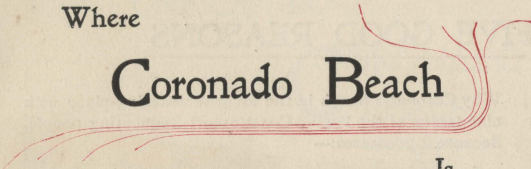


Where

Coronado Beach



... Is

..... And How to Get There

Coronado Beach is the peninsula forming the break-water of the Bay of San Diego, and is situated in the extreme southwest corner of the United States, 480 miles from San Francisco and 15 miles from Mexico's borderland.

The Santa Fe system runs daily trains through from Chicago to San Diego without change in three and three-quarters days. The Southern Pacific runs daily trains through from New Orleans to Los Angeles in three days, where a change of cars will bring you to Coronado Beach in four hours. The Pacific Coast Steamship Company dispatch their best boats from Puget Sound ports, Portland (Oregon), San Francisco, and Santa Barbara, every four days.



What Coronado Beach Is

It is the Paradise of the Pacific, the Mecca of tourists in search of rest, health, sport, and diversion.

'Tis a "Land of Sunny Days," where care is a stranger and worry a dead letter; where dyspeptics forget their ills and pessimists are born again; where sick people get well and where well people get fat. It is the Utopia for globe trotters and the land of Acadia for lotus-eaters.

There's a constant charm to existence at Coronado Beach; a charm which charms and continues to charm. Even the widely traveled Charles Dudley Warner fell under its spell. He says of it in "Our Italy":—

"Taking it and its situation together, I know nothing else in the world with which to compare it, and I have never seen any other place which so surprised at first, that so improved on a two-weeks' acquaintance, and that has left in the mind an impression so entirely agreeable."

"THE LAND WHERE IT IS ALWAYS AFTERNOON"

FIVE GOOD REASONS

Why Coronado Beach is the favorite watering-place with nine-tenths of the Pacific Coast resort-frequenting people. Because it possesses:—

1st. CLIMATE

A climate conceded by eminent climatologists to be the best and most equable the year round, to be found in any part of the Western Hemisphere.

2d. BEACH

A beach unmatched on the Pacific Coast, and where surf bathing can be enjoyed every day in the year.

3d. HOTEL

A hotel whose scope, variety, and comfort stand unparalleled in any land where hotels are found.

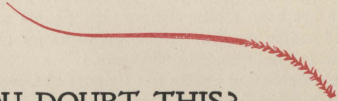
4th. VIEW

A view pronounced by noted travelers, superior to anything to be had from any resort, anywhere

5th. DIVERSION

No place can lay claim to the endless variety of diversions which Coronado Beach can offer at any time of the year.

Here are five cardinal points which place our resort beyond the reach of any other four-seasons resort this side of heaven.



DO YOU DOUBT THIS?....

Come and tarry with us a while and enjoy the *dolce far niente* which is attained here to the height of earthly perfection. The proof of the pudding is in the eating. We've got the pudding. Come and eat, drink, and be merry. One never gets the "blues" at Coronado Beach.

WHAT ONE CAN DO at ...

CORONADO BEACH

Here's One Day's Itinerary for You:

Take one to three glasses of Coronado Mineral Water at the spring, first thing in the morning.

Take a "constitutional" up the beach.

A sun bath at the fountain in the court, with your morning paper.

Then a sail or pull on the bay.

A dip right after either in the surf or plunge.

A game of pool or billiards in the ladies' billiard parlor.

Dream away an hour or two on the sands or in the hammocks and rockers in the glass-enclosed veranda.

Drive on the beach to Ballast Point, past North Island.

Then have a "go" at tennis on the asphalt courts.

Put in a few strokes on the golf links near the hotel grounds.

A turn at the bowling alleys or at shuffle-board down-stairs.

Attend the hop in the ballroom or join the "*whist fiends*" in a rubber in the parlors.

Take part in the match games of water polo in the bath house. Guests of the hotel are admitted as spectators free of charge.

Take a morning for a quail hunt and have the contents of your bag broiled for dinner. A rare dish after rare sport.

Get a beautiful panoramic bird's-eye view of the peninsula, the islands, and bay from the S. E. Tower.

Tackle the bucking barrel-horse in the salt water hot plunge and swimming pools.

Make up a donkey party for a moonlight jog along the shore during flood-tide—an exhilarating lark.

Scrape up an acquaintance with the parrots and monkeys in the monkey house.

Visit the hotel kitchens, cold storages, wine cellar, pantry, and storeroom. The hotel management is always ready to send a guide with parties desirous of penetrating "behind the scenes" and bearding the "*chef*" in his den.

Attend the weekly receptions on board the U. S. Cruisers of the Pacific White Squadron, some of which are usually riding at anchor in the harbor.

HERE'S ANOTHER LIST

Try your luck as an angler for mackerel in the bay.

Troll for barracuda, "the bluefish of the Pacific," beyond the kelp-beds outside.

Lay for the wily jewfish from the stone jetty.

Brush up your botany once a week in the botanical gardens.

Lose your best girl in the labyrinth or maze in the early morning.

Visit the ostrich farm at feeding time.

Take the motor train in front of the hotel and enjoy the little journey around the bay to San Diego over the "Silver Strand Belt Line," returning to the hotel by the electric car and ferry system.

Inspect the electric light works and ice plant of the hotel, going via the underground route; seen to advantage at night.

Procure a good saddle horse and ride to hounds for the jack-rabbits on North Island. There is a "Meet" every week at the Hotel del Coronado kennels. The hotel owns a full pack of blooded dogs, and the sport is always exciting.

If you are a cyclist, bring along your wheel and enjoy the smooth, hard beach. You get an unbroken stretch of twelve miles at low tide.

THE OUTINGS ONE CAN "DO"

from HOTEL DEL CORONADO

Old Mexico

Take a run down to Tia Juana, Mexico (15 miles), by coach or carriage, and mail a letter to the home folks from foreign soil and get your handkerchief stamped at the custom house. (Pronounced Tee-ah Whanna.)

Old Town

Drive to Old Town (5 miles) and see the ruins of Ft. Stockton, the Presidio, the graceful old palms (oldest in the State, 150 years), and the Old Mission Church (established by Padre Junipero in 1769), where Helen Hunt Jackson's "Ramona" was married. Here, too, are the "Melodious Old Bells of Old Town."

Ocean Beach

A pretty trip (8 miles). Do it on horseback and go a-crabbing at the foot of the honey-combed cliffs some afternoon at ebb-tide, returning in the weird afterglow of some of our glorious sunsets.

"A ROMANTIC REGION, TRULY"

OUTINGS (*Continued*)

The Old Mission

Make a pilgrimage to California's first mission by carriage (9 miles) through the pretty Mission Valley, along the banks of the San Diego River.

The Big Dam

"Do" the celebrated Sweetwater Dam trip (12 miles) by carriage or rail via National City, Chula Vista, and Paradise Valley.

La Jolla Park

Organize a four-in-hand tally-ho coaching excursion to this picturesque bit of shore, via Pacific Beach, 15 miles up the coast, and lunch in the beautiful caves. The best place for pretty shells and mosses and grand surf. The return through Rose Canyon makes this a delightful day's outing. La Jolla is reached by the San Diego, Old Town, and Pacific Beach R. R. (Pronounced La Hawyah.)

Coronado Islands

Organize a yachting party for a cruise to the islands and an afternoon call on the seal and sea lions. They are always "at home."

Point Loma

"Do" Point Loma with its picturesque old lighthouse (the highest in the world) by carriage or on horseback, via San Diego, or by boat across the bay to Ballast Point and then climb for it. The view from the top is pronounced by Charles Dudley Warner, Kate Field, and others, **one of the few views of the world!**

El Cajon

Picnic under the live oaks at Del Monte in the beautiful El Cajon Valley (16 miles), the home of California's finest raisins. Daily trains from San Diego. (Pronounced El Kahone.)

Point of Rocks

Join the four-in-hand tally-ho excursions to this interesting and beautiful spot at the seaside, thus enjoying the double privilege of visiting Old Mexico and the most promising locality for rare shells, exquisite sea mosses, ferns, etc.

Grand Boulevard

The finest drive in Southern California, starting from the hotel and stretching away for seven miles, for the entire distance paralleling and within a stone's throw of the bay on one side and the ocean on the other; thence on three miles farther to the "Monument" marking the boundary line between Old Mexico and the United States, or via another equally pleasant course to Tia Juana, or, skirting the bay, leading to San Diego and passing through the famous orange and lemon groves of Chula Vista. Charming drives, all, which one should not fail to enjoy.

A WORD WITH THE
KNIGHTS OF THE CAMERA
OR BRUSH AND PENCIL

Few places abound with one-half so many sketchable bits of nature as one can stumble across in a month's rambling about Coronado. Each of the little excursions outlined in the preceding pages is rich in itself in scenes that are distinctly South-Californian. There is a lazy, hazy, dreamy atmosphere that hangs about most of the views one gets in this region that can not be described. 'Tis a memory of the old Spanish days of a century ago—a halo of romance, an indefinable something that clings to the soil and to the old places, despite the march of civilization, with a tenacity that is lovely, and it would be sacrilegious to try to displace or remove it.

There is a touch of gentleness, too, that characterizes most all of our scenery, superinduced, no doubt, by the perpetual sunny days with which this region is favored. Perhaps the same scenes would have a sterner aspect under leaden skies and bleak winds. The picturesque old haciendas and low-lying quadrangular adobe dwellings in the valleys, framed by the chains of undulating mountains in the distance, with the old palms and eucalypti accentuating the foreground, make a picture with an individuality quite its own, and one that finds a ready place in the lower tier of the gallery of one's recollections.

The view from the hotel itself, looking from the east or front veranda, is one of rare beauty, with a variety and scope that makes it a never-ending source of delight to those possessing an eye for distances, perspective, light, and shade. It embraces so much that is tranquilly beautiful seen through this ever-changing, sun-litten haze—land and sky, bay and ocean, islands and coves, villages, towns and mountains—that the eye never tires.

The light and shade of our playful California atmosphere delights to run the entire gamut of coloring in a single day sometimes, and the effect of one of our fine sunsets on this stage-land panorama, with its amphitheater of hills for a background, is one of transcendental loveliness. The colors are so strong and yet shade to such misty tints that one is oftentimes prone to think it is all some artificial trick gotten up for one of the billed attractions of the hotel.

NOTE.—In the hotel a dark-room has been furnished for the use of photographers who desire to finish their pictures before returning.

AN IDEAL CLIMATE

Charles Dudley Warner never penned a truer thing than when he wrote in his "Our Italy":—

"I wish to speak with entire frankness about this situation, for I am sure that what so much pleases me will suit a great number of people, who will thank me for not being reserved. Doubtless it will not suit hundreds of people as well as some other localities in Southern California, but I found no other place where I had the feeling of absolute content and willingness to stay on indefinitely. There is a genialty about it for which the thermometer does not account, a charm which it is difficult to explain. Much of the agreeability is due to artificial conditions, but the climate, man has not made nor marred."

And the climate is still unmarred. It is the same unvarying climate which furnishes the "charm of existence" at Coronado Beach. It is of the sort which astonishes the closest observer. Here we are on the edge of the water, with the Pacific salt sea breath in our faces, and yet our air, with the exception of during the rainy season, is the driest imaginable. Of course scientists know how to account for this, explaining it by proving that the desert wind blows in during the night. This gives us an interior climate effect,—a truly peculiar condition of things, considering our proximity to the sea. "A unique corner of the earth," indeed, producing as it does for us a *marine-inland climate*.

Opinions of Distinguished Men

GEN. MILES, U. S. A.: "It is the 'Pride of the Pacific.'"

PROFESSOR LOOMIS: "Most healthy climate in the world."

ADOLPH SUTRO, San Francisco: "The hotel is incomparable."

EDWARD D. ADAMS, New York: "Surprised at the moderate charges."

CHARLES NORDHOFF: "Most popular hotel I know of in Europe or America."

CHARLES DUDLEY WARNER: "No other hotel has left so agreeable an impression."

A. N. TOWNE, Vice-Pres. S. P. R. R.: "Grand hotel, charming location, delightful surroundings."

DR. H. A. JOHNSON, Chicago: "For weak hearts, disabled lungs, and worn-out nerves, it is unsurpassed."

JOSEPH NASH, San Francisco: "Considering luxury and comfort, I never paid such a reasonable hotel bill."

N. J. LEVINGSTON, Editor *Oregonian*, Portland, Ore.: "Doubted reports, yet they told not half the truth; the hotel is superb, the whole is marvelous."

"BRINGS TO TIRED EYES A GENTLER BALM THAN SLEEP"

Coronado Beach

AS A SANITARIUM

Though Coronado Beach is chiefly a resort of tourists and pleasure seekers, it holds an enviable reputation as a health resort. Patients are sent here from all parts of the world to drink the waters along with the soft climate.

The Coronado Mineral Water has properties which make it a beverage strongly recommended by medical men of international reputation.

An Important Consideration

Health depends upon an abundant supply of pure water. The water used in all departments of the hotel is the Coronado Mineral. It is a

Delicious Beverage and is Absolutely Pure



Opinions of

Coronado Mineral Water

DR. W. H. MASON, late Professor of Physiology at University of Buffalo: "The Coronado Water may be regarded as an elixir of life."

J. DAVIS, Oakland: "Words will not express my thanks for relief afforded through my kidneys by using it."

DR. H. A. JOHNSON, Chicago: "Excellent for kidney and bladder trouble, particularly for elderly men and women."

COL. BRAYTON, U. S. A.: "Saved my life; gained fourteen pounds. It is wonderful in its effects on the kidneys."

CHAS. LELAND, Portland: "Far superior to Apollinaris. I recommend it to all friends as the best water in the West."



BATHING



No Other Resort on the Coast
Can Rival Our Bathing Facilities


THIS IS OUR
STRONG SUIT

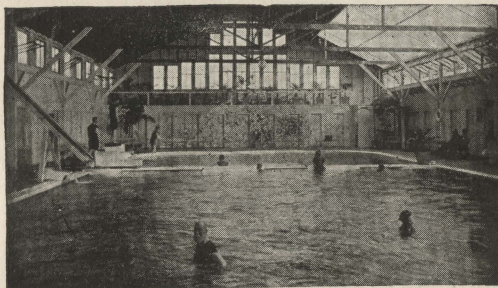
YOU CAN HAVE . . .



Surf, Bay, and Tank Bathing

Within One Hundred Yards

 From the Hotel . . .



Our Salt Water Swimming Tanks and Dressing
Rooms are the Finest in the West

Constant Streams of Hot, Warm and Cold Ocean
Water Flow in these Tanks


A Competent Swimming Teacher is in
Attendance at all Hours

Tub Races, Tobogganing, and Water Polo Matches
ARE OF DAILY OCCURRENCE

Temperature of Cool Salt-Water Plunge the Year Round, 70°

Temperature of Warm Salt-Water Pool the Year Round, 84°

Hot Salt-Water Baths in Clean Marble and Porcelain
Tanks, Hot as Desired, in Comfortable Sunny Rooms


A decorative border of repeating floral motifs in red ink, surrounding the title.

HUNTING

Coronado may well be called the sportsman's paradise. All kinds of game are plentiful and within easy reach. The larger game is found in the mountains, while the valleys and foot-hills are alive with quail, and nothing tries the skill of the marksman more than to select his bird from a covey of hundreds, when they first rise, and bag it the first shot.

During the open season a competent guide is always in attendance at the hotel, and lovers of the sport can arrange for a few hours' shooting; many prefer to make the trip in the early morning, spend the day, and return in the evening with well-filled bags. The hotel game book shows that it is a common occurrence for two guns to bring in from 200 to 300 birds in a day's shooting.

In season, thousands of ducks and brant feed in the marshes along the bay, and one can get good shooting by taking a boat and guide from the boathouse, who makes a specialty of keeping the blinds arranged at all desirable points, he also furnishes the proper decoys, and affords every facility for the sportsman to bring down the birds in their swift flight. It is an easy matter for one gun to bring in three or four dozen birds as the result of a few hours' shooting.

A decorative border of repeating floral motifs in red ink, surrounding the title.

TRAP SHOOTING

A shoot, either at live birds or blue rocks, is held at least once a week, and those who are fond of this kind of sport can have a chance to try their skill. A great deal of interest is manifested in these weekly shoots, as the teams participating are made up of the best marksmen from many different parts of the world, who vie with each other for the best scores.



RABBIT-COURSING

Is now one of the popular amusements at Coronado. The meets are held twice a week on North Island, which is about one and one-half miles from the hotel. It is a large, level tract of land, interspersed with a thick growth of bushes and long open fields; it is bountifully stocked with game, and is the home of the fleet-footed jack-rabbit, which is found there in great numbers.

A pack of thirty grey-hounds is kept at the kennels, and at these meets they are loosened, and show great eagerness for the chase. Men on horseback beat the brush until the unsuspecting "Jack" is started into the opening, and then all is excitement. Away go the riders and hounds on a keen run, until the rabbit is finally surrounded and captured. This is a sport that the guests rarely have the opportunity of indulging in elsewhere.



TWO HOURS' SPORT AT CORONADO

Fishing

Coronado has become famous for its excellent fishing, which is found in the open sea, near the hotel. In order to give the guests every opportunity to indulge in this pastime, a stone pier, or jetty, has recently been constructed. It is almost in front of the hotel, and extends 800 feet into the ocean, in the form of a semi-circle, and has a double track the whole length. The center is filled in with stone to a height above the highest tides, thus forming a breakwater, and at the same time a safe anchorage for sail boats and steam launches. The outer end for fifty feet is boarded over and surrounded by a strong railing, and seats are provided for the comfort of those who wish to fish for Yellow-tail, Spanish Mackerel, Sea Trout, Barracuda, and other game fish, which run in great numbers during the season, and where large Smelt, Bass, Sculpin, Flounders, and Halibut may be taken with the rod and reel at any time. Steps on the pier can be lowered to the water, and those who wish to try their luck outside can go aboard their boat and begin fishing within fifteen minutes from the time they leave the hotel.

The following is taken from the daily fish report, and shows by actual count the number caught:

MAY 8, 1898

Barracuda	-	-	-	-	1090
Halibut	-	-	-	-	71
Yellow-tail	-	-	-	-	51
King-fish	-	-	-	-	16
Perch	-	-	-	-	12
Silver Trout	-	-	-	-	15
Spanish Mackerel	-	-	-	-	4
Sea Trout	-	-	-	-	6
White Perch	-	-	-	-	50
Sand Bass	-	-	-	-	8
Sea Bass	-	-	-	-	9
Kelp Bass	-	-	-	-	10
Speckled Bass	-	-	-	-	3
Mullet	-	-	-	-	35
Lobsters	-	-	-	-	720

2100

Fishing at Coronado Islands



For the benefit of those wishing to spend the day on the high seas, the new gasoline launch "Alfonso XIII" will make regular trips to the Coronado Islands, which are about fourteen miles distant, and where the sea birds in countless numbers rear their young. A new pier is to be built there for landing, and a typical fisherman's cabin has been constructed for the comfort of those who wish to spend a few hours on shore.

The water around the islands is a beautiful blue color and clear as crystal, which enables one to see to a great depth.



GLASS-BOTTOM BOATS

Are furnished to those who wish to study submarine life. It is very interesting to see the queer formations at the bottom of the ocean, and watch the many varieties of fish and other inhabitants of the sea, whose chief aim in life seems to be a constant search of the clear water for food on which to subsist.



A NEW FEATURE

Is a number of large tanks which have recently been constructed. They are filled with salt water, and fishermen, employed by the hotel, take the fish alive and place them in these tanks, where they are kept alive until desired for the table. By this means only fish that are fresh from the water are served to the guests, who, if they so desire, can select their fish and have it prepared for the table to suit their own taste.



CALL ON THE MONKEY FAMILY

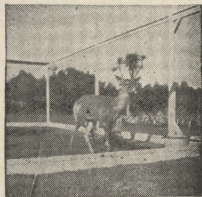
It amuses the grown people as well as the little folks to watch the ludicrous antics of this happy family.

MONKEY POSING FOR
HIS PICTURE



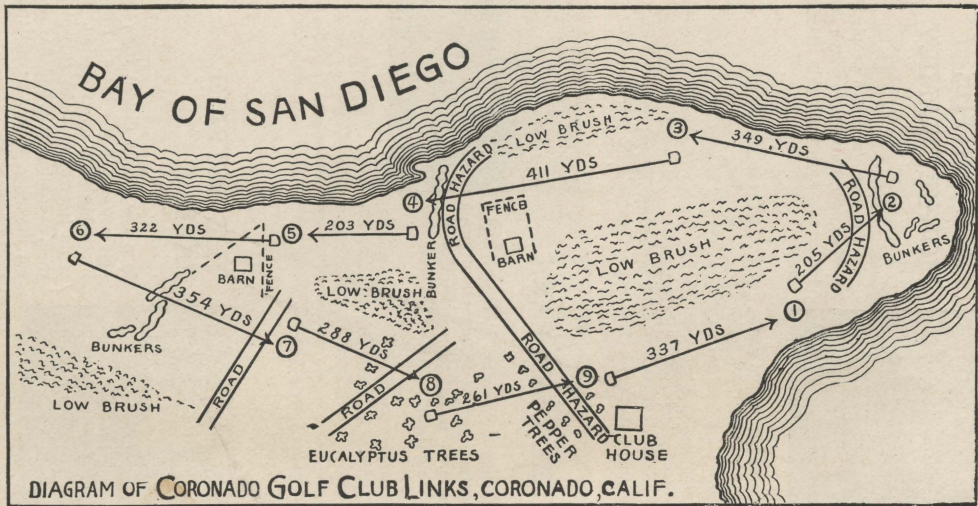
THE DEER PARK

Is near by; they are more shy, and better behaved than their neighbors. One has the opportunity of seeing them in their native state.



THE OSTRICH FARM

Is a few blocks distant from the hotel, where a number of these proud birds are on exhibition. It is an interesting sight to watch them at feeding time, and they will eat anything, from a peanut to a door-knob.





GOLF

Near the Hotel
Are the

GOLF LINKS
and
CLUB HOUSE

Where guests of the hotel may pass many pleasant hours and enjoy this fascinating game.

No expense has been spared, and every attention necessary is given, to make this one of the most popular of outdoor amusements.

It is a nine-hole course of 2730 yards, over a rolling tract of country, with the beautiful Bay of San Diego on one side and a view of the broad Pacific on the other. It has the distinction of being the extreme southwestern course in the United States. Difficult "bunkers" and "hazards" are arranged in such a manner as to test the skill of the expert golfers, many of whom were here last season from a number of the large cities, and pronounced this equal to the Eastern courses.

A spacious Club House has recently been erected. It is forty feet square, surrounded by broad verandas, and is a pleasant place at which to spend the forenoon, or view the game in the afternoon.

Tournaments are frequently held, at which substantial prizes for lady and gentleman players are given. Refreshments are served in the Club House, and the interest manifested on these occasions adds much to the social enjoyment of the guests of the hotel.

BOATING

THE BOAT HOUSE

Is near the hotel, where all kinds of boats are kept, and one can enjoy a few hours' pull on the glassy surface of Glorietta Bay, or take a sail boat for a skim on the rippling waters of San Diego Bay.



Coronado is Noted

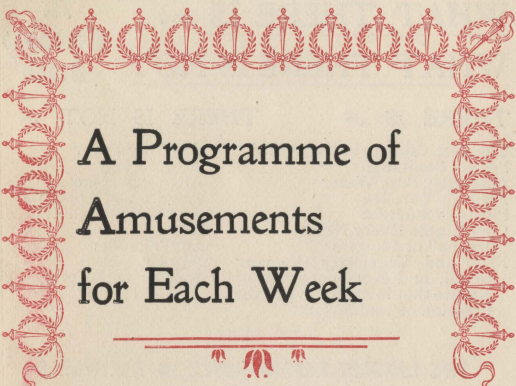
FOR ITS MAGNIFICENT DRIVES

On splendid macadamized boulevards, or on the hard, beautiful beach thirty miles in length, and for its many miles of bicycle paths, which have been laid out and are kept in order especially for the benefit of the devotees of the wheel.




CORONADO CYCLERY

In the hotel on ocean front, where wheels are rented, lessons given, and where guests can have their wheels kept and repaired.



A Programme of Amusements for Each Week



Is arranged by a person who is familiar with the various points of interest and the outings previously mentioned. It is the object of the management to have the guests of the hotel take all the pleasant trips that may be made from there; and, to afford them this opportunity, tally-ho parties are arranged regularly each week for the benefit of those who wish to take the drives, but do not care to go alone. Sailing parties are made up, also various excursions by rail, or some other form of outdoor amusement is furnished for almost every hour in the day.

In the evening, entertainments of different kinds are provided; for instance, bowling, card parties, exploring parties to see the workings of the great hotel, etc., and a special effort is made to see that none are overlooked, and that every moment of one's stay at Coronado has been well and happily spent. When the time comes to go, you will leave with words of regret that you can not longer tarry, and the expressions of the many thousands who have been here before is the best proof of this fact that can be offered.



Spc
Rave
F
869
C67
W44
1898z

WHAT THERE IS and At WHAT THERE IS NOT Coronado Beach

THERE IS THERE IS NOT

The Best Climate in the World
Perfect Sanitation
Absolutely Pure Water
Perfectly Pure Ice
Plenty of Sunlight
Cool Nights Every Night
"Oceans" of Flowers
Fruit and Vegetables the year round, and every condition of Nature that is conducive to the Creation of contentment

Any Hay Fever
Any Malaria
Any Sleeplessness
Any Loss of Appetite
Any Languor in the Air
Any Lightning
Any Thunder
Any Cyclones
A "Heated Term," or
A "Cold Snap"



THE LARGEST RESORT HOTEL IN THE WORLD

Number and Area	Number of Rooms, 750
. . of . .	Dining Room Seats 1,000 Persons
Some of the	30 Billiard Tables—4 for Ladies
Principal Rooms	Breakfast Room Area, 4,800 Feet
	Tropical Court, 150x250
	3,500 Incandescent Lights
	Three Bowling Alleys

All Hallways, Sitting-rooms, Parlors, and 185 Bed-rooms Warmed by Steam Heat; all others by Fireplaces

A BEAUTIFUL BOOKLET, entitled "Coronado Beach—A Unique Corner of the Earth," will be furnished on application to E. S. BABCOCK, Manager Coronado Beach, California.

RATES

Transients, \$3.00 per day and upward, according to room. Liberal reductions made to those who remain by the month.

ROUND-TRIP TICKETS

Round trip tickets, by rail, from Los Angeles, Pasadena, Pomona, Riverside, San Bernardino, and Redlands, including a week's room and board at Hotel del Coronado, and transfer of passenger and baggage from the Santa Fe depot, San Diego to and from the Hotel, \$22.00, in summer; during the winter season, \$25.00.

Round trip tickets, by steamer, from San Francisco, including fifteen days' board at Hotel del Coronado, and transfer of passenger and baggage to and from the steamer landing in San Diego, \$60.00, in summer; during the winter season, \$65.00.

These tickets are on sale at the Santa Fe ticket offices, named above, and at

CORONADO AGENCIES

Los Angeles, 200 South Spring Street, corner Second.
San Francisco, Office P. C. S. S. Co., 4 New Montg'y St.