

SAN DIEGO AND CORONADO



SAN DIEGO AND CORONADO BEACH

Are so much superior to other California seaside resorts that there is no wonder at their wide popularity. Each year the number of people who pass the summer there grows, and each year the natural advantages are more fully developed.

Yachting and rowing are free from danger in San Diego Bay, and for those whose experience leads them to the more adventurous, the open sea is at hand.

You have not only still fishing in the bay but as good deep-sea fishing as anywhere in the world.

You can bathe in the placid waters of the bay, the tempered waters at the many bath houses, or the surf.

You can drive, or ride a bicycle, or take a canter along the beach or back into the valleys or up the mountain sides, or ride on a trolley car or the steam roads—or you can walk.



SAN DIEGO
FROM CORONADO



You can enjoy the hospitality of one of the world's great caravansaries at rates that are much more reasonable than can be had along the Atlantic Coast, or at the interior mountain resorts, or you can find more quiet living places, with a variety of prices for entertainment that cannot fail to fit your pocket.

You can visit foreign parts (a very attractive idea to most of us Americans) by slipping down to Tia Juana or Ensenada, and enjoy the supreme pleasure of smuggling back a few cigars and thereby rise superior to tariff laws.

You are pretty sure at San Diego to see a representative of Uncle Sam's White Navy, the ships whose records beat the world, and of which we are growing so proud—and if you are of the proper sex an engagement may occur with men just reveling in brass buttons.

In fact, the possibilities in a few weeks' vacation at San Diego and Coronado are almost unlimited. To give you a little more detail as to what the possibilities are, let us take a look at the resorts individually. Of San Diego itself we need only say that it is a beautiful modern city, charmingly located and affording all the comforts and luxuries of the most advanced



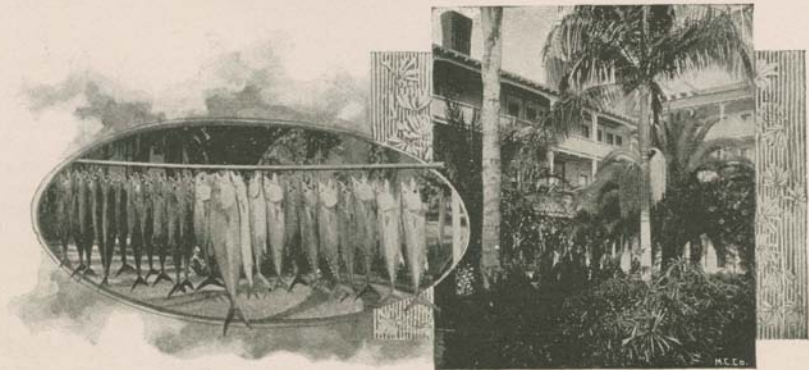
HOTEL DEL CORONADO

Slocum, Photo

civilization and well provided with means for comfortably caring for its visitors, and that the recreations mentioned more in detail in other portions of this pamphlet are close at hand and easily accessible from San Diego.

Any description of San Diego without a mention of Hotel del Coronado would be as if a jeweler should make a rich setting and forget to insert the gorgeous jewel in the center. It is quite likely that throughout the East, Coronado Beach and Hotel del Coronado are as well known as San Diego. It is certain, at any rate, that Hotel del Coronado has done more to make San Diego well and favorably known than anything else, not even excepting the climate or the harbor. Hotel del Coronado is the one thing without a rival ; unique, peculiar to itself, and altogether attractive.

Coronado Beach is the tongue of land which, rising between San Diego and the ocean, forms the bay of San Diego. Though called an island, it is really a peninsula, connecting with the mainland by a long, narrow neck of sand. Apparently fragile, this little strip of sand has parted ocean and bay from time immemorial, although one may cast a stone from the bay's



TROPICAL GARDENS, INTERIOR COURT, HOTEL DEL CORONADO

Lippincott, Photo

edge to the surf of the ocean. Since the day of Cabrillo, the discoverer, this ribbon of sand has preserved the bay, and is therefore likely to remain its protector.

Hotel del Coronado stands on the ocean, near where the neck of sand broadens out into what is known as Coronado Beach—a wide stretch of level land, of good soil, thickly settled, with all the improvements of an eastern city. Twelve years ago the whole land was a wilderness of sage brush. Men crossed the bay from San Diego to hunt rabbits in the dense brush. It is now one of the gardens of the earth, blessed with more attractions by nature than any other similar resort.

The hotel covers four and one-half acres, and its main body is quadrangular, or rather oblong, not set to the points of the compass, but by a bold innovation securing the maximum of sunlight for the hundreds of rooms. In the center is a court, revealing all the floral richness of a tropical garden, from giant palms down to the rarest plants. The court is about the size of an ordinary city square.

Part of the hotel is six stories in height, most of it five, and some of it four. In two parts,



GOLF LINKS, CORONADO

indeed, there is, strictly speaking, only one story ; but that story leaps from the ground to the observatory, a height of over 200 feet, and enclosing, under this splendid dome, only one room—a grand ballroom containing 11,000 square feet of space, in the shape of a circle. The other one story portion of the hotel is the dining room, a space 160 x 65 feet, and thirty-three feet in height, without pillar or post to mar its beauty. This room easily accommodates 1000 persons, and adjoining it is the breakfast room with 4000 square feet of room, capable of seating two or three hundred more.

There are 750 rooms in the hotel. Fifty-six sitting rooms, placed so as to accommodate the many suites, give an air of homelikeness quite surprising in such a structure. The change from quiet retirement into the blaze of gayety is instantaneous, as the guest steps into the rotunda, the ballroom, the parlors, or the billiard rooms. There under the brilliant lights, with music sounding somewhere in the distance through the maze of arches, and with beautiful women and famous men elbowing through the throng, the effect is dazzling. The great people of the earth, in finance, literature, business or art, are attracted to Coronado, and all fall victims to the charm of Hotel del Coronado.



Fitch, Photo

When one considers the machinery and facilities required to operate this great place, to feed the multitude, light it, bathe it, and give it luxurious sleeping apartments, one sees at once that it is no exaggeration to say that Hotel del Coronado is in itself a city. It has its drug store, booths, curio store, store rooms, barber shops, carpenter shops, painters, plumbers, gas fitters, electricians, steam engineers, telegraph offices, messenger service, machine shops, stables, library, fire department, art gallery, gas works, electric light plant, ice plant, water system, and a grocery much larger than that of an ordinary town.

Thirty billiard tables contribute to the diversion of the guests. Four bowling alleys, shooting galleries, plunge bath, monkey colony, a monster museum, golf links, ocean pier for fishing, sea walks, a paved speedway along the beach, game preserves, steam launches, sail boats, shooting grounds, ostrich farm, etc., indicate the variety of amusements available here every day of the year.



PANORAMIC VIEW OF SAN DIEGO FROM HARBOR PIERS



LA JOLLA

Graham, Photo

La Jolla Park Is on the coast fifteen miles north of San Diego, on the line of the San Diego, Pacific Beach and La Jolla Railway.

La Jolla is chiefly noted for its wonderful caves, worn by the action of the waves in the sandstone formation—some of the caves are from 500 to 600 feet deep and the cliffs are carved in many curious shapes, some closely resembling natural objects. Beautiful shells and sea moss are abundant, and seals, porpoises and whales are frequent visitors.

Pacific Beach lies three miles to the south of La Jolla; the loveliest rock bound coast for scenery, caves and ocean gardens extending between. A college home has been established for ministers, teachers and professional people, and it is proposed to institute a Chautauqua or Summer School. Ample buildings have already been erected.

Sweetwater Dam Is twelve miles from San Diego, reached by a pleasant ride through Chula Vista and various suburban villages, on the National City and Otay Railway. The dam is of mammoth proportions, constructed of granite and is a remarkable piece of engineering.



NEAR LAKESIDE

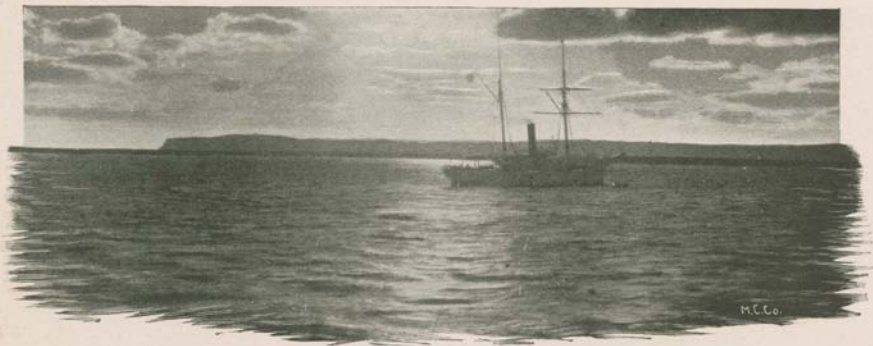


ENTRANCE TO SAN DIEGO BAY Slocum, Photo

A Visit to Old Point Loma The great promontory at the mouth of San Diego Bay is a delightful day's outing. The view of the bay, ocean and city, and the mountains in the distance, is one of the fine views of the world. A light house and a good hotel are maintained on Point Loma, and a Quarantine Station and Government Fortifications at Ballast Point

Point Loma is reached by boat to Ballast Point and a climb of a mile or two—or overland 10 miles via Old Town over a good road.

Tía Juana Is a little Mexican border town on the National City and Otay Railway, 15 miles south of San Diego. The international monument marking the boundary between the United States and Mexico is near Tia Juana and custom houses are located here.



MOONLIGHT OFF POINT LOMA

Slocum, Photo

Old Town Four miles north of San Diego is the site of the first mission established in California and the first settlement about San Diego Bay. It is memorable, too, as the rendezvous for the clipper ships sailing around the Horn in the hide droughing trade in the old days. There are palms here 112 years old—the remains of the ancient presidio are still to be seen—the house where Ramona was married—and in the little Catholic chapel are antique paintings and statuary taken from the old mission. There is also a little burying ground here, the last resting place of sailors of many nationalities. The rude inscriptions marking their graves in this now neglected spot suggest curious speculations as to the life history of the departed. Here lies a sailor from Belfast, Ireland; there the mate of an Italian bark, and there a gunner from a sailing vessel of the U. S. Navy. Few who visit San Diego know how rich a section it is in historical, legendary and romantic interest.

After all these you have still in reserve Ocean Beach and Pacific Beach, the hunting grounds at Lakeside and Foster's, or the more distant ones of Julian, Ramona, or Warner's ranch; the government jetty and battery, the ruins of the old mission in Mission Valley and the neighboring Indian school, the El Cajon Valley, and numberless pleasant places on sea and shore, comprising a list too long to be catalogued here.



YOUNG LEMON GROVES

Slocum, Photo

Something About the Trip.

From Los Angeles the Santa Fe Route runs two trains to San Diego every day. The trains consist of handsome parlor cars, and the full complement of standard day coaches, equipped with oil burning locomotives which are practically dustless and smokeless. The ride from Los Angeles is a particularly enjoyable one occupying but four hours. The route is through the picturesque walnut groves and fruit ranches of Orange county, by the ruins of the **San Juan Capistrano Mission** (founded in 1776), and, reaching the sea at San Juan, follows the coast for a distance of over 70 miles, for 20 of which the surf is so close to the train that one may toss a pebble from one to the other.

Anaheim was headquarters, in the early days, for the Polish colony of which Sienkiewicz, of "Quo Vadis" fame, was a quiet member. East of Santa Ana, at the head of Santiago Canon, is the cozy summer home of the distinguished Polish actress, Modjeska, and at San Juan the great promontory to the right is Dana's Point, mentioned in Dana's "Two Years Before the Mast."

With such surroundings, the journey is one of the chief pleasures of an outing.

A TRIP AROUND THE KITE-SHAPED TRACK

The Santa Fe Route in Southern California has many attractive trips to offer, but swinging around the Kite-Shaped Track is the one that appeals to those who desire to get a glimpse of the most characteristic scenes in the shortest time.

It embraces a ride over 166 miles of railway, through all the scenes that illustrate the beauties of Southern California. It is unique in the fact that not one mile of the trip is duplicated, and at only one point, San Bernardino, where the two lines cross, is the passenger asked to twice view the same things. It begins and ends at Los Angeles, and may be traveled either going via Pasadena, returning via Orange or vice versa. The more popular way is from Los Angeles through the Arroyo Seco to Pasadena, Santa Anita, Baldwin's Ranch, Monrovia, Azusa, North Ontario, Cucamonga, Rialto, San Bernardino, Redlands, Mentone, Highland and Arrowhead; Colton, Riverside, Corona, Santa Ana Canon, Orange, Fullerton,

and La Mirada back to Los Angeles. A stop of two hours will be made at Redlands, affording opportunity for a drive through its orange groves to Smiley Heights, and Canon Crest Park. The view from this point embraces a panorama of mountains, valley, towns and groves of unsurpassed beauty and grandeur.

At Riverside the second stop is made for a drive, or ride by electric cars, down Magnolia and Victoria avenues—ten miles of palm, pepper and magnolia trees. A city of elegant homes surrounded by orange groves and spacious lawns with a wealth of flowers and vine.

Train may be taken at the end of Magnolia avenue at Casa Blanca or Arlington for the trip homeward.

Excursions around the Kite-Shaped Track can be made in one day, giving plenty of time to view the points of interest. The train carries day coaches and an Observation Car with porter to look after the comfort of tourists.



LOS BANOS (THE BATHS) NEAR SANTA FE DEPOT

Fitch, Photo



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