cot, double50		Gasoline stoves		1.50
Mattress, single		Oil stoves		. 50
Mattress, double		Washstands, complete	-35	1.00
Blankets		Cooking utensils for three per-		
Comforters25		sons	.75	1.50
Table	. 50	Lamp, with oil	25	.75

This shows you what the cost of your tent will be. Now we will give you an idea of the cost of

## YOUR MEALS

If you decide to cook your own meals you will find it costs you less to live at the Tent City than it does at home.

If you take your meals at the cafe or restaurant, you will find first class service at less

cost than in your own city or village.

#### TIME

The Tent City opens June 1st and remains open until September 30th. The transportation companies sell Coronado excursion tickets at reduced rates during the four months of June, July, August and September, and good going and coming any time during the camping season. You will find the rates on the last four pages of this booklet.

There is sufficient to amuse and interest you for months, but if you only have a week or two to spare, come and visit the Tent City, and take a hurried trip to the other near-by resorts. Or, if you have only a day or two to spare, come and see what the Tent City really is. But don't fail to come, for if you do, you miss seeing the most famous resort on the continent.

## SOCIETIES

Many fraternal, social and other organizations come to the Tent City for their summer outing. Their visits enliven the camp and the management offers every inducement to secure their attendance.



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## WHAT THE PEOPLE SAY

With humble apologies to them and regret for limited space, we are obliged to leave out the enthusiasm and publish only the bare statement of fact in each case.

Alex. H. Lyons, Jerome, Ariz.

"I have been thinking for some time of writing and thanking you for your royal treatment of myself and family during our short stay of two weeks at Camp Coronado. To me it is a wonder—the treatment, the cafe, the concerts, the amusements and the climate."

Wilhelm Heise, Pass. Agt. North German Lloyd Steamship Company, San Francisco, Cal.

"I was very agreeably surprised to find in Camp Coronado all the conveniences usually found in the very best hotels. Running water in close proximity to the individual tents, a most perfect system of drainage and sanitary appliances; and I noticed with a feeling of satisfaction that the safety of the tent people and their things was carefully looked after. My expectations were more than realized in every respect, especially as to the camp restaurant, which offered a really excellent table and very courteous service at a lower rate than we usually pay in San Francisco. You have the finest beach on the coast and a climate that strongly reminds me of the Riviera. A chance to fill our lungs with dry, warm air is just what we of Northern California need, together with such recreation and pleasure as your management knows so well how to provide. With reduced rates to Coronado by the transportation companies, you may count on a good patronage from San Francisco and vicinity."

We would like to publish all the kind words that have been said, but we cannot. To do

so would be to reiterate all of the foregoing.



ORANGE AVENUE, APPROACHING TENT CITY

## HOW TO REACH THE TENT CITY

Purchase of your railroad agent, or the agent of the Pacific Coast Steamship Co., a ticket to Coronado Tent City and return. This includes your street car and ferry fare from San Diego to the Tent City, and the transfer of 150 lbs. of baggage to the door of your tent. It also gives you ground rent and water free, and is good to return any time before October 1st. When you arrive at San Diego, you will board an electric car for the ferry, crossing San Diego bay, and connecting with the Coronado electric car, which takes you directly to your destination. After a few minutes' ride along the wide avenue lined with palms, the broad expanse of the Pacific Ocean first bursts on the view. Before you have time to fully comprehend it, you are landed at the door of your tent, and before you are aware of it, you are enjoying life at the Coronado Tent City. If you wish

#### YOUR FRIENDS

To know about the Tent City, send their names and address to E. S. Babcock, President of the Coronado Beach Company, Coronado, California, or to the Manager of the Tent City at Coronado. They will mail you a copy of this book, and furnish other information, if desired.

#### SECURING TENTS

Applications for tents should be made to A. W. Swanfeldt, 220 South Main Street, Los Angeles, California, or to the Manager at Tent City, Coronado, California.

For further information regarding Tent City or Coronado address E. S. Babcock, President Coronado Beach Company, Coronado, California, or H. F. Norcross, 200 South Spring Street, Los Angeles, California.

## SANTA FE ROUTE

#### EXCURSION RATES TO CORONADO TENT CITY AND RETURN

FROM	AMT	FROM	AN	T FROM		AMT	FROM	AMT
Albuquerque\$	35.00	Fullerton	3.	Monrovia		4.50	Riverside	S 4.25
Anaheim	3.50	Gallup			prings	\$35.00	Rochester	
Arlington	4.25						San Bernardino	
Ash Fork	25.00				nonga	4.75	San Dimas	
Azusa	4.50				io		San Jacinto	
Barstow	6.15				na		Santa Ana	
Blake	20.00	Highgrove .	4.	o Olive		3.50	Santa Anita	
Capistrano	2.90	Highland	4.				Santa Monica	
Casa Blanca	4.25						Seligman	
Claremont	4.75	Holbrook		oo Pachappa			South Pasadena	
Colton	4.50	Inglewood .					Summit	
Corona	4.00	Kingman	23.	o Patton		4.75	Temecula	
Daggett	12.50	Lamanda Pa	rk 4.	o Peach Sp	rings		Victor	
East Highlands	4.75	La Mirada	3.				Williams	
Elsinore	5.00	Lordsburg, C					Winchester	
Escondiao	2.90	Los Angeles	4.				Wingate	
Etiwanda	4.75	Los Nietos .	3.			4.75	Winslow	
Flagstaff	31.00	Mentone	4.	75 Rivera				0.0

## S. F. P. & P. RAILWAY

	Congress Junction.\$25.95	Prescott	\$25.95   Jerome	Junc\$25.95   Phœnix	\$25.95
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#### SOUTHERN PACIFIC COMPANY.

## Round Trip Excursion Rates to Coronado Tent City via Los Angeles from Points North of Los Angeles on S. P. Ry.

San Francisco\$24.50	Armona\$17.25	Sanger\$18.45
Lathrop 21.85	Lemoore 17.40	Reedley 18.85
Stockton 22.30	Huron 18.25	Dinuba 19.10
Sacramento 24.50	Coalinga 19.30	Exeter 17.50
Modesto 21.10	Tulare 16.10	Lindsay 17.85
Merced 19.65	Tipton 15.70	Porterville 18.25
Madera 18.30	Pixley 15.45	San Mateo 24.50
Fresno 17.90	Delano 14.90	Palo Alto
Malaga 17.70	Famosa 14.50	San Jose 24.50
Fowler 17.50	Jewetta 14.50	Gilroy 24.05
Selma 17.30	Bakersfield 14.50	Santa Cruz 24.10
Kingsburg 17.10	Caliente	Monterey 23.50
Traver 16.85	Bealville 12.95	Salinas 22.50
Goshen Junction 16.60	Keene	Paso Robles 18.60
Visalia 17.05	Tehachapi 11.85	San Luis Obispo 16.65
Farmersville 17.30	Cameron 11.75	Santa Barbara 9.00
Hanford 17:05	Mojave 11.75	San Buenaventura 7.85

To Take Effect May 1st, 1902.

Good to Return Until September 30, 1902.

Rates from San Francisco and San Jose apply via Bakersfield or Coast Line.

## SOUTHERN PACIFIC COMPANY

Round Trip Excursion Rates to Coronado Tent City, via Los Angeles from Points
East of Los Angeles on S. P. Ry.

Ogilby\$	13	40	Dragoon	32	20
Yuma			Cachise		
Blaisdell	14	00	Willcox	33	40
Texas Hill			Bowie	34	85
Aztec	17	95	San Simon	35	00
Sentinel	18	80		35	00
Gila Bend	20	60	Lordsburg, N. M	35	00
Maricopa	23	15		35	00
Phoenix	25	95	Gage	35	00
	24	40	Deming	35	00
Arizola	24	55		35	
Red Rock	26	30	Fairbank	32	40
Tucson	28	30	Huachuca		
Vail	29	45	Crittenden		
Pantano	29	95	Calabasas	36	75
Benson	31	05	Nogales	37	40

## PACIFIC COAST STEAMSHIP CO.

**Excursion Rates to** 

## Coronado Tent City

And Return



... From ...

## SAN FRANCISCO \$23.00



This ticket is on sale only at the San Francisco office of the P. C. S. S. Co.
No. 4 New Montgomery Street.