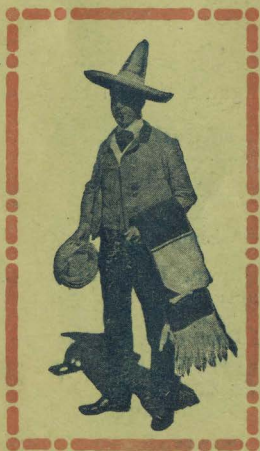


Old Mexico  
and  
Sweetwater Dam



Via  
National  
City  
& Otay  
Railway



Personally Conducted Excursions Leave Foot of  
Sixth Street, San Diego, Daily at 9:18 a. m.

# Coronado Tent City

**SEASON 1908**

IS offering many good reasons for us all to spend our summer vacation at

## CORONADO BEACH

with low railroad rates and the

**Free Attractions**, such as

**The Coronado Tent City Concert Band**

the greatest musical organization in the west

**Children's Open Air Bathing Pool**

**FINEST IN THE WORLD**

**NEW PLEASURE PIER**

700 Feet in Length

Reading Room, Club Room, Ice Water, and many other Free Attractions, place Coronado in a class by itself. Your money will get you more real comfort and **Good Living at Coronado Tent City** than at any other resort on the coast

**OPENS**

**Wednesday, June 17**

For rates, Descriptive Booklet, etc., write

**Joshua S. Hammond, Manager,**  
Coronado Beach, Cal.

E93-360

C5793

A trip to San Diego is not complete without visiting Old Mexico and the great Sweetwater Dam. The National City & Otay railway runs personally conducted excursions to Tia Juana, Mexico and Sweetwater Dam, leaving depot foot of Sixth street, San Diego, at 9:18 a. m. daily

Leaving depot the excursion passes through the eastern residential portion of San Diego, traversing the shore line of the bay. A ride of a few miles and we are out of the city limits, entering the town of National City by a broad avenue shaded on either side by tall eucalyptus trees of many species.



Maguey Plant—Used in the manufacture of Mescal, Spanish liquor

As the cars wind along one commands a grand view of mountains, bay, ocean, Corpus Christi Islands of Mexico, Point Loma and Coronado with its magnificent hotel, the Mecca of pleasure seekers, in the distance.

The orchards of this section are interspersed with beautiful residences, their driveways guarded by graceful pepper trees and majestic

palms. Here, too, will be seen the only citric acid plant on the Pacific Coast; manufacturing acids, oils, extracts and syrups from lemons, oranges and grape fruit. This industry consumes twenty tons of fruit daily.

Adjoining National City is Olivewood with the oldest olive grove in the State, the trees being of immense size and noted for their production of fine olives.

The Terrace is the next place of interest, its summit dotted with a cluster of palatial homes overlooking the fertile valley of the Sweet-water, whose terraced hillsides are covered with groves, which are laden with citrus fruit. From



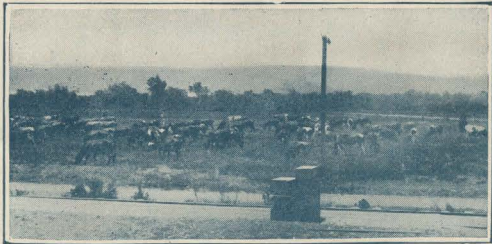
Old Adobe Church, Tia Juana, Mexico

thence we travel south, headed for Chula Vista the name signifying "Enchanting View."

This spot Nature has blest with all the charms of which she is capable to make it

worthy of its name. With the mountains for a background, the imposing peak of San Miguel and rolling mesa in the distance, a vista of fields and orchards, the bay and the blue Pacific in the foreground, all combine to make Chula Vista a place never to be forgotten.

While in this locality, we ride for miles with beautiful orchards on both sides of the track, here and there a fine residence approached by paths marked with hedges of roses, geraniums and calla lillies which bloom in profusion the year around. From this point a birds eye view will be obtained of the entire country lately traversed.



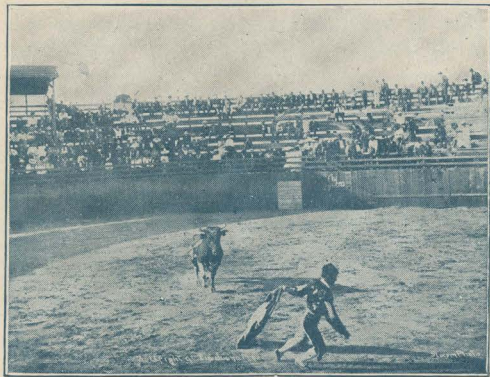
Snell's Sanitary Dairy, on line of N. C. & O. Ry.

After a few moments gazing at the beautiful surroundings we journey on over rolling mesas, through valleys, expansive and fertile, passing the prosperous towns of Otay and Nestor, located at the head of San Diego bay and devoted to the raising of semi-tropical fruits, vegetables, stock, chickens, alfalfa, grain and dairy products.

Leaving Nestor we head down the valley of the Tia Juana river to the boundary with its monument calling the traveler's attention to the fact that we are about to enter Mexico.

On arriving at Tia Juana, California, the terminus of the N. C. and O. Ry. the passengers are taken in comfortable stages across the border line to the old town of Tia Juana, Mexico. Here ample time is given to visit the Curio Stores where one can purchase fine Indian pottery, blankets, drawn work, Mexican cigars and souvenir postals.

Parties wishing a genuine Spanish dinner can procure same at the Spanish restaurants.



Bull Arena

The Excursion Agent conducts the party to the Mexican Custom House, where handkerchiefs can be stamped with the Mexican Coat of Arms free of charge; then to the adobe church, historic jail and bull arena where the famous Spanish bull fights are held.

Returning to the train, time is given to visit the granite Monument which marks the boundary between the United States and Mexico.

Standing at this point one can see many miles into Mexico. Table Mountain in the distance, Tia Juana Hot Springs, guard house of the Rurales, and the fertile valley of the Tia Juana river, which in the year 1895, rose to such a height that it swept the former town of Tia Juana away.

Boarding the train we return to National City, the transferring point for Sweetwater Dam. Parties wishing to lunch can procure same here.

Passengers wishing to visit the reservoir in the afternoon can do so without extra charge. Returning to San Diego at 4.02.

Parties not wishing to take side trip to Dam, arrive at San Diego at 1:17 p. m., connecting with special electric car for the north bound Santa Fe train.

Remember, this line offers tourists the only means of leaving San Diego at 9.18 a. m., seeing all the sights of Tia Juana, and returning at 1.17 p. m., leaving the afternoon to visit other places of interest.

Excursions are in charge of a courteous Tourist Conductor, who points out all places of interest, his motto being: "No trouble to answer questions."

Fare for the round trip, including stage to Old Mexico and side trip to Sweetwater Dam, \$1.00

**F. M. BOWMAN,**  
Superintendent

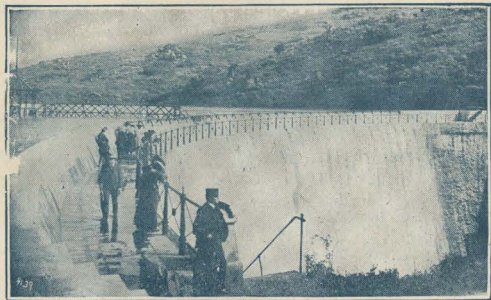
E. A. THILL,  
Excursion Agent.

## To the Great Sweetwater Dam

This dam is considered one of the greatest engineering feats of modern times.

The wall of masonry which retains this vast body of eight billion gallons of water is 100 feet high, 500 feet in length, 47 feet thick at the base and 12 feet thick at the top.

Built in 1887, it now has under irrigation four thousand acres, the lake itself covering eleven hundred acres.



Sweetwater Dam

On the trip to the reservoir one passes through Bonita, Sunnyside, Bonnie Brae, Avondale and Aloha, located in the Sweetwater Valley, where fruit growing is extensively carried on.

The large Quarry just below the dam has furnished thousands of tons of rock for the Government Jetty and Coronado Sea Wall.

Excursionists not wishing to visit Tia Juana

Mexico, can take this trip to Sweetwater Dam in the afternoon, from depot, foot of 6th St., train leaving at 1:38 o'clock. Fare for round trip, 50c.



High Bridge, Sweetwater River

Passengers holding excursion tickets to Tia Juana are entitled to this trip without extra charge.

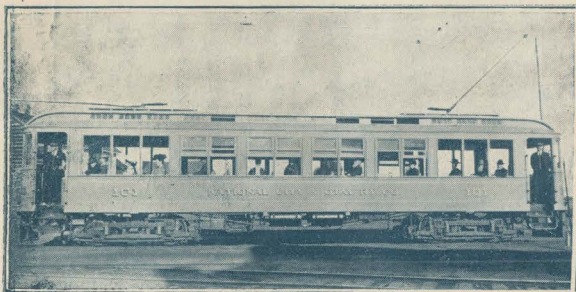
F. M. BOWMAN,  
Superintendent.

## A DELIGHTFUL TRIP

Over the Electric Line of the National  
City & Otay R. R.

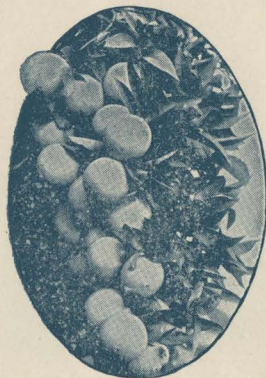
Winding Through Beautiful Orange,  
Lemon and Olive Groves

PASSING THE PICTURESQUE TOWNS OF  
NATIONAL CITY, OLIVEWOOD, TER-  
RACE AND CHULA VISTA, COM-  
PRISING THE LEMON BELT  
OF AMERICA.



Observation cars leave the Spreckles Co., Union building, cor. 3d and D sts., every 45 minutes during the day. These cars pass through the eastern portion of San Diego to the city limits, then trending south, traversing the shore line of San Diego bay. On this

excursion the sightseer will find picturesque scenery. Bay, ocean and mountains, verdant valleys, oldest olive grove of southern California, terraced hillsides covered with trees laden with citrus fruits, beautiful residences, drive ways guarded by graceful pepper trees, tall eucalyptus and majestic palms.



The largest lemon orchard in the United States will be seen. Passengers wishing to visit groves and packing houses will be given ample time for same, returning cars leave the terminus station at Chula Vista every hour and a half for San Diego. Fare, round trip, 40c.

F. W. BOWMAN, Supt.

Nat'l City, Cal.

## AN INTERESTING TRIP

### To South San Diego, Where One Can Enjoy Surf Bathing

The tourist who fails to see beautiful South San Diego and its perfect Ocean beach is like the visitor to Washington who misses seeing the White House. In



Transferring Station to South San Diego and Sweetwater Dam

order to take this trip, board the big yellow car of the National City and Otay Electric railway, which leaves the corner 3rd and D streets daily at 9:05, 11:20 a. m., 1:35 and 4:35 p. m., for 24th street National City, connecting at this point with gasoline car, and the run thence is made in fifteen minutes by way of the bay shore line, presenting a picturesque sight, with the city of San Diego in the distance. Coronado and Point Loma beyond. Immedi-

ately to the west the peaceful Pacific, and Coronado Islands, on the east and south foothills, with a back ground of lofty mountains. South San Diego is noteworthy for the blended loveliness of its scenery. Located on a gently undulating slope at the head of the bay, whose blue waters, fanned by the gentle breezes, it combines the quality of sea shore and country, making this spot an ideal site for homes. The bay and ocean, with its silver strand of beach calls the bather or devotee of boating. A favorite automobile ride to South San Diego is down the Coronado silver strand from the hotel, a distance of little over seven miles, or the popular launch ride down the bay, which is taken by many.

Good pedestrians can walk from South San Diego into Old Mexico and visit Point of Rocks, where the ocean, beating against the high cliffs, presents a magnificent spectacle. Be sure and visit this section of beautiful surroundings or your trip to San Diego is not complete.

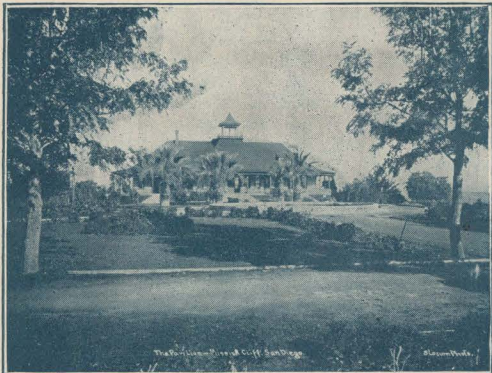
Parties wishing lunch can procure same at Restaurant at South San Diego.

Fare for round trip from San Diego, including Electric and Gasoline car, also Tally-ho ride from depot at South San Diego to the beach, is 50c.

For further information call at office, 1432 F St., San Diego, Cal.

## To the Terrace Gardens, Mission Cliff Park And Ostrich Farm

All visitors should avail themselves of the opportunity of visiting these places of interest.



Pavilion, Mission Cliff

This can be accomplished by taking electric cars which leave corner 5th and D Sts. every 10 minutes during the day. On this trip cars pass through the business and residential part of city to the heights, passing State Normal School then on to Mission Cliff, Nature's roof garden. Here one views picturesque scenery, the grand view of Mission Valley, high mesas, False Bay, ocean, mountains, and the old historic Mission of San Diego built in 1769 by Father Junipero Serra, which still stands as a relic of by-gone days.

For the accommodation of sight-seers observation points are approached by winding terraced paths. The Pavilion building with sunny verandas and easy rocking chairs where one may rest and enjoy a matchless panoramic view of surrounding country for miles, a sight not to be forgotten. The Botanical Gardens, beds of rare plants and flowers, en-



Deer Park

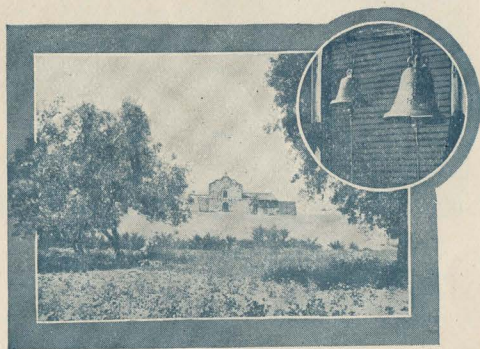
closure where a number of fine California deer, and birds are on exhibit lend to the attraction.

## Scenes of Beautiful Valley and Hills Greet the eye as you pass over the new Extension

Of University Heights, this car ride may be had, without extra expense, by taking transfer from the Fifth street cars, at the



Ostrich Farm, and continuing out on the Adams avenue line from that point. This line extends in an easterly direction something over two miles, across the residence subdivision known as Normal Heights. A short walk from the end of car line will take the visitor to a point overlooking Mission Valley, where one of the finest and most impressive views in Southern California is to be obtained. The panorama unfolded stretches from the ocean at Mission Bay, clear back to the high mountains, and with always a foreground, in the valley itself, of more than ordinary beauty. Close at hand is the Old Mission of San Diego, which may be clearly seen from the heights at this point.



## To the Oldest Mission of California by way of Electric Car and Stage Line

Passing through City Heights, which is now available for sightseers by the cars of

the San Diego Electric Railway Company, is one of the brightest spots in or around San Diego.

For years it has only been accessible to those who could go by carriage or other conveyance, but now the City has reached out until a trip to City Heights, takes but twenty-five minutes of ones time and every minute is taken up with new views and new scenes. From the center of the City you start to climb hill after hill until the Mesa overlooking the City and Bay is reached. There from the little Mission Station, one sees, looking toward the south, the waves breaking on the Point of Rocks in Mexico. As you turn toward the east, the mountains, range upon range, back up like steps. Following them until you are looking north, Old Baldy, almost always covered with snow, stands the sentinel for this, the most southern section of the Coast Range. Nearer is the Cajon Pass, and in the clear atmosphere one thinks that he could walk there. Through this Pass came the Pony Express bringing mail from Yuma to the old fort at Old Town, in the days before gold was discovered in California. You are in the midst of orange and lemon groves, graded and paved boulevards, all the conveniences of the City with all the pleasures of the Country. From the station is the most direct route to the Old Mission, one and a half mile away to the oldest mission in California, with its olive groves planted by the old Padres, when Spain ruled the west.

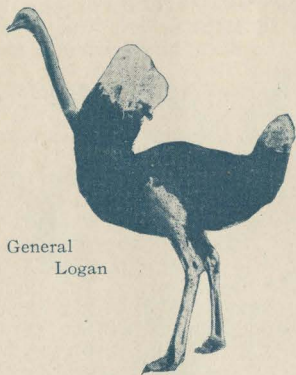
The stage fare for round trip to the Old Mission from electric car station at City Heights will be the cost of 50c.

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To connect with above mentioned stage line, passengers must leave on the 8:50 or 1:20 University car from corner 5th and D streets, asking for transfer for City Heights, thence to the Mission by stage.

### The Ostrich Farm, a Sight By Itself

Where one will gaze upon 125 magnificent birds, presenting an imposing sight. To interest the callers a courteous guide will accompany parties about the ranch giving a lecture on the birds, their raising and habits. The exhibit rooms display thousands of dol-



General  
Logan

lars worth of feathered art manufactured into plumes, boas, tips etc, the choice of same can be purchased at reasonable prices. This farm is one of the finest in Southern California and should be visited by all.

**California Ostrich Ranch, Incorp.,**  
W. H. BENTLEY, Mgr.

# Your Summer Vacation



## YES

Try

**CORONADO** —Opens—  
Wednesday, June 17

Coronado Beach  
California

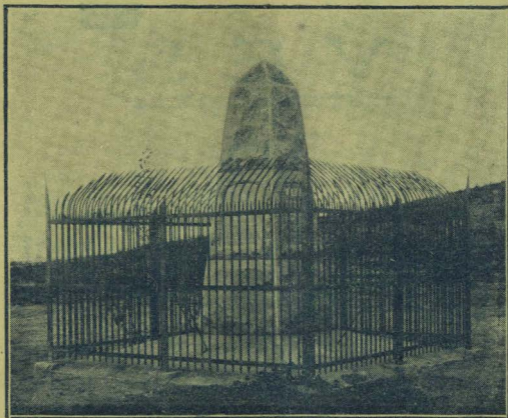
# TENT CITY

# ITS

The most popular Summer Resort on the Pacific Coast. **TRY** Coronado this summer. IT is the place for **YOU** and we want you to **KNOW** it. One week at **TENT CITY** will convince **YOU**

For Rates, Descriptive Booklet, etc., write

**Joshua S. Hammond, Manager,**  
Coronado Beach, Cal.



Boundary Monument, between U. S. and Mexico.