



San Diego

TOURIST & GREETERS

guide

A

**BOOK OF
INFORMATION
ABOUT SAN DIEGO
CALIFORNIA . . .**

AUGUST
1936

Index on Page 42

Coronado

FOR A GLORIOUS VACATION

Closest Beach Resort to "America's Exposition" On Beautiful Coronado Strand with its wonderful climate — between Bay and Ocean. TENT CITY is primarily a low-cost vacation spot and provides every comfort and feature of Cleanliness.

Choice of accommodations now ranges from Beach Houses, with simple but ample equipment; Cabins including Garage; Famous Palm Cottages and De Luxe Cottages recently completed and consisting of Living Room, Dining Room, Double Bedrooms, Bath, Kitchen, Hot Water Heater, Refrigeration and Daily Maid Service.

Beach Houses.....\$1.50 per Day & Up.
Beach Houses, weekly.....\$8.00 to \$10.00 & Up.

New Cabins, including Garages,
Two Persons.....\$3.50 per Day.
(Each additional person \$1.00 per day)
SPECIAL RATES WEEKLY OR MONTHLY

Palm Cottages, including Garage,
Four persons or less.....\$5.50 per Day.
\$27.50 per Week, \$90.00 per Month.
(Small extra cost for additional person)

De Luxe Cottages, including Garage,
Four persons or less.....\$7.50 per Day
\$37.50 per Week, \$120.00 per Month.

Wm. H. Gray, Manager
Phone Coronado 258
Coronado Beach
California



TENT CITY

CORONADO BEACH
Across the bay from San Diego.



La Jolla

14 MILES NORTH OF SAN DIEGO
CALIFORNIA'S FAMOUS
SEA-SIDE RESORT



¶La Jolla offers Golf, Tennis, Riding and Ocean Bathing.

LEFT — View of Park and famous Bathing Cove, from La Valencia Hotel.



LA VALENCIA HOTEL is operated upon the European plan, and offers 100 ocean-view hotel rooms and housekeeping apartments, as well as an excellent dining service—all at sensible prices.

If you enjoy California, you would surely love La Jolla . . . We would be pleased to have you visit us.

GETHIN D. WILLIAMS, Manager

LA VALENCIA *Hotel*
PROSPECT ST. • LA JOLLA •

Yellow Cab—From San Diego to La Jolla, one or more passengers \$3.00

Paradise Valley Sanitarium



If you wish to combine a visit to the Exposition with a health check-up, rest, and invigorating treatments, the PARADISE VALLEY SANITARIUM AND HOSPITAL invites you. It's location is quiet and restful, and only fifteen minutes drive from the Exposition grounds.

Address: PARADISE VALLEY SANITARIUM
National City, California Phone: National 61

For Your Protection!

Employees of the San Diego Consolidated Gas and Electric Company, whose duties require them to enter the homes of customers, must carry a **numbered** identification badge.

For your protection ask any person representing himself as an employee of this company to display his badge; note the number, and any questionable action by him should be reported immediately by telephoning—Franklin 4121.

Reports have come to us that persons claiming connection with this company have gained admittance to homes on the excuse of adjusting appliances and charging exorbitant prices for their work.

Authorized employees of this company render the above service without charge.

SAN DIEGO CONSOLIDATED GAS and ELECTRIC COMPANY

867 SIXTH AVENUE

THE San Diego

TOURIST & HOTEL GREETERS

guide



ALBERT E. FLOWERS
Owner and Publisher •
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Est. 1908

Office:
658 Hotel San Diego

Telephone:
Franklin 1221

This Magazine goes to press again August 10th for September, October and November. No advertisement inserted for less than THREE months.

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(The Editor reserves the right to Edit all Advertisement copy).

SAN DIEGO CHAMBER OF COMMERCE.

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499 West Broadway

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Secretary-Manager

SAN DIEGO HOTEL ASSOCIATION

Wm. M. BROOKS
President
Embassy Hotel

A. E. FLOWERS
Secretary-Treasurer
Hotel San Diego

EMERGENCY

Doctor or Nurse
Franklin 6616

Police Department
Franklin 1101



Barcelona APARTMENT HOTEL

NEAR ENTRANCE TO EXPOSITION

CAFE

3rd to 4th on JUNIPER STREET

GARAGE

Rooms with bath or shower, from \$2.50 per day. Apartments with bedrooms, twin beds, from \$15.00 per week. Steam heat, maid service, Frigidaire, elevator to roof garden, and basement garage. Eighteen-hole golf green on grounds—Free to guests. Cars, 1 and 3.

Telephone Main 0153.



The Visitor To San Diego
Will Find Here An
Atmosphere
Of
Old China

The
OLDEST CHINESE
American Restaurant
in the City

The New
China Cafe

1259 FIFTH AVENUE
PHONE F. 5081

Chinese and American Foods
Large Variety of Beverages

HISTORY

SAN DIEGO CALIFORNIA



"Birthplace of California"

A city with a population of 160,000. It is built upon the shores of the natural landlocked harbor which bears its name, and is the most south-westerly city of importance in the United States. The center of the city is 126 miles south of Los Angeles, 16 miles north of the California-Mexico line, and the first port of call north of the Panama Canal.

The incorporation embraces an unusually large area, extending a distance of 25 miles from the bay northward along the coast, and includes Point Loma, Ocean Beach, Pacific Beach and La Jolla. The city proper is built on the northeastern slopes of San Diego bay, rising to the mesas and extending back over them to the cliffs above Mission Valley. The rise of the land makes the city a particularly beautiful one, as viewed from the water, its buildings lifting in tiers from water level to the heights.

The all-year climate of San Diego is unrivaled by that found on the shores of the Mediterranean; average temperature for the summer is 67° and winter 55°. The city has 103 miles of street railways, with adequate car service to all parts of the city; a progressive and modern electric light and gas plant whose lines thoroughly cover the city and operate to all important suburbs.

National City adjoins San Diego on the Southeastern side of the bay, while across the bay on the south lies Coronado, famed as a residential city and winter and summer resort, and North Island, the location of the United States Army and Navy activities. A sand spit connects North Island with Coronado, and Coronado with the mainland, completing the landlocked harbor, entrance to which lies at the tip of Point Loma peninsula that separates the bay from the Pacific ocean on the west.

San Diego was discovered in 1542 by Juan Cabrillo, a Portuguese Navigator in the service of Spain. Sixty years later, in 1602, Sebastian Viscaïno, also flying the flag of Spain, entered the bay and named it San Diego (St. James). In 1846 war between the United States and Mexico began. General Fremont arrived with an American force on July 29th and raised, officially, the first American flag at a spot now marked in Old Town.

San Diego's real growth began in 1867, and soon outgrew what is now termed "Old Town." The first store was opened in 1868 in New San Diego, with a count of 23 inhabitants. The census, according to United States figures for population are: 1900, 17,000; 1910, 34,000; 1920, 75,000, and 1930, 148,000—a continuous increase of approximately 100% every ten years. Population for County 1934, 260,000.

Caesar's

Sixth and University

SAN DIEGO'S
PLACES TO EAT
THAT CAN'T BE BEAT

DEPENDABLE ALWAYS

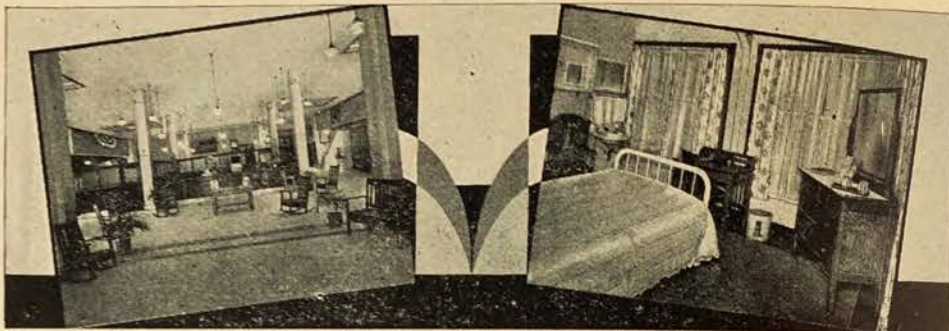
Pastore's

807 Broadway

Golden West Hotel

THIRD - FOURTH and G STREETS, SAN DIEGO

400
ROOMS



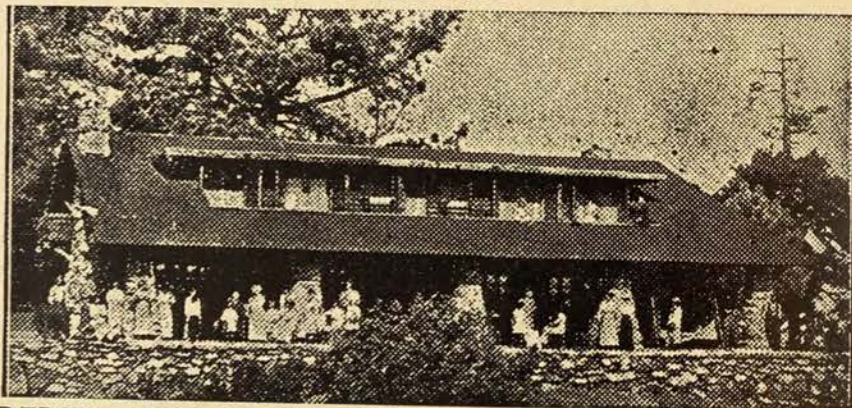
Section of Lobby

Clean and Comfortable

RATES—Single Bath Privilege.....	\$1.00 and \$1.50
" Private Baths	2.00
Double Bath Privilege	\$1.50 and \$2.00
" Private Bath	2.50
Weekly	\$4.00 to \$10.00
Monthly	\$15.00 to \$40.00

EMMETT H. McFADIN, Manager

PINE HILLS LODGE - - - JULIAN, CALIF.



PINE HILLS Pine Hills is 60 miles distance from San Diego, concrete highway on Julian road.

Cuisine under supervision of Mr. Fred Kruger, so well known to all for his excellency in food. American Plan rate, Hotel rooms, cottages with all modern convenience and where everything is done for your comfort.

Recreation Hall, swimming pool, horseback riding, croquet, tennis and wonderful scenic walks.

Mr. and Mrs. A. F. Kruger, owners and managers. Elevation 4150. Phone Julian 33J11. Daily Pickwick stage service.



BALBOA PARK ●

Garden Spot of the World. Less than one mile from the center of San Diego.

The site of "America's Exposition"

A section covering 1400 acres that has been developed and beautified and is now conceded by World Travelers to be the "Garden Spot of the World." At a cost of something over eight millions of dollars the "Exposition Site" of 1915 has been enhanced many times in beauty and the handsome buildings have been retained. Rehabilitation of the structures has been completed by a large number of expert artisans and it is here that the 1936 Exposition will be held.

The visitor to San Diego may spend several days "browsing" 'round Balboa Park and enjoy every minute. The winding paths and driveways, greensward and a brilliant profusion of flowers, luxuriant tropical foliage and shady nooks for resting, form the setting for the typical Spanish architecture throughout the grounds.

Within the boundaries of these 1400 acres the visitor and resident may enjoy: the Zoo, one of the finest and most varied species of animal life in the world. This is maintained by the San Diego Zoological Society. The San Diego Museum, one of the most famous collections in the world. Plaza de Panama, where pigeons gather by the hundreds. The Spreckels Organ, largest out-door organ in the world. Montezuma Gardens, Natural History Museum and many other interesting features.

For recreation there are: Fine 18 hole Golf Course; Nine hole Golf Course, with moderate playing fees. Roque and Shuffleboard Club. Bowling-on-the Green. Balboa Horseshoe, Chess and Checker Club, where visitors are always welcome. Luncheon may be had at the picturesque Japanese Tea Pavilion, located a few steps North of the lily pond and adjacent to entrance of Zoo.

TO REACH BALBOA PARK

Take Street Car 1 or 3 or drive to Laurel Street, turn right over famous Cabrillo Bridge one half mile east; or take car 7 or 11 to East entrance of Park. Tanner Tours also include Balboa Park in its itinerary.

HOTEL SAN DIEGO

Has splendid Hotel arrangements to accommodate visitors to "America's Exposition." Close to railway and steamship terminals and directly on main automobile Highway No. 101 from Los Angeles and Highway No. 80 from Arizona.

Located quite close to theatres and business district. Plenty of free parking space for automobiles.

*Comfortable Rooms.
Barber Shop, Valet
Attention, Beauty
Shop, Information
Desk, Large Lobby
and Foyer.*

*All Within
Hotel Structure*

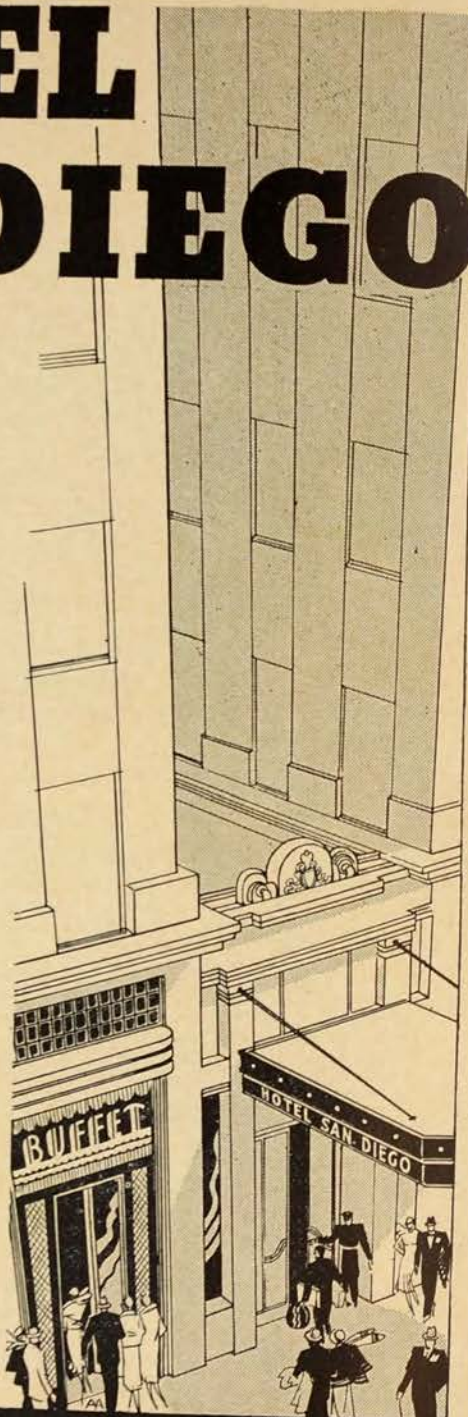
BUFFET
COFFEE SHOP
COCKTAIL LOUNGE

WITH BATH *from*
} **2** ⁵⁰

5c Car Fare from Hotel Door
to "AMERICA'S EXPOSITION"

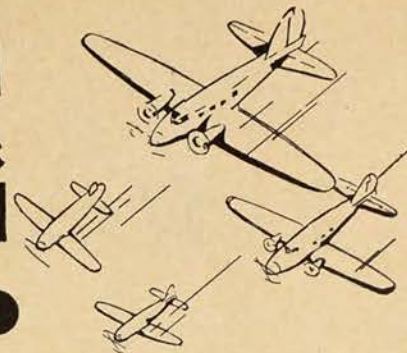
Yellow Cab—From Pier or Depot, one
or more passengers 35c

BROADWAY • STATE at UNION



AVIATION Military & Commercial

World's Foremost Aviation Centers
LINDBERGH FIELD
NORTH ISLAND



Situated directly across San Diego Harbor from the business section is NORTH ISLAND—the home of the United States Government's greatest aeronautical operating units. Here are stationed forces of the army, navy and marine corps. Here are based more than \$40,000,000 in flying equipment. North Island, with more than 2,000 acres, is one of the World's finest natural flying fields. It has been the scene of more than 70 world record flights. From here Charles A. Lindbergh started his memorable flight to New York and Paris in his San Diego built Ryan plane.

Situated less than two miles from the heart of San Diego's business section, Lindbergh Field has been acclaimed by aeronautical experts to be one of the finest municipal airports in the country. Here are located southwestern terminals for some of the major transcontinental and Pacific Coast Airlines. A combined service of daily schedules is maintained by United Airlines and Western Air Express.

An immense manufacturing plant of the Consolidated Aircraft Company has just been established at Lindbergh Field. At the present time they are carrying on a national advertising campaign in aeronautical publications in which they depict an "Aerial preview" of Consolidated Aircrafts factory at Lindbergh Field at San Diego, California, where air, land, rail and water combine to afford the ideal location for aircraft production. They will keep constantly employed between 1500 and 2500 persons and, at the present time, has over \$9,000,000 worth of business in large Army and Navy contracts.

TO REACH NORTH
ISLAND AND
LINDBERGH FIELD

North Island—Take Coronado Ferry, drive straight to Fourth Street, turn RIGHT and continue. OR: Take Shore boat at foot of Broadway, fare 25c.

Lindbergh Field—From downtown Broadway and Pacific Boulevard, drive straight north one and one-half miles.

Yellow Cab Company

• RATES •

25c first 1/4 mile
10c each additional 1/2 mile

No charge for EXTRA passengers or hand baggage

To or from any Down Town Hotel—
not more than 45c; others nearer 35c

All passengers covered by insurance
by "Travelers of Hartford"

(Yellow Cab Rates Given in Hotel Advertisements)

PLAYGROUNDS BEACHES and AMUSEMENT CENTERS



Everywhere around San Diego abound places for wholesome enjoyment. Winter or Summer the climate is delightful. Every day in the year one may fish, dance, swim in the surf or bay, sail a boat, play golf—whichever you prefer.

LA JOLLA

15 miles North of San Diego, located on ocean front. Fine Bathing cove, wonderful Golf course, Biological Station, Beach and Yacht Club, Boating, Camping, Horse-back Riding, Theatres, excellent Hotel accommodations. See La Valencia page 3.

CORONADO TENT CITY

Across the bay from San Diego, auto or street car, No. 9, car to ferry. CORONADO, famous Hotel del Coronado, fine new swimming pool adjacent to Hotel. Country Club with 18 hole golf course, stores and two bank buildings. Beautiful and unique residential area, population 6000. SEE Coronado Civic Club. CORONADO TENT CITY, just south of Hotel del Coronado. Glorious vacation spot, winter or summer. Miles of beach on Coronado Strand. Swimming in bay. Accommodations, Palm Cottages, Beach Houses, New Cabins with Garages. De Luxe Cottages with Hot Water and Refrigeration, Daily Maid Service.

DEL MAR

Eighteen miles north of San Diego. "The Spot Beautiful," and known as "The Newport of the Pacific," with every charm of a picturesque California resort, combining ocean, mountain and valley. Hotel del Mar and English Cottages are 20th century marvels of construction and service. Surf bathing, bath house and plunge. Thirteen hundred foot pier is a great attraction for man with rod and reel, gamiest of fish. Del Mar is one of the show places of the Pacific Coast.

MISSION BEACH

Situated half way between La Jolla and San Diego proper. A highly developed beach project that offers pleasure and comfort to one wishing a beach home for the Winter as well as the Summer months in Southern California. A beautiful stretch of sandy soil lying between the Old Pacific and the waters of Mission Bay provides the temporary or permanent resident with everything in the way of Beach sports and recreation. Fishing in surf and bay; Swimming, Boating and Camping. Furnished and unfurnished cottages, homes and apartments, and an adequate business center, with stores, makes a nice inducement for one to live here.

ALBANY HOTEL

100 ROOMS



Union and E Streets
San Diego

A Hotel with
Home Comforts.
One block from
court house and
post office.

\$1.50

PER DAY
and up

Free shower
and tub baths

Cafe and Lunch
Counter in Hotel

Taxi—from Pier 45c; Depot 35c one or more passengers
4 blks. from Santa Fe Depot. Large lobby, courteous service. J. R. MILLIGAN, Mgr.



Best
Since
1908

Savoy Cafe

SEAFOOD SPECIALTIES

1065 4th Ave.

Rehabilitated in New Building

Same Location

Beautifully Equipped

LUNCH 40c

WINE & BEER

DINNER, 50c, 85c, \$1.00

TOM TOPUZES



JAPANESE TEA PAVILION

Balboa Park

Being built in a typical Japanese garden, it is a very picture of the Orient. Your visit to San Diego is not complete without seeing this charming spot. Tea and other refreshments served by Japanese lady attendants in their native costumes. Open all year.

JAPANESE SOUVENIRS

PARADISE VALLEY SANITARIUM

Six miles southeast of San Diego lies the beautiful Paradise Valley, commanding an unobstructed view of San Diego, the Bay, Ocean and Mountains; having unexcelled climate throughout the year. Situated in this valley, one mile from National City, is located the Paradise Valley Sanitarium, where many visitors to San Diego sojourn for a month or two for the benefit of their health. The Sanitarium is an ideal resort, and has an efficient corps of physicians and nurses.

Bus "N", leaving Fifth and E at 9:00, 10:00, 11:00 a. m., 2:00 and 4:00 p. m., makes direct connections with Paradise Valley stage at National City limits.

HOTEL NYE

ROSE MOHR, Prop.

PHONE MAIN 7596

- Steam Heat
- All Outside Rooms
- Strictly Modern Throughout

A Homelike Hotel where you can rest and enjoy the only Roof Garden in the city. Courtesy and Service—Reasonable Rates. Half Block North of Broadway.

1041 SIXTH AVENUE

SAN DIEGO, CALIF.

RINEHART'S

Phone: Franklin 1353

16th and Market

SUPERIOR CLEANING & DYEING

SINCE 1910

BRANCHES

LA JOLLA
Phone 2496

CORONADO
Phone 128-J

CHAS. E. RINEHART, Owner & Mgr.

EVERY DAY at.....

Pullman Cafeteria

1240 Fifth Avenue

ROAST TURKEY WITH DRESSING.....	35c
FRIED, ROAST AND STEWED CHICKEN.....	25c
TURKEY PIE.....	15c
TOP SIRLOIN WITH FRENCH FRIED POTATOES.....	20c

FRESH VEGETABLES AND SALADS
FINE SELECTION OF PIES AND PASTRIES

STATIONERS CORPORATION

BOOKS
for leisure hours

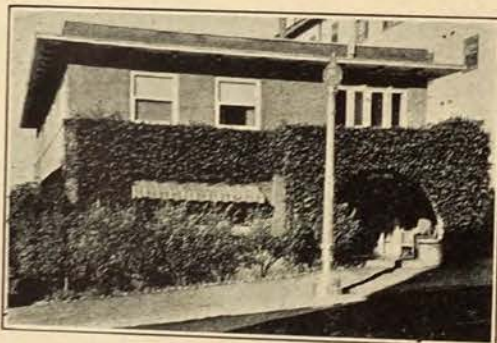
—All the Best Sellers in fiction, travel, biography, philosophy and religion . . . Fine circulating library. Big line of latest bridge books and goods.

1040 SIXTH STREET - - SAN DIEGO

HADDON HALL HOTEL

1/2 BLK. SOUTH OF EL CORTEZ

1334 7th Avenue near "A"
SAN DIEGO
Phone Main 6752



Day Rates from \$1.25
Weekly Rates from \$8.00
Monthly Rates from \$25.00

PERMANENT REASONABLE
TRANSIENT HOMELIKE

Especially Nice for Ladies
Close to Cafes, Theatres
and Shopping District
Only 3 Blks. to Balboa Park

Yellow Cab—One or more passengers, from Pier 55c; from Depot 45c



San Diego county has provided a wide variety of scenic spots of tremendous interest to the lover of nature. With the majestic peaks rising as high as 6,500 feet, with the broad valley, deep canyons, steep cliffs, wooded areas, interesting trails, beautiful lakes, highly improved roads, excellent accommodations, camping spots galore, the visitor may enjoy himself to the utmost. All of these may easily be reached within a few hours' time.

Alpine—Forty-five minutes on U. S. No. 80, or by Pacific Greyhound stage. Green Parrot Lodge, Sierra Vista, Viejas Vista, Wildwood Glen, The Willows and Alpine Tavern. Cottages, tents or camping. Croquet.

Campo—Hour and three-quarters via lower Imperial Valley road or S. D. A. & Eastern Rwy. train. Aurelia (Golden Rule) Ranch, Warren's Campo Mountain Inn, cottages.

Cuyamaca Lake—Two hours via U. S. No. 80, turn off at Descanso, or Pacific Greyhound stage to Descanso; Cuyamaca Lodge, cabins, camping, swimming.

Descanso—Hour and a quarter via U. S. No. 80, or Pacific Greyhound stage. Hulburd Grove, Los Aerrenitos, Oakzanita; cottages, camping croquet riding, quoits, swimming, tennis.

Escondido—One hour via Inland route or Pacific Greyhound stage, Hotel Charlotta, Del Dios, Hodges Grove camp, Jesmond Dene; cottages, camping, golf, tennis, croquet, swimming, theatre.

Flynn Springs—Forty-five minutes via U. S. No. 80, or Pacific Greyhound stage. Cabins, Shamrock Inn; camping, picnic grounds.

Julian—Two hours via Lakeside-Ramona highway. Kentwood-in-the-Pines, Pine Hills Lodge, Rancho de Juan y Marie; cottages, camping, croquet, gymnasium, riding, swimming, tennis.

Jacumba—Two hours and a half on U. S. No. 80, Pacific Greyhound stage and S. D. A. & E. train. Carriso Gorge Lodge, Jacumba Hot Springs, Hotel Jacumba; cottages, camping, croquet, riding, swimming, tennis, theatre.

Laguna Mountains—Two hours and a half via U. S. No. 80. Terry's Lodge; cabins camping, picnic grounds.

Pine Hills—Sixty miles from San Diego, two hours by auto. Pine Hills Lodge resort, room accommodations and excellent cuisine. Reached by way of Lakeside, Ramona, Santa Isabel, or Route No. 80 to Descanso through Cuyamaca and Julian.

Pine Valley—Hour and a half via U. S. No. 80, or Pacific Greyhound stage. Pine Valley Lodge, cottages, camping, golf, riding, swimming, tennis.

Ramona—One hour via Lakeside. Kenilworth Inn, camping, theatre.

Warner's—Three hours via Ramona and Santa Ysabel. Los Tules ranch, Warner's Hot Springs; cottages, camping, boating, croquet, shuffleboard, riding, swimming, tennis.



Centrally Located But Quiet—Fireproof

RATES

With Bath—Double Bed:
 1 Person.....\$2.00 and \$2.50 per Day
 2 Persons.....\$2.50 and \$3.00 per Day

With Bath—Twin Beds:
 2 Persons.....\$3.50 and \$4.00 per Day

Without Bath—Double Bed:
 1 Person.....\$1.50 per Day
 2 Persons.....\$2.00 per Day

Suites—2 Rooms with Bath Between:
 (Double Bed in Each Room)
 3 Persons.....\$4.50 and \$5.50 per Day
 4 Persons.....\$5.00 and \$6.00 per Day

Hotel St. James

SIXTH AVE. at E ST. SAN DIEGO

Sightseeing TRIPS you'll enjoy!



SEE
 Mission Hills and
 Point Loma,
 Coronado and
 Agua Caliente,
 Old Mission, Mt. Helix
 and Grossmont

GRAY LINE MOTOR TOURS

Owned and operated by
TANNER MOTOR LIVERY
 Starting Point, U. S. Grant Hotel
 Trips leave at 10 a. m. and 2 p. m.
 We call for you at your Hotel



Call Main 3111 for sightseeing and limousine service

NEW PALACE HOTEL

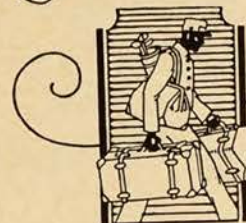
"San Diego's Home Hotel" . . . One Block from Exposition Park
 FIFTH AVENUE AT ELM SAN DIEGO, CALIFORNIA
 TELEPHONE FRANKLIN 7536

EUROPEAN PLAN (minimum)		AMERICAN PLAN (minimum)	
	Day Wk. Mo.	1 person.....	From \$45.00 per month
1 person (detached bath)	\$1.00 \$6 \$20	2 persons.....	from \$75.00 per month
2 persons	" " \$1.50 \$9 \$25		

THE GUEST ROOMS are sunny and well ventilated. Every room is an outside room, providing comfort and home-like atmosphere.
 RUTH S. ALBRIGHT, Owner GLEN FUNCHEON, Manager
 DINING ROOM OPEN TO THE PUBLIC . . . Renowned for Delicious Home Cooking
 Breakfast, from 20c - Luncheons, 35c and 50c - Dinner, 50c
 FREE PARKING INCLUDED IN ABOVE RATES

Travelers Needs and Gifts

Franklin 3470



Pitts The Trunk Man

Luggage and Leather Goods
 of Distinctive Quality

1249-5th Ave.
 NEXT MISSION THEATRE
 SAN DIEGO - CALIFORNIA

FISHING, FRESH WATER

San Diego's lakes annually attract thousands for bass and crappie fishing with an occasional trout as a lure for some. The lakes of the city water system and the privately owned storage basins of this district offer about the only fresh water bass fishing in the southland.

Open season for Bass, Trout, Perch and Crappie, is from May 1 to October 31.
 Daily information available at Stanley Andrews Sports Goods Store.

SLEEP OVER THE OCEAN

HOTEL OCEAN VILLAGE

AT OCEAN BEACH • SAN DIEGO, CALIF.

15 Minutes from San Diego—12 Minutes from Fair

- ALL SEPARATE UNITS
- REASONABLE RATES
- HOUSEKEEPING ACCOMMODATIONS

TELEPHONE: BAYVIEW 0605

MRS. ETHEL REXFORD, Mgr.



SHORTEST LINE EAST

All Pullman and Coach Equipment

Now Completely Air-Conditioned

via

Golden State and Sunset Routes

Through Pullman, Observation and Dining Car Service
to Chicago, Kansas City, San Antonio,
Houston and New Orleans

Leave San Diego	daily	6:45	p. m.
Arrive Phoenix	"	8:00	a. m.
Arrive El Paso	"	7:30	p. m.
Arrive Kansas City	"	8:15	p. m.
Arrive Chicago	"	9:00	a. m.
Arrive San Antonio	"	3:10	p. m.
Arrive Houston	"	9:00	p. m.
Arrive New Orleans	"	7:25	a. m.

Direct connections at Chicago and New Orleans to all points East

San Diego, Arizona & Eastern Railway

Tickets and Complete Information 330 Broadway
Phone Main 7111

STOP!

\$3.00 Weekly and Up
\$1.00 - \$1.50 per Day
WITH BATH

One block from Broadway
One block from three Theatres

Hotel Green

1059 SECOND AVE.

Clean and Comfortably Furnished.
Pleasant Lobby.
Steam Heat. Private Baths.
FREE PHONES

Phone M. 3920

E. H. Rich, Prop.

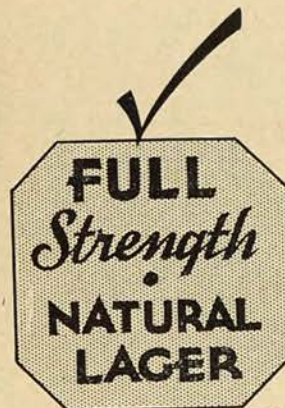


Yellow Cab—From Pier 45c; Depot 35c, one or more passengers

The LIFE of every Party!

*Drink the Best
forget the Rest*

famous
A.B.C.
BEER



Available in FULL PINTS (16 oz.)
11 oz. and 22 oz. Bottles

"AWARDED WORLD'S GOLD MEDAL"

The Atchison, Topeka & Santa Fe Railway

Los Angeles — San Diego

Lv. Los Angeles	Ar. San Diego	Lv. San Diego	Ar. Los Angeles
9:15 a. m.	12:30 p. m.	8:30 a. m.	11:45 a. m.
2:00 p. m.	5:15 p. m.	3:00 p. m.	6:15 p. m.
7:00 p. m.	10:00 p. m.	7:00 p. m.	10:00 p. m.
1:00 a. m.	5:00 a. m.	2:00 a. m.	6:00 a. m.

NEW BOTSFORD HOTEL

1048 SIXTH AVENUE
(Just off Broadway)

Newly Furnished Throughout
Large Lobby Elevator Service

VERY REASONABLE RATES

Buffet in Connection

R. P. McCULLOUGH, Prop.



Yellow Cab—From Pier or Depot, one or more passengers 45c

SAN DIEGO ZOOLOGICAL GARDENS BALBOA PARK

PICTURING a group of the many interesting specimens to be seen here. It is one of the finest collections in the world and is valued at more than one-half million dollars. Arranged in a natural woods setting it depicts the typical habitat of bird, reptile and animal life. The great flying Cage, highest in the world, shows myriad beautiful specimens. Here we have: Tortoise 300 to 400 years old; Eared Vultures, Orang Outang, Mountain Gorilla, Penguins, also, Fur Seal, Otter, Tapir, Snakes, Bear, Leopard, Jaguars, Black Panther, Lions, Tigers, Puma and 46 varieties of small Monkeys. A trained Seal Act every day at 2:30 p. m. Visitors to San Diego should by all means SEE THIS WONDERFUL ZOO. Admission 25c. Children under 16 FREE.



The San Diego Zoo has THE "ONLY"

ZOO SPECIMENS

Every zoo has specimens which it designates as the only ones in captivity. They need not be rare in the wild for some creatures which are really numerous, do not live well under conditions which must prevail in most zoos. The San Diego Zoo has a number of such specimens, some which it has acquired by luck and some because of its success in keeping rare animals in captivity. Outstanding among these is the Northern elephant seal. Two huge specimens from Guadalupe Island, young bulls weighing between 2,000 and 3,000 pounds and approximately seventeen feet long, are exhibited here. These are the gift of the Mexican government and were collected and transported to the Zoo by G. Allan Hancock. The entire herd of Northern elephant seal numbers not more than 2500 animals and makes its permanent home on Guadalupe Island, 200 miles southwest of San Diego.

SEAL SPECIMENS

Just as rare in captivity but more numerous in the wild is the Alaskan fur seal, five specimens of which are exhibited in the San Diego Zoo, property of the United States Bureau of Fisheries. Again the San Diego Zoo can truthfully say these five seal are the only ones in any zoo in the world, for the last remaining specimen which was on display in the National Zoo at Washington died some time ago.

GORILLAS

Our outstanding exhibits and probably the greatest zoological exhibits in the world today are two Mountain gorillas, captured by Martin and Osa Jonhson, now entering upon their fifth year in the San Diego Zoo. They are half grown, approaching 300 pounds in weight. They are the only two Mountain gorillas exhibited in the United States and the only two gorillas any place in the world exhibited together under natural conditions and living an out of door life. Mbongo and Ngagi are known the world over. They are a valuable exhibit, first because few people have ever seen a live gorilla, but chiefly because the gorillas themselves put on a wonderful show doing every trick they know to please their big audiences.

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Excels in equipment, service and location. Apartments appeal to those desiring comfort and convenience.

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Let me give you a complete itinerary—How to see San Diego, Page 25

HOLLAND HOTEL



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Private toilet and lavatory in every room.

CLEAN AS WAX

Gorgeous sun parlor on roof.

Rates, \$2.00 & up.

Take any street car; transfer at Fifth and Broadway.

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4 Blocks from Business Center, 3 from Balboa Park



Catering to nice people with honest income. Ideal location in fine residential district. RATES: \$4, \$5 and \$6 weekly. No petty charges. Steam Heat, elevator, Free Parking Space. You'll be satisfied.

STATE TEACHERS COLLEGE

Perhaps the finest example of Moorish architecture on the coast, the new group of buildings occupied by the State Teachers' College overlooking the Valley of the Mission, in San Diego, is well worth a visit. The first unit is just completed and landscaping is in progress. This new college home opened its recent semester with over 1,300 students in teacher or university courses.

30 minutes by car line No. 7 or El Cajon Bus with transfer to Bus 5 at Euclid Avenue.

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Ash Sts.

Homelike, sun parlor, rose court, nice lobby. Four blocks from Broadway. \$1.50 to \$2.50 W. M. RAYMOND, Mgr.

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Structure of 180 rooms, fine large lobby, Open Air Patio, Elevator and Dining Room. Very attractive for overnight weekly or monthly guests. Rates: Single \$1.50; Double \$2.00. With private bath, Single \$2.00, Double \$3.00. Weekly or Monthly tariff very reasonable.

Mrs. J. J. Wall, Manager

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SAN DIEGO
213 East Broadway
WILMINGTON
Berth 160

SAN FRANCISCO
205 Market Street
LOS ANGELES
723 West 7th Street

SOUTHBOUND

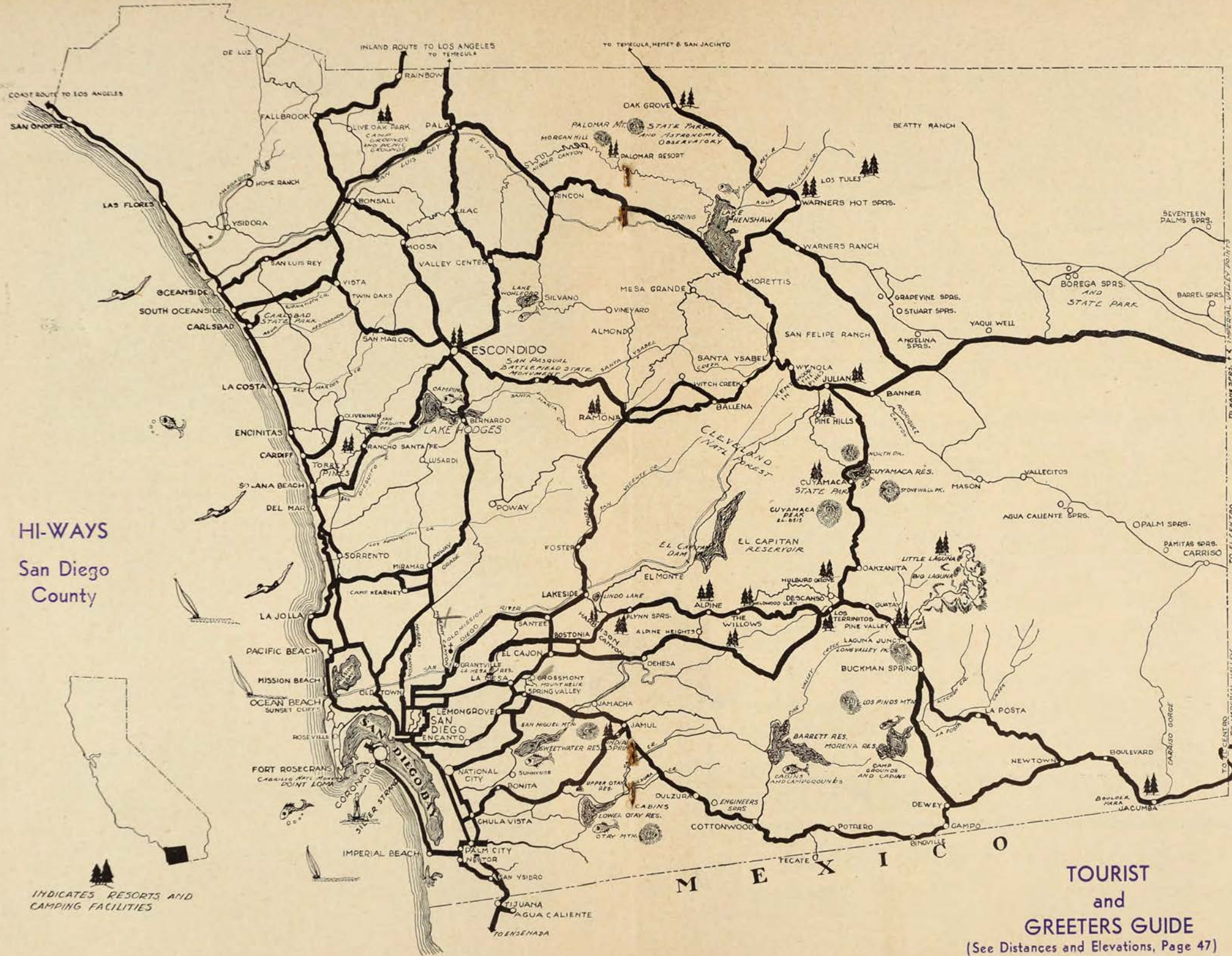
Leaves San Francisco (L. A. S. S. Co.)	4:00 P. M.—Mon. - Wed. - Sat.
Arrives Wilmington	10:00 A. M.—Tues. - Thurs. - Sun.
Arrives Los Angeles (P. E. Ry.)	11:00 A. M.—Tues. - Thurs. - Sun.

Leaves Los Angeles (P. E. Ry.)	11:00 A. M.—Thursdays
Leaves Wilmington (L. A. S. S. Co.)	12:00 Noon—Thursdays
Arrives San Diego	5:00 P. M.—Thursdays

NORTHBOUND

Leaves San Diego (L. A. S. S. Co.)	9:00 A. M.—Fridays
Arrives Wilmington	2:00 P. M.—Fridays
Arrives Los Angeles (P. E. Ry.)	3:00 P. M.—Fridays

Leaves Los Angeles (P. E. Ry.)	3:00 P. M.—Tues. - Fri. - Sun.
Leaves Wilmington (L. A. S. S. Co.)	4:00 P. M.—Tues. - Fri. - Sun.
Arrives San Francisco	10:00 A. M.—Wed. - Sat. - Mon.



HI-WAYS
San Diego County

INDICATES RESORTS AND CAMPING FACILITIES

TOURIST and GREETERS GUIDE
(See Distances and Elevations, Page 47)

IMPERIAL CO.

BASS FISHING

San Diego County has eight lakes all of which are stocked with black bass and perch. Several of them are also stocked with crappie. Most of these lakes are closed to anglers during the winter. However, for the convenience and pleasure of the winter visitor two of our largest lakes will be open to the angler during the winter and early spring months. These lakes are Hodges, thirty miles north of San Diego, and Henshaw, seventy miles northeast of San Diego. All the lakes in San Diego County may be reached over fine roads.

SALT WATER FISHING

Salt water fishing in the vicinity of San Diego for Yellowtail, Barracuda, Bonita, Swordfish, White Sea Bass, Jewfish, and many other species of fish to be found off this coast during the spring and summer months is unequalled anywhere along this coast. Many fine sport fishing boats equipped with all the conveniences necessary to make salt water angling enjoyable are available during fair weather both winter and summer. Fishing barges are also anchored off the entrance to San Diego harbor during the summer and furnish fine sport for those who dislike the roll and heave of the smaller boats.

FISHING, SURF, BAY AND PIER

For corvina, croker, perch, smelts, mackerel, yellowtail, bass and halibut are available at the following places:

Mission Beach, 20 min.; auto or street car route 15.
Oceanside Pier, 1 hour; auto, Pacific Greyhound Stage or Santa Fe.
Carlsbad, 55 min.; auto, Pacific Greyhound Stage or Santa Fe.
Encinitas, 50 min.; auto, Pacific Greyhound Stage or Santa Fe.
Cardiff, 45 min.; auto, Pacific Greyhound Stage or Santa Fe.
Solano Beach, 43 min.; auto, Pacific Greyhound Stage or Santa Fe.
Del Mar, 40 min.; auto, Pacific Greyhound Stage or Santa Fe.
Torrey Pines Beach, 35 min.; auto or Pacific Greyhound Stage.

(See following advertisement)

TENNIS — GOLF — FISHING & HUNTING SUPPLIES

SOUTHERN CALIFORNIA'S
LARGEST EXCLUSIVE SPORT GOODS STORE

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Opposite U. S. Grant

★ FINEST LOBBY IN TOWN ★

50 Rooms—Private Toilet	1.50
50 Rooms—Showers	2.00
100 Rooms—Private Baths	2.50 up
Large Rooms—Twin Beds	4.00, 5.00, 6.00
Suites (for 4 people)	5.00

GARAGE—24 HOUR SERVICE—50c

Mr. and Mrs. George Crowley, Props.

● Always, *Lucky Gypsy* wears his charmed bandana, which, according to ancestral traditions, assures the *Maestro* good luck and success.

Tonite! Every Nite!
Full Course DeLuxe Dinner
NO COVER \$1.50
OR Minimum CHARGE



In a setting of matchless beauty . . . to the inspiring music of Lucky Gypsy's 14-piece band and entertainment by world famous artists

● Including Fanchon & Marco Beauty-Revue; world's greatest acrobatic sextet, the Maxellos; songbird, Beatrice Hagen and Frances Ellium; Gladys Bowen, dancer — many other stage, movie and radio stars.

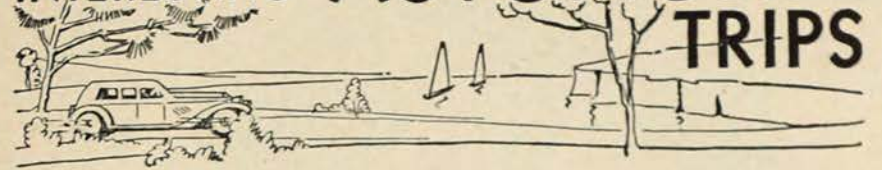
**CAFE
of the
WORLD**

**Dining-Dancing-
Center of the Exposition**

You enjoy food and service beyond compare!

==== LUNCHEON, SUNDAYS, 75c =====

INTERESTING AUTOMOBILE TRIPS



●
**EL CABRILLO
NATIONAL
MONUMENT**

Smallest national monument in the United States, having an area of about one half acre. Set aside by proclamation of President Wilson on Oct. 14, 1913 in honor of Juan Rodriguez Cabrillo discoverer of San Diego Bay. Old Spanish Lighthouse stands on site. At end of Point Loma Road. 30 min. by auto or Gray Line Tours.

●
POINT LOMA

The giant promontory of Point Loma, extending south from the mainland and protecting the harbor and its narrow entrance, is a veritable sightseeing paradise with its magnificent panoramas and score or more of historical or otherwise interesting points, which are listed elsewhere separately in detail. Among these points are: Ballast Point, La Playa, Old Spanish Lighthouse, Rosecroft Begonia Gardens, Fort Rosecrans, Theosophical Headquarters, Sunset Cliffs, Naval Training Station, Bennington Monument, and El Cabrillo National Monument.

●
**THEOSOPHICAL
HEADQUARTERS**

● "The International Headquarters of the Theosophical Society was moved from New York to Point Loma in 1900 by the late Theosophical leader, Katherine Tingley. This beautiful estate and some of its principal buildings are open to the public daily, except Saturday and Sunday from 10 a. m. to 12 noon, and from 2:00 to 4:00 p. m. There is a nominal admission charge. Free public forum-lectures on topics of timely interest are held every Sunday afternoon at 3 o'clock in the Temple of Peace. Entrance on Catalina Boulevard. For further information address the Secretary (Telephone: Bayview 0350). Twenty Minutes by auto; or car No. 13 to Talbot Street, and walk 1 1/2 miles."

●
SUNSET CLIFFS

The mighty Pacific has carved the precipitous cliffs of Point Loma into fantastic patterns which are a delight to see. Rustic bridges and commanding viewpoints make this stretch of shoreline a park of fascinating beauty. It is called Sunset Cliffs. 20 minutes by auto to end of Sunset Cliffs Boulevard; or car line No. 14 to end of line, and walk half a mile; also Gray Line Tours.

Baron Long
President

Orrin LaF. Chaffin
Managing Director



TELEPHONE MAIN 3121

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GENUINE COMFORT at Sensible Prices

500 ROOMS

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With Bath from
\$3:50 Single — \$5.00 Double

Detached Bath
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WITH BATH
Rooms, \$3.00-\$3.50
Rooms \$4.00-\$5.00

VERY CONVENIENT GARAGE

LOBBY-LEVEL—JUST A FEW STEPS FROM REGISTRATION DESK

ENTRANCE ON C STREET BETWEEN 3rd and 4th
SAN DIEGO, CALIFORNIA

Moderately
Priced
Restaurants

PLATA REAL
For Dancing

STREET CAR and BUS ROUTES



Route numbers on front of all cars operated. Route LETTERS on front of all busses.

ROUTE 1—Between 5th & Market and Park Blvd. & University. **Outbound**, via Market, 3rd, Broadway, 5th and University to Park Blvd. **Inbound**, same to 5th & Broadway then south to Market.

ROUTE 2—Between Union Depot and 30th & Adams. **Outbound**, via Broadway, 25th, B, 28th, Beech, 30th to Adams. **Inbound**, same route.

ROUTE 3—Between 5th & Market and Mission Hills. **Outbound**, via Market, 3rd, Broadway, 5th, Washington, Hawk, Lewis, Fort Stockton Drive to Trias St. **Inbound**, same to 5th & Broadway then south to Market.

ROUTE 4—Between 5th & B and 34th & Imperial. **Outbound**, via B, 3rd, F, 5th, K, 10th, Imperial to 34th. **Inbound**, same to 5th & F then north to B St.

ROUTE 5—Between 5th & B and 39th & Ocean View. **Outbound**, via B, 3rd, F, 5th, Market, 25th, Ocean View to 39th. **Inbound**, same to 5th & F then north to B St.

ROUTE 7—Between Union Depot and East San Diego. **Outbound** via Broadway, 12th, Naval Hospital, Balboa Park, Indiana, Park Blvd., University to Euclid. **Inbound**, same route.

ROUTE 9—From Coronado Ferry Terminal via Market, Kettner, Broadway, 5th, F, Kettner, Market to Ferry Terminal.

ROUTE 11—Between Union Depot and Kensington Park. **Outbound**, via Broadway, 12th, Naval Hospital, Balboa Park, Indiana, Park Blvd., Adams to Marlborough. **Inbound**, same route.

ROUTE 12—Between Union Depot and 32nd & National. **Outbound**, via Broadway, 16th, Logan, 26th, National to 32nd. **Inbound**, same route. Connects with Route "K" bus.

ROUTE 13—Between 3rd & Broadway and La Playa. **Outbound**, via Broadway, Kettner, Hancock, Marine Base, Naval Training Station, Loma Portal, to Government Reservation. **Inbound**, same route.

ROUTE 14—Between 3rd & Broadway and Ocean Beach, via Broadway and Union Depot.

ROUTE 16—Between 3rd & Broadway and Mission Beach, Pacific Beach, La Jolla via Broadway and Union Depot.

ROUTE "A" BUS—West from 3rd on Broadway and Ramona's Marriage Place, Old Town via 3rd, B, State, Ivy, India and La Jolla Ave.

ROUTE "B" BUS—West from 3rd on Broadway and north on First to Laurel.

ROUTE "C" BUS—Between Pacific Greyhound Terminal, 1st & Broadway and La Jolla via Pacific Beach.

ROUTE "E" BUS—From Pacific Greyhound Terminal, 1st & Broadway via 4th, University, Park Blvd., El Cajon Ave. to La Mesa, El Cajon, Spring Valley and Lemon Grove.

ROUTE "F" BUS—From Euclid & El Cajon Ave. via El Cajon Ave. and Park Blvd. to University, connecting with street car Routes 1, 7 and 11.

ROUTE "G" BUS—Between 5th & E and Encanto via E, 6th, Market, 32nd, Imperial to 69th St.

ROUTE "K" BUS—Connects with Route 12 street cars at 32nd, east on National to 39th and south to U. S. Destroyer Base.


ROUTE "N" BUS—Between 5th & E and National City and Chula Vista via 6th, Market, 12th, National, Sigsbee and Main St.

ROUTE "P" BUS—Between 3rd & Broadway and the Piers at the Foot of Broadway.

TRANSPORTATION TO EXPOSITION GROUNDS

STREET CAR ROUTES 7 and 11—TO MAIN ENTRANCE—From Union Depot, East on Broadway and North on 12th St.; thru Balboa Park. Fare 5c.

STREET CAR ROUTES 1 and 3—TO WEST ENTRANCE—From the Plaza at 3rd and Broadway; East on Broadway and North of 5th Ave. Fare 5c.




The SANDFORD
A Dependable Hotel
FIFTH & A STREETS SAN DIEGO, CAL.

COFFEE SHOP
and
DINING ROOM

All Cooking and Service
by Women

RATES
\$1.50
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Clean, quiet family hotel. All outside rooms, nicely furnished; comfortable beds. Modern.

Take No. 1 or 3 car, get off at Beech, walk one block to Fourth.

Three blocks north of Grant hotel.

Transient rooms by day, week or month.

G. D. WILLOUGHBY & SONS
Owners and Managers

"Further up the line, but lower down in price"

CITY AND COUNTY OFFICIALS

CITY OF SAN DIEGO—Mayor, Percy J. Benbough. Common Council, Albert W. Bennett, John S. Siebert, Raymond M. Wansley, Harry Warburton, Bruce R. Stannard, Walter C. Wurfel. City Manager, R. W. Flack. City Attorney, C. E. Byers. Auditor and Comptroller, G. Fred Waterbury. City Clerk, Allen H. Wright. Port Director, Jos. W. Brennan. Park Superintendent, John G. Morley. Treasurer, Robert C. Lindsay. Superintendent of Schools, Will C. Crawford. Health Officer, Dr. A. M. Lesem. Chief of Fire Department, J. E. Parrish. Chief of Police, George Sears. City Librarian, Cornelia D. Plaister.

COUNTY OF SAN DIEGO—Board of Supervisors, Edgar F. Hastings, 1st dist.; LeRoy Richards, 2nd dist.; Ray Trussell, 3rd dist.; Harvey D. Hicks, 4th dist.; and B. A. Sweet, 5th dist. County Clerk, J. B. McLees. County Assessor, Crowell Eddy. County Auditor, C. R. Hammond. County Coroner and Public Administrator, Chester D. Gunn. District Attorney, Thomas Whelan. Farm Advisor, James F. France. County Recorder, O. M. Swope. Sheriff, E. W. Dort. Superintendent of Schools, Ada York. County Surveyor, Ernest R. Childs. County Tax Collector, Sam Claggett. County Treasurer, Will S. Heller.



Dining Room and Buffet
WINE - BEER

BREAKFAST
LUNCH

DINNER

ELEVENTH and F STREETS
Fifty Fine
Outside Rooms

ROOMS

Single\$1.00 up Daily
Single\$1.50 Bath
Double\$1.50 Daily
Double\$3.00 Bath

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Morgan's SIXTH NEAR C Cafeteria

A pleasant place to eat . . . A pleasant place to meet

YOU are welcome at all times to use our comfortable foyer as a waiting room . . . You will find the location convenient, the environment cheerful.

**Open Sundays and Holidays.
Breakfast served.**

We make a special effort to serve all fresh vegetables, fruits and salad greens in season.

A FEW ITEMS FROM OUR MENU:

Todd's Old Virginia Bacon. Charcoal Broiled Steaks.
Chicken Noodles. Our own make of Sherbets and
Pure Fresh Orange Juice. Ice Creams.
Fried and Baked Fresh Fish.

● ENSENADA, MEXICO.

81 Miles South of San Diego

Paved Highway — All the Way

FACTS ABOUT ENSENADA—Located on the peninsula of Lower California in Old Mexico. Average summer temperature, 78°; average winter temperature, 68°. Ensenada is a quaint, primitive little village in which the spirit of Old Mexico prevails. Here, indeed, one feels the thrill of being in a foreign country.

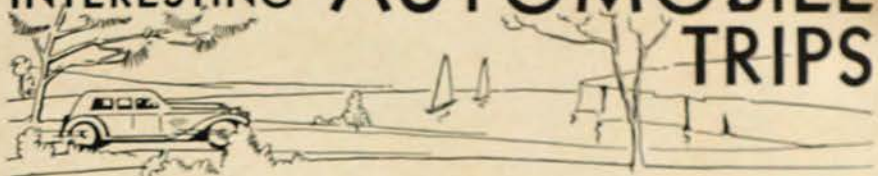
SPORTS—FINEST GAME FISHING in western waters in Todos Santos Bay, which the hotel faces. **HUNTING**—Game abounds in the hills and mountains near Ensenada, particularly quail, ducks and deer. **SWIMMING** — Excellent surf swimming in Todos Santos Bay.

YACHTING—Good anchorage for yachts; no charge for entry of port. Also tennis, badminton, bicycling, horseback riding, ping-pong, croquet and speed motor racing on the seven-mile, hard-packed sand beach.

SIGHTSEEING—Located a quarter mile from the Playa is a treasure trove of native Mexican color and lore. Quaint curio shops abound. The whole vicinity is steeped in historical romance. Nearby—Russian colony, hot springs, large Mexican winery.

BORDER AND CUSTOMS INFORMATION—Ensenada, being a FREE PORT, prices on all articles are ridiculously low. When re-entering the United States each person is entitled to bring with him \$100 worth of Mexican purchases duty free. International boundary at Tijuana never closes. No passports required.

INTERESTING AUTOMOBILE TRIPS



TRIP NUMBER 1

●
CORONADO, TIJUANA and AGUA CALIENTE, in Old Mexico. Ever interesting, ever thrilling. The quaint old village of Tijuana (Aunt Jane) its strange types and odd Characters. The new and beautiful resort of Agua Caliente, one and one-half miles below Tijuana. [Description see other page]. Leave San Diego, journey south through National City, Chula Vista, Otay, to Mexican Border. Returning take left hand road after leaving border gates, turn left at Palm City (sign) thence along beautiful Coronado Strand, Tent City and Coronado. Ferry from Coronado, back to San Diego. Time, three hours or time to suit traveler.

TRIP NUMBER 2

●
LEAVING CITY, through Balboa Park, west on Washington to Mission Hills, straight through here down "Old Town" Hill to Old Town. "Ramona's Marriage Place," here History of San Diego is told in word and pictures, the Old Padres, the Old Mission, First Palm planted in California, and site of U. S. Flag raised by General Fremont. Thence west to Atlantic Boulevard, turn left to Marine Base, then right through Point Loma and observe signs through Ocean Beach directly on past the international Theosophical Headquarters, through the "gate" onto Government road, recently paved, past the "Bennington" Monument and around to Old Light House. Spread before one at this point is the most superb panoramic view in the World. A "birds eye" view of the City, the mountains to the east, North Island, Coronado, the Silver Strand, Coronado Island (in Mexican waters) and away to the south, Table Mountain, in Old Mexico. This trip may be made comfortably in two hours.

TRIP NUMBER 3

●
MT. HELIX, GROSSMONT, OLD MISSION. North on Fourth or Sixth Avenue, turn RIGHT on University, through University Extension to La Mesa, keep east to Grossmont Road, turn RIGHT at sign, up hill to Mt. Helix, famous for its Easter Sunrise Services. Homes of famous personages, ever changing vistas, from summit one may see San Diego, the Ocean and Mexico to the South. Returning, west to El Cajon Blvd., first street north to Madison, to right down Switzer Canyon, across Mission Valley bridge, right to Old Mission, first one established in California. Return to San Diego. Time three hours.

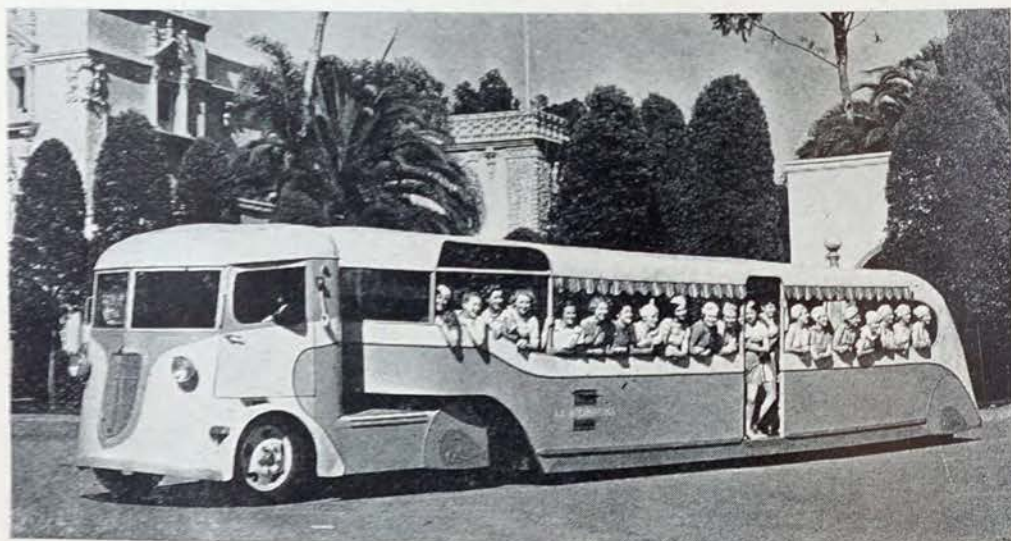
TRIP NUMBER 4

●
Same direction as Trip No. 3, observe Highway No. 80 to Descanso Junction (42 miles from San Diego) turn LEFT here and follow main road through Cleveland National Forest, through Julian, oldest mining camp in this section, follow highway through Santa Ysabel, Ramona, down Mussey Grade, through Lakeside, El Cajon, back to San Diego. Time, three hours.



For the comfort and convenience of the great host of visitors to the Exposition, hundreds of thousands of dollars have been spent. Besides the brilliant Cafe of the World, the central dining unit of the Exposition, there is the Palisades Cafe which accommodates 600 diners. The Palisades Cafe also includes an open-air German beer garden with service for 1,000 persons.

The Exposition Transportation Company will again operate six colorful streamlined coaches throughout the grounds during the 1936 Exposition for transportation and sightseeing purposes. These coaches carried approximately one million passengers during the 1935 Exposition.



America's Exposition

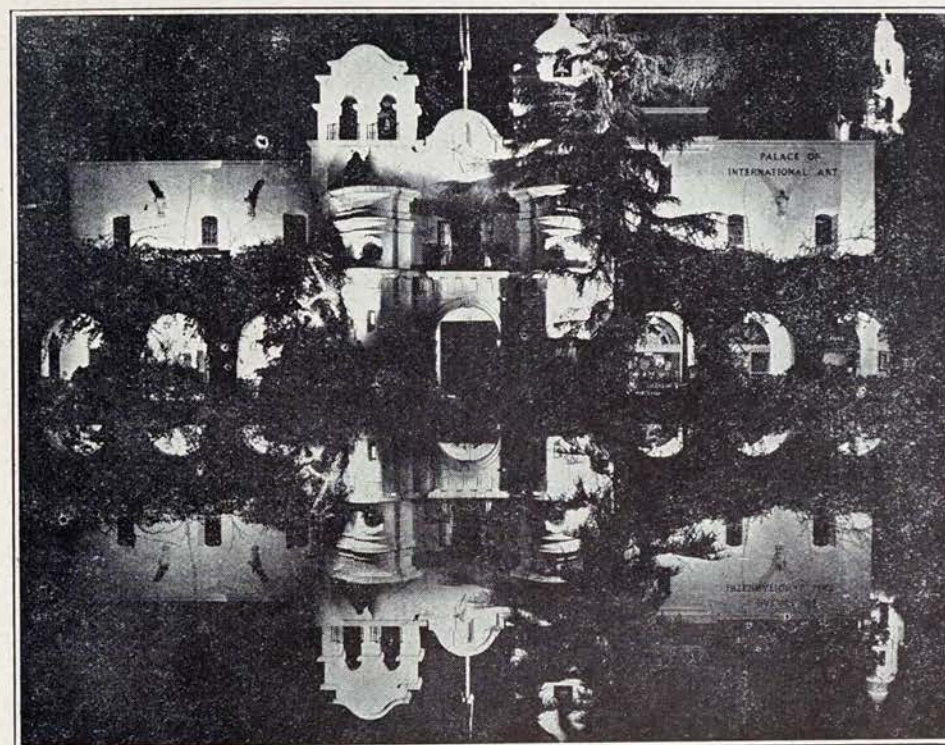
SAN DIEGO 1936

Attractive . . . Educational . . . Cultural

Replete with the Finest and most Beautiful Selection of Art Exhibits which represents the highest type of Art from twenty Nations.

INTENSELY INTERESTING TO VISITORS

. . . An East Indian Taj Mahal displaying the most wonderful collections of FINE GEMS and GEM JEWELRY.



. . . The World Famous "GOOD WISH" Rug—its owner, Professor Kullijian, will lecture daily.

. . . The CHINESE TEMPLE OF ART, Beautiful work of Chinese Art, selected expressly for this Exposition.

. . . IRAN will be represented with a very fine collection of Genuine Hand Made RUGS.

. . . EXQUISITE hand made LACES and LINENS from many parts of the World. MEXICAN and AMERICAN INDIAN hand craft are displayed in typical settings.

**AN EXPOSITION STRUCTURE DEVOTED
EXCLUSIVELY TO ARTISTIC DISPLAY**

PALACE OF INTERNATIONAL ART

SAN DIEGO'S EXPOSITION

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WHERE to play G O L F IN SAN DIEGO AND VICINITY



GUEST CARDS to all club golf courses are available at Chamber of Commerce, Broadway and Columbia. Visitors may also obtain introduction cards from all leading hotels of the city.

Balboa Park—Beautiful and sporty 18 hole course, also 9 hole course. (Municipal) All grass fairways and greens. Fee for 18 holes 50c, Saturdays and Sundays 75c, 9 hole course 50c (players may play either course several times for one fee). Take car No. 2 to 26th Street, walk two blocks north. Visitors cordially invited.

Coronado Country Club—All grass, 18 holes, \$1.00. Twenty minutes from San Diego; take car No. 9 to ferry, or auto.

San Diego Country Club—Chula Vista, 30 minutes by auto. All grass, 18 holes. Green fees \$1.00, except Saturdays and Sundays, \$2.

La Jolla Country Club—All grass, 18 holes, \$1.00. Twenty-five minutes, car No. 16, La Jolla bus or auto.

Emerald Hills Golf Club—All grass, 18 holes, \$1.00; reduced rates for monthly card. (Public course). Fifteen minutes by auto out Broadway extension.

La Mesa Country Club—All grass, 18 holes, \$1.00 daily, including Saturdays and Sundays; 20 minutes out El Cajon boulevard or Broadway extension.

Rancho Santa Fe—All grass, 18 holes, \$1.00; 45 minutes from San Diego through Del Mar to Santa Fe Rancho. Auto or stage. Visitors invited.

Presidio Hills Club (public)—Mashie, putt course, 18 holes, 40c. At Old Town, San Diego. Close to spot where the Franciscan Father, Junipero Serra, first planted the cross in 1769 and where first U. S. flag planted in 1846.

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RENOWNED FOR ITS ATTRACTIVE DINING ROOM
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\$1.00 to \$2.50

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Old Town and San Diego de Alcalá

Old Town

The most hallowed and historical spot in California—where the brown-robed Franciscan Father, Junipero Serra, first planted the cross in 1769—where a monument marks the spot where General Fremont planted the United States flag in 1846. The picturesque old dam built by the early fathers, and the first palm trees planted in California; the old graveyard, the old jail, the first brick house, old Fort Stockton, and Ramona's Marriage Place, now restored to its former condition, with its thick adobe walls, heavy mission timbers, its hide-bound rafters and beautiful flowered court-yard. Here you see California as it was a hundred years ago, hear the interesting stories of the Missions and see the oldest collection of Indian Mission pictures in the world, besides other interesting features.

Old Town is reached by San Diego Electric Railway busses, leaving Third and Broadway; Tanner Tours or Gray Line busses.

The Old Mission de Alcalá

Seven miles from Fifth and Broadway. One of the most historic and interesting places in California. It was founded by Junipero Serra, Father of the Franciscan Order. The adobe walls of the Old Mission are relics of a bygone period. From the fine platform on the rim of Mission Valley at Kensington Heights, the whole panorama of upper Mission Valley spreads out before one, and the gazer traces the why and wherefore of San Diego Mission.

The Padres

He sees that the wise fathers selected the most likely spot of all for a permanent home of California's first mission, and that they chose a bend in the river which commanded every direction. Hostile Indians coming down from the mountains could be seen for miles.

El Camino Real

This mission has now been restored to its former state. It marked the beginning of El Camino Real (the King's Highway), and extended as far north as San Francisco, with twenty-one missions built a "day's journey" apart. Travel to Kensington Heights by motoring through Park Blvd. or Pershing Drive to Adams Avenue, east on Adams to Marlborough Drive, turn north (to the left).

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Where you will enjoy living.
Fine, large, comfortable rooms.

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and see!



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A transient and family hotel that gives a great deal for a reasonable charge.

We believe that the visitor to San Diego will select the Keystone Hotel, if they inspect its advantages.

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\$6.00 Weekly for TWO

D. M. GRIFFITH
Proprietor

Taxi—from Pier or Depot 45c one or more passengers

HARRY DORT WILL TELL YOU HOW TO ENJOY YOURSELF, SEE PAGE 25

PACIFIC GREYHOUND LINES

Depot and Ticket Office

120 West Broadway San Diego, Calif.

LOS ANGELES — SAN DIEGO SCHEDULE

Leaves San Diego for Los Angeles —

6:30 a. m.	7:00 a. m.	8:30 a. m.	9:30 a. m.	11:00 a. m.	1:00 p. m.
2:00 p. m.	3:00 p. m.	3:30 p. m.	4:00 p. m.	5:30 p. m.	6:45 p. m.
7:45 p. m.	1:00 a. m.				

Leaves Los Angeles for San Diego —

1:00 a. m.	6:20 a. m.	7:00 a. m.	8:00 a. m.	9:00 a. m.	10:05 a. m.	11:05 a. m.
12:05 p. m.	1:00 p. m.	2:30 p. m.	4:00 p. m.	5:00 p. m.	6:30 p. m.	8:10 p. m.

2 blocks from Pickwick Terminal

Tel. Main 5310

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WARREN HOTEL
FIRST & F STS. REASONABLE RATES SAN DIEGO, CAL.

Hot water and steam heat in all rooms. Large ground-floor lobby and ladies' parlor.

RATES:

\$1.00 and \$1.50 per day. With private bath, \$2.00 and \$2.50
Weekly, \$4.00, \$5.00 and \$6.00. With private bath, \$7.00.

SPECIAL RATES TO PERMANENTS

Taxi—from Pier or Depot 35c one or more passengers

JAPANESE TEA PAVILION—Visitors to San Diego should arrange to spend at least one day in viewing the many wonders of Balboa Park. Many of the main structures erected for the Exposition in 1915 are still intact, and the grounds are even more beautiful than they were in the year of the Exposition. One of the most interesting and unique features is the Japanese Tea Pavilion, which is open every day to visitors. It is a typical Japanese garden and the very picture of the Orient. Tea and other refreshments are served by Japanese lady attendants, attired in their native costumes. Take car No. 7 direct to Balboa Park.

DISTANCES, ELEVATIONS AND POPULATION

Town	Distance miles	Elevation feet	Population			
Alpine	30.5	1860	350	Lemon Grove	9.7	460 900
Bonsall	54.5	172	200	Mesa Grande	53.6	3000 110
Boulevard	70.1	3250	250	National City	4.7	50 7000
Buckman Springs	54.4	3225	50	Nestor, San Ysidro & Palm City	12.9	32 1600
Campo	53.8	2543	275	North San Diego	3.4	44 700
Cardiff	29.0	75	200	Ocean Beach	7.0	70 3300
Chula Vista	7.5	75	4250	Oceanside	42.7	50 3500
Coronado	1.0	25	6000	Pacific Beach and Mission Beach	8.0	60 2100
Cuyamaca	56.2	4600	50	Pala	67.8	411 50
Del Mar	24.4	100	550	Pine Hills	62.0	4200 50
Descanso	42.6	3540	250	Point Loma	12.0	400 1250
Dulzura	29.8	1100	75	Potrero	43.5	3323 150
El Cajon	15.3	450	1200	Ramona	38.1	1440 1000
Encinitas	30.9	85	600	San Luis Rey	41.1	75 400
Escondido	35.3	650	4500	Santa Ysabel	62.6	2983 150
Fallbrook	62.2	730	1500	Santee	18.3	370 650
Grossmont	13.3	700	100	Spring Valley	11.9	425 550
Imperial Beach	13.9	15	250	Valley Center	44.8	1200 500
Jacumba	76.2	2800	400	Vista	48.0	350 500
Julian	59.8	4129	400	Warner's	69.1	3165 150
La Jolla	14.4	100	3500			
Lakeside	21.4	410	1500			
La Mesa	11.0	539	4000			

The City of San Diego has a population of 157,000, while a conservative estimate would place the City and County population at 260,000.



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New Lessee-Mgr.

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KNICKERBOCKER HOTEL, well and favorably known. Most value for your hotel dollar. Rooms \$1.50 to \$2.50 during Exposition. Thoroughly modern. Every room newly carpeted, papered, painted and re-decorated in 1935. Inner Spring mattresses. In half block three large theatres, convenient to shopping center, garages and parking lots. Ten minutes of Exposition. Block south of Broadway at the Plaza

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short moments in a man's
crowded day . . Fill those
moments with the best . .



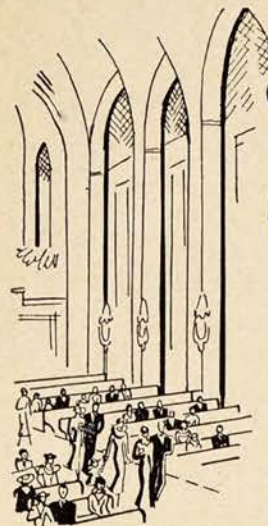
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A. Sensenbrenner Sons
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CHURCHES and INSTITUTIONS

The city of San Diego, including La Jolla, has approximately a total of 62 religious organizations. There are 44 orthodox churches, 10 Christian Science, 23 Roman Catholic, and 2 Salvation Army Units. Among the more pretentious of these are—

GRACE EVANGELICAL LUTHERAN CHURCH

Church Group including Residence, Park Boulevard and Lincoln Avenue. Clarence Damschroeder, Pastor. Church Service at 10:45 A. M. Sunday School at 9:30 A. M. Near North Entrance to Exposition. Your stay in San Diego is not complete without a visit to this church. Open daily to accommodate visitors. Phone Hillcrest 1756.

ST. JOSEPH'S CATHOLIC CHURCH

Third and Beech Sts., downtown. Rev. John M. Hegerty, V.F. Sunday Masses, 6:30, 8:00, 9:00; High Mass, 10:00; Low Mass, 11:00, 12:00. Evening devotions, 7:30 p. m. Weekly Masses, 6:30 and 8:00 a. m. Visitors cordially welcome. St. Joseph's Parochial School for boys and girls; commercial school in connection.

• • •

First Baptist, 10th and E Streets.
Mission Hills Congregational, Ft. Stockton and Jackdaw.
First Church of Christ, Scientist, 2nd and Laurel.
All Saints Episcopal, 6th and Pennsylvania.
First Presbyterian, 4th and Date.
Temple Beth Israel, 3rd and Laurel.
First Congregational, 6th and A.
First Methodist Episcopal, 9th and E.
St. Paul's Episcopal, 8th and C.
M. E. South, 5th Avenue and Olive.
First Unitarian, 6th Avenue and Cedar.
Central Christian, 9th Avenue and F Street.
Trinity Episcopal Church, Ocean Beach.
First Lutheran Church, 2nd between A and Ash Street.

• • •

YOUNG MEN'S CHRISTIAN ASSOCIATION—Eighth and C Streets.
YOUNG WOMEN'S CHRISTIAN ASSOCIATION—Tenth and C Streets
ARMY AND NAVY Y. M. C. A.—Corner of India and Broadway.

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Station B.....26th and Broadway
Station C.....3830 Ray Street
Station D.....7th between Bwdy. & E
Station E. S. D.....3875 43rd Street
Coronado Branch.....1108 Orange Avenue

Ocean Beach Station.....4981 Newport Ave.
Mission Beach Branch.....3735 Mission Blvd.
Station No. 2.....Fifth and Market
Station No. 3.....26th and National
Station No. 5.....25th and Imperial
Station No. 6.....Seventh & F Street

EL CORDOVA APARTMENT HOTEL

Facing Ocean

--- In Beautiful Coronado

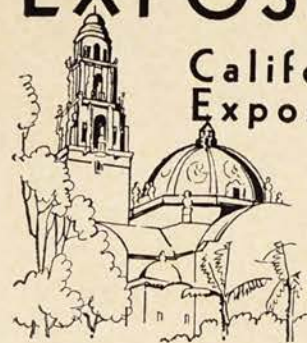


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Hotel Rooms with Bath \$2.00 and \$2.50
per Day and up

Garage in Connection
Excellent Dining Room

EXPOSITION



California Pacific International Exposition

"CALIFORNIA'S EXPOSITION"

The most beautiful world's fair of all time is being presented this year in 1400-acre Balboa Park in the heart of the city of San Diego.

It is the 1936 California Pacific International Exposition, an entirely new, revised and enlarged edition of the successful exposition of last year which attracted almost 5,000,000 visitors during a period of 167 days.

Here, for the first time anywhere, "mobile lighting" of grounds and palaces is presented on gigantic scale. Moving beams of shifting light 'paint' the exposition in vari-colored splendor, creating a night-time pageant of unprecedented beauty.

There are also many other "firsts" connected with this great spectacle.

It marks the first time medical science has had an entire building devoted exclusively to its progress. The Hall of Medical Science contains numerous exhibits sponsored by the American Medical Association, California Medical Association and many other leading medical societies.

It marks the world premiere showing of the great new-type fun zone, where beautiful modernistic buildings are grouped around a spacious central plaza of flower gardens instead of crowded against a narrow street.

In the fun show are presented for the first time anywhere the John Hix "Strange As It Seems" Museum and Theater, the "Front Page" show with 400 pictures of memorable news events since 1910, and the great Mickey Mouse Circus, presented by Fanchon & Marco, and starring the famous Singer's Midgets. These are only three of many entirely new shows seen here.

Acres of lawns, beautiful flower gardens, fountains, cactus displays and rustic walks have been added to the natural grandeur of Balboa Park.

More than 100 ornate exhibit palaces of Spanish Renaissance, Spanish Colonial and modernistic architecture form the heart of this world's fair. There are huge buildings devoted to electricity, transportation, foods and beverages, fine arts, education, natural history, the California State and Federal governments and general exhibits.

Included in the rare exhibits are relics from the Henry Ford museum at Dearborn, the gondola of the stratosphere balloon, Explorer II, displays from the Smithsonian Institute at Washington and hundreds of other unrivalled exhibits.

More than 400 special days will draw great crowds to the exposition to behold specially-prepared programs of every type.

Nowhere in the world this year, and for many years to come, will there be such a triumphant extravaganza of attractions as those seen in San Diego at the 1936 California Pacific International Exposition.

OLD MEXICO

AGUA CALIENTE

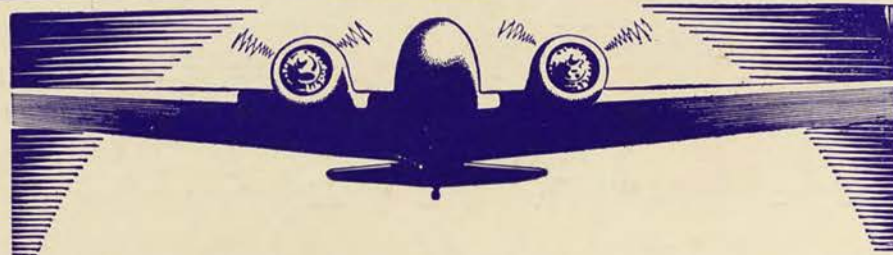
TIJUANA

Tijuana (Aunt Jane), Old Mexico—Sixteen miles south from the center of San Diego. This trip may be made in 20 to 30 minutes from the city by automobile; paved highway all the way, or one may take the San Diego, Arizona & Eastern Rwy., Sutherland Stages or Tanner's Gray Line Bus. Going south you first pass through National City, a village of pleasant homes, the principal industry being the growing of lemons, manufacture of citric acid, komel and other by-products of the lemon. Crossing the valley of the Sweet-water you are in Chula Vista (Pretty View), where there are large holdings set out in lemons, oranges and grape-fruit. Five miles beyond Chula Vista, after passing through the old town of Otay, the visitor arrives at the International line that divides the United States from Mexico. After a brief inspection by Mexican authorities you drive across the Tijuana river bridge and arrive at the Mexican village of Tijuana. Here one may purchase Indian pottery, Mexican curios, drawnwork, Mexican cigars and liquid refreshments.

Agua Caliente—On account of a recent edict by President Cardenas of Mexico, Agua Caliente, internationally known as the "Deauville of America," has been closed to visitors. This famous Mexican resort may or may not be open in the near future. Tijuana, the Old Mexican Village, has always been one of the major attractions of Mexico for visitors coming to San Diego. Many added features of entertainment are offered which are extremely interesting and a trip to the Southland of California is not complete without a visit to Old Mexico.

Transportation—To and from Tijuana is provided by Pacific Southland Stages, 916 Third Street, San Diego. Frequent schedules are made daily (see page advertisement in this book.) Drive-ur-self cars may be secured (see page 25) or automobiles, with driver, may be engaged by Tanner Tours, office, Lobby of U. S. Grant Hotel.

THE INTERNATIONAL BORDER ALWAYS OPEN. VISITORS MAY ENTER TIJUANA, MEX., AND DEPART AT ANY TIME.



Fly "The Scenic Boulder Dam Route"

SCENIC LOS ANGELES FLIGHT

● 50 delightful minutes of America's most beautiful coastline from the air. See picturesque La Jolla, Laguna, and Balboa. Five flights daily to Los Angeles and San Francisco in luxurious multimotored coast-to-coast air liners. A sample of air travel at its best.

Northbound						
San Diego	Lv.	*8:00 A. M.	11:30 A. M.	4:30 P. M.	7:25 P. M.	*9:50 P. M.
Los Angeles	Ar.	8:50 A. M.	12:20 P. M.	5:20 P. M.	8:15 P. M.	10:40 P. M.
San Francisco	Ar.	11:00 A. M.	2:30 P. M.	7:30 P. M.	10:30 P. M.	2:54 A. M.
			One Way	Rd. Trip		
			\$ 6.00	\$10.80		
			24.95	44.91		

*—Via United Air Lines

VIA UNITED AIR LINES, THE "MAIN LINE" EAST

● Include in your itinerary a visit to Boulder Dam and Grand Canyon in your way East. New all-expense air tours. It costs no more to fly than to travel by slower forms of transportation.

Eastbound					One Way	Rd. Trip
San Diego	Lv.	11:30 A. M.	4:30 P. M.	9:50 P. M.		
Los Angeles	Ar.	12:20 P. M.	5:20 P. M.	10:40 P. M.	\$ 6.00	\$ 10.80
*Las Vegas	Ar.	2:45 P. M.	8:40 P. M.	12:45 A. M.	19.90	35.80
Salt Lake City	Ar.	6:05 P. M.	12:00 M.	4:10 A. M.	40.75	73.30
Denver	Ar.	11:35 P. M.	3:50 A. M.	8:00 A. M.	73.01	131.37
Chicago	Ar.	3:14 A. M.	9:06 A. M.	1:42 P. M.	115.00	207.00
Cleveland	Ar.	6:18 A. M.	12:03 P. M.	4:48 P. M.	130.00	234.00
Washington	Ar.	10:40 A. M.	2:35 P. M.	9:55 P. M.	147.75	265.95
New York	Ar.	8:45 A. M.	2:30 P. M.	7:15 P. M.	160.00	288.00

TICKETS

INFORMATION

RESERVATIONS

CITY TICKET OFFICE

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Friends:—

We find, from a through analysis, that the traveling public are looking for a clean, modern, comfortable Hotel, with a downtown location, at reasonable rates. We are striving to meet these demands at the Wm. Penn, and are justly proud of the results. We are in the very center of the business section, with rates as low as \$1.00 per day and \$5.00 to \$9.00 per week. Immaculately clean and attentive to all wants. We would appreciate a call on your visit to San Diego.

Sincerely,

MRS. F. L. BRINTON, Prop.
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The PALOMAR is an unequalled place to live, because it possesses those features that contribute largely to the comfort and convenience of its guests.

A Spanish patio, plants, flowers and delightful roof garden with mountain and ocean view.

Surrounding the patio are the Apartments. Each unit consists of Singles, Doubles and larger Suites with two baths. All Apartments are furnished in excellent taste and provided with Elevator Service, Electric Refrigeration and Steam Heat.

A complete service, including maids, cooks and nurse girls is available if desired.
DAILY—With Bath \$2.00 per Person and up

Also Weekly Rates;
Monthly \$50 to \$300

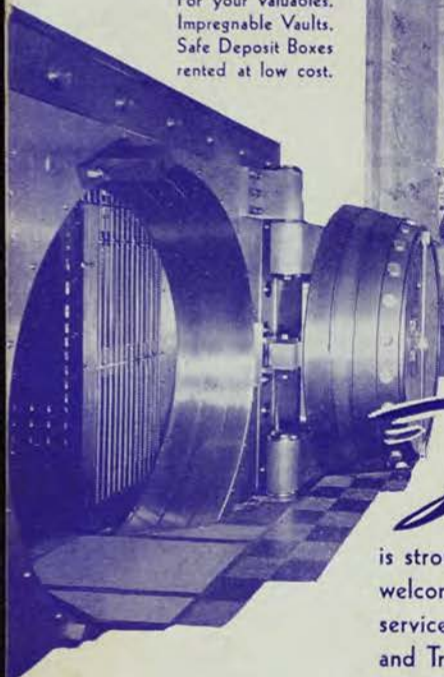
The atmosphere and the artistic surroundings have that touch of exclusiveness which assures satisfactory neighbors.

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Impregnable Vaults.
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A FREE CITY MAP

An up-to-the-minute Street Guide and Road Map, showing all points of interest, is YOURS.

HISTORY

An authentic history of this Birthplace of California, full of the romance and color of old San Diego, is yours for the asking.

TRAVEL INFORMATION

The San Diego office of the American Express Company—World-wide Travel Organization—is located in our lobby. Headquarters for every travel need. Letters of Credit, Travelers' Checks, etc.



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