

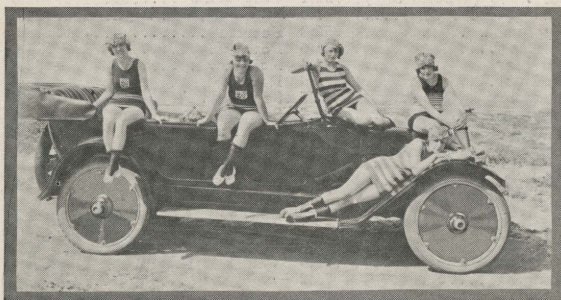
SAN DIEGO

Scenic Motor

TOURS



"WHERE
JANUARY PARALLELS JULY"



FOREWORD

SAN DIEGO and community, back country and mountains adjacent, offer unlimited variety of scenic attractions within the limits of a short day's run by motor-car. It is possible to enjoy practically everything that is alluring to the motorist—miles of wonderful ocean beaches, all the appeals that go hand in hand, beautiful bays and the works of man in Southern California architecture, long stretches of roadways leading in every direction of the compass East from the Pacific slope, winding through large citrus groves and the many farming districts throughout the country, back into the mountains, and their numerous resorts. So varying and far-reaching is the network of roads throughout the interior that it is possible to motor day after day with scarcely no duplication of any one scenic stretch.

An Information Bureau is maintained for the benefit of all new-comers to San Diego, in the lobby of the U. S. Grant Hotel.

Just step inside the main entrance, to the right. The clerk in charge will gladly assist you in locating and in getting acquainted with the city and county.

Here you may also arrange for transportation on land, water or in the air. The service includes touring cars, taxicabs, limousines, motor boats and aeroplanes.

Towns and Distance from San Diego

	Miles		Miles
Alpine	30.5	Lemon Grove	9.7
Banner	63.0	Mesa Grande	53.6
Ballena	46.7	Miramar	15.0
Bernardo	30.3	National City	4.7
Bonita	10.5	Nellie	65.7
Bonsall	54.5	Nestor	12.9
Bostonia	17.5	N. San Diego (Old Town)	3.5
Boulevard	70.1	Ocean Beach	7.0
Buckman Springs	54.4	Oceanside	42.7
Campo	53.8	Otay	11.0
Cardiff	29.0	Pacific Beach	9.0
Carlsbad	39.8	Pala	67.8
Chula Vista	7.5	Palm City	11.4
Coronado (around bay)	22.1	Pine Hills	62.0
(across bay)	1.0	Pt. Loma, Old Light Hse.	12.0
Cuyamaca	56.2	Potrero	43.5
Dehesa	21.6	Poway	24.0
Del Mar	24.4	Rainbow	70.1
De Luz	72.0	Ramona	38.1
Descanso	42.6	San Luis Rey	47.1
Dulzura	29.8	San Marcos	41.0
East San Diego	6.0	San Pasqual	44.6
El Cajon	15.3	Santa Ysabel	52.6
Encanto	6.6	Santee	18.3
Encinitas	30.9	San Ysidro	14.9
Escondido	35.3	Spring Valley	11.9
Fallbrook	62.2	Sunnyside	12.5
Foster	25.1	Tecate	44.1
Grossmont	13.3	Tia Juana	16.1
Imperial Beach	13.9	Valley Center	44.8
Jacumba	76.2	Vineyard	47.6
Jamacha	18.7	Vista	47.8
Jamul	21.0	Warner Springs	69.1
Julian	59.8	Willows	33.1
La Jolla	14.4	Witch Creek	49.7
Lakeside	21.4	Wynola	55.8
La Mesa	11.0		



Point Loma From Bay

POINT LOMA

Should there be any preference whatsoever in the classification of San Diego's scenic trips to conform with the length of time that may be devoted to their splendors we shall first list Point Loma, a distance of twelve miles from the center of the City and one of the most remarkable viewpoints in the world. Without alighting from the motor-car a panorama unfolds before you, unobstructed from any point of compass and embracing in its entirety beautiful San Diego Bay, the Pacific Ocean, the Islands of Coronado, (a part of Mexico and twenty-two miles westward), the mountains in Mexico, the City of San Diego, its back country and its mountains. Just beneath you lies the island and peninsular of Coronado, its famous watering place, the Hotel del Coronado, its beaches, golf links and the Silver Strand. The Government Aviation fields just North of Coronado and directly beneath you have an appearance of measured carpets dotted by the hangars and many buildings, founded for aviation purposes.

Going and coming from this trip by separate roads the following points of interest may be viewed: U. S. Marine Base, Point Loma Golf Club, Loma Portal, Theosophical Gardens, Bennington Monument and U. S. Naval Cemetery, U. S. Radio Station and Sunset Cliffs, a combination of wave-washed shore front and artificial landscaping that will leave an everlasting impression of its beauty, also Ocean Beach with its many seaside attractions.

This trip is one of several that can be made twice daily in sight-seeing motor-cars should the tourists so desire. Regular schedule and starting point Page 9.



Sunset Cliffs

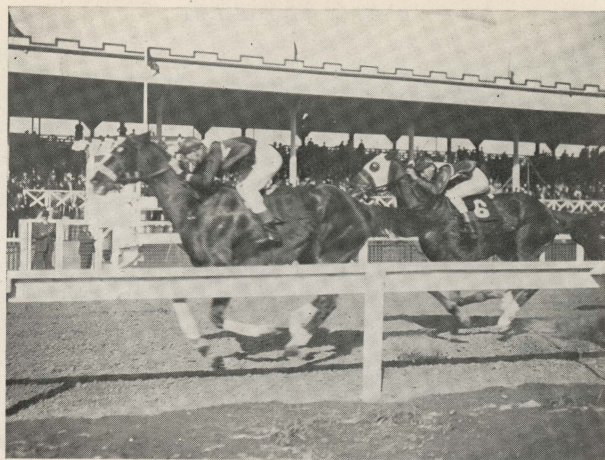


Tijuana Casino

TIA JUANA

Directly South and just sixteen miles from San Diego lies the Mexican border. The attractions at this point are proven daily by the hundreds upon hundreds of American motor-cars visiting Tia Juana, the first Mexican settlement in Governor Cantu's Kingdom, just one miles from the international boundary. The ever popular Curio Shops, post card shops, picture galleries and cafes include but a few of its appeals to tourists. Here one sees the old Spanish Bull Ring, Military Fortress and all the typical and much-sung environments of Old Mexico.

Tia Juana has not yet felt the sting of the radicals; the long mahogany and the polished rail still list among the attractions. Taking into consideration the types of buildings, methods of living and types of characters who make Tia Juana their home one is very much reminded of a prosperous mining town minus any degree of lawlessness which might be linked with the pioneer mining towns. Governor Cantu and his subordinates should be given credit for effective police protection. There are no hotel facilities and consequently no stop-over inducement for the tourists below the line. Gentlemen who enjoy their occasional cigar should try the Mexicans' handiwork. The cigars are very popular and a few dollars worth may be imported without duty. The Mexico trip is one of the most heavily travelled and, therefore, plays a prominent part in the sightseeing schedule. Page 9.



Under the Wire

RACE TRACK

Across the Tia Juana River to the North and East and somewhat closer to the boundary line than the town itself rests the great Racing plant of the Lower California Jockey Club, together with the Casino and Sunset Inn. These offer the main attraction for the many thousands of people motoring to the southland during every season in the year. It is needless to say here that climatic conditions make this the most perfect of racing headquarters. The Race Track is situated on the North side of the Tia Juana valley. Its many buildings resting against the hillside and upon the mesa above the track complete a picture long to be remembered, especially by the fond lovers of King Horse. The Casino and Sunset Inn above mentioned are patronized lavishly and one sees among its guests visitors from every class and celebrities from the world over.

Automobiles making trips to Mexico invariably return by way of the Silver Strand to Coronado through the famous Tent City, beautiful Hotel del Coronado and its extensive grounds, returning to San Diego by ferry across San Diego Bay. Points other than those above mentioned which are passed on this trip are National City, Chula Vista, and the citrus fruit and farming areas in this district.

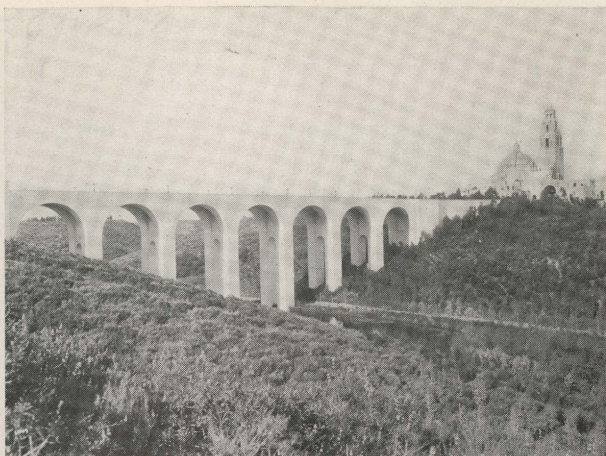
Those desiring to engage private car for individual party or those who prefer to arrange for single passage to and from Races see Page 9.



Up the Stretch



Coronado Beach



Cabrillo Bridge



View From Torrey Pines

GROSSMONT

Grossmont lies to the East of San Diego at a distance of fourteen miles and an elevation of many hundred feet. The winding road, which is very well graded, to the top of this very pronounced promontory is reached by way of the Exposition grounds, East San Diego and La Mesa. Grossmont offers another picture and Westward panorama taking in San Diego, its Bay, and the Ocean in the distant background, and including in its closer proximity the Valley of El Cajon and La Mesa. Some conception of the value of this viewpoint may be gained by the fact that Madame Schumann-Heink, Carrie Jacobs-Bond, Owen Wister, together with other national artists and celebrities have made Grossmont their homes, and these artistic dwellings are passed enroute to the summit of huge rock chiseled for steps and encircled by substantial steel rails.



EXPOSITION GROUNDS

The San Diego Exposition Grounds are most attractively located in the midst of the fourteen hundred acre Balboa Park remains today and will continue to remain, because of the permanent type of buildings, one of the fairest and most artistic of all Exposition settings; the unlimited variety of plant life, trees and shrubs from every section of the globe, together with vast stretches of lawns, all blending into an appeal to the eye, which would be an impossibility in any other climate. One might easily spend a full day and then not see the myriad of treats for scenic lovers throughout the Exposition grounds. Roadways winding and crossing throughout the entire acreage of Balboa Park and the Exposition grounds offer a never-tiring diversion to those who enjoy close-in rides of about an hour's duration. Sightseeing cars enroute to Grossmont pass through the Exposition grounds.

Other interesting points within the city limits are the Mission Cliff Gardens, overlooking the fertile Mission Valley, Inspiration Point, overlooking Old Town and the Bay and the country surrounding. Boulevards to these points take the visitor through the residential sections of the city.



Exposition Grounds



Painted Desert



Tent City From Hotel

THE BEACHES

Nature has been very kind to the South Pacific Coast of California in her generous array of bathing beaches. From the most southern end of the coast we have Imperial Beach and listing in their respective order from this beach north we have Coronado Beach, Ocean Beach, Pacific Beach, La Jolla, Del Mar and Oceanside. Any one of these offer the inducement of surf bathing over long stretches of sandy seaside.

CORONADO offers a combination of an ocean, bay or bath-house plunge, and on the bay side of Coronado Tent City may be seen a myriad of small crafts, motorboats, sailboats, row-boats and canoes. Inasmuch as San Diego Bay is completely landlocked, yachting is always popular. Tent City is the center of vacation activities and entertains thousands especially during the summer season when the greater portion of vacationists come westward from the central and southern states to evade excessive heat.

LA JOLLA with its Cove offers many inducements to the motorists who plan to make the ocean an especial part of their day's outing.

DEL MAR at a distance of twenty-five miles north up the coast, caters to the pleasure lovers who prefer a little more expanse of beach and privacy than can be found by the closer beaches. The famous Stratford Inn at Del Mar combines every comfort of a modern hostelry with the still and quiet of its supreme location along the ocean front. The Stratford Inn conducts a large and attractive plunge and bath-house together with many other facilities, making a visit very enjoyable.



Tent City Scene



Morena Lake

MOUNTAIN RESORTS

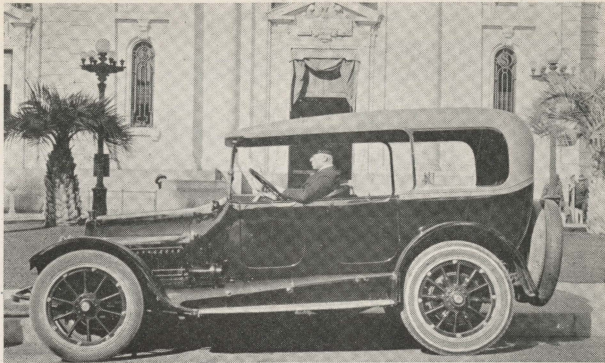
San Diego's mountain resorts are the sportsman's paradise. The mountain streams and various lakes fascinate the fisherman. The lakes and endless mountain trails abound with game. Popular resorts at distances varying from twenty to seventy-five miles back into the mountains include **PINE HILLS LODGE**, set on a hill among the towering pines at an elevation of 4,200 feet. **WARNER HOT SPRINGS**, San Diego's "Baden Baden." Elevation, 2,675 feet. **HULBURD GROVE**, **ELLIS RANCH** and **OAKZANITA**, just beyond Descanso. Informal resorts where khaki is appropriate. **MESA GRANDE**, gem mines and Indian hamlets. **POWAM LODGE**, popular summer hotel. **LAGUNA RECREATION AREA**, situated in the Laguna Mountains at an elevation of 6,000 feet and 64 miles from San Diego. The U. S. Forest Service has expended \$55,000 in making a playground and camping site for your use—all free.

For further details, prices and reservations see the clerk at the Automobile Desk at the U. S. Grant Hotel, or 'phone MAIN 1900.



Hotel del Coronado

O. T. C. EQUIPMENT



Packard Twin-Six Touring Cars 35c per mile.

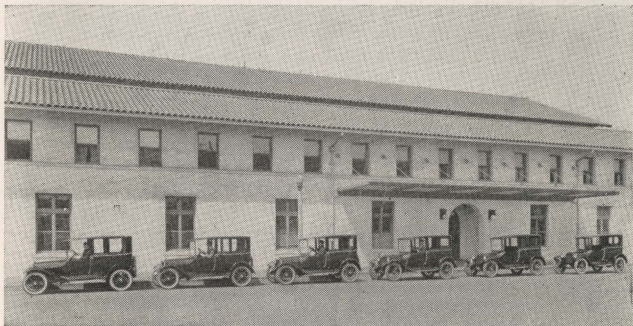
Cadillac "8" Touring Cars 30c per mile.

White Line Cabs (Dodges) 25c per mile.

White Cabs (Fords) 20c per mile.

All drivers engaged in the above mentioned service wear the uniform blue cap and badge of the Owl Taxi Company, Inc.

All equipment is constantly kept in fine mechanical condition and appearance, a credit to the owners. Nothing but standard cars are used.



SIGHTSEEING TRIPS

POINT LOMA, \$1.50 PER PASSENGER

TIA JUANA, \$2.00 PER PASSENGER

GROSSMONT, \$1.50 PER PASSENGER

STARTING TIME OF TRIPS

9:00 and 10:00 a. m.—1:00 and 2:00 p. m.

Cars leave from in front of the U. S. Grant Hotel.

Arrange for trips at U. S. Grant Hotel Automobile Desk or by telephone, Main 1900.





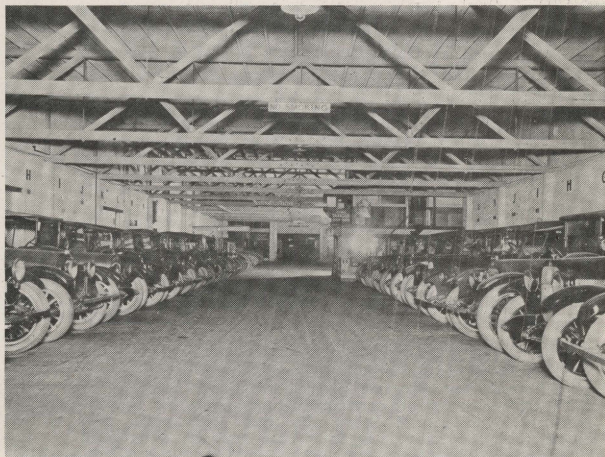
GARAGE SERVICE

Visiting motorists to San Diego who drive their own motor-cars will be interested to know that

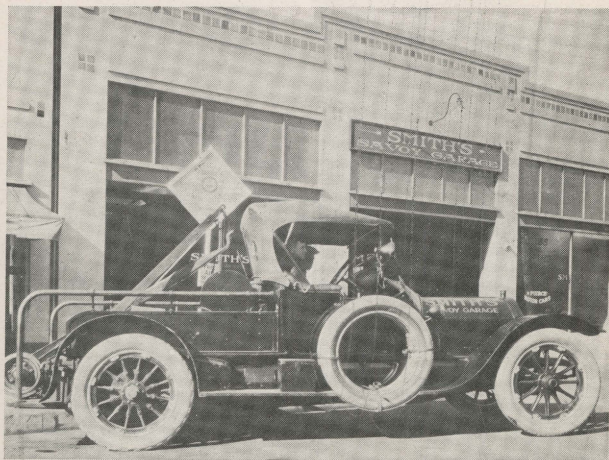
SMITH'S SAVOY GARAGE

offers the most complete service equipment in Southern California for motor-car needs. Combined floor space 25,000 square feet; two buildings; total pay-roll, including Owl Taxi employees, over 75 people.

Complete Accessory Store with stock of tires, tubes and all supplies; large Repair Shop completely equipped for all manner of work; Ninety Horsepower Wrecking cars, so constructed as to bring home the most completely wrecked automobiles. Location of plant corner 2nd and C. Telephone, private exchange, MAIN 1900.



Savoy Garage Interior



Crane Equipped Wrecker

SAN DIEGO

Scenic Motor

TOURS



U. S. Grant Hotel Automobile Service
OWL TAXI CO., Inc., Lessees

