

Winter Fashions at MARSTON'S



WHAT a satisfaction to find in San Diego the newest and smartest Wearing Apparel and Accessories in abundant array! Marston's is now showing Winter selections of—

- | | |
|--------------|------------|
| —Coats | —Millinery |
| —Dresses | —Shoes |
| —Ensembles | —Lingerie |
| —Sports Wear | —Hosiery |

Visitors Are Welcome

To visit the Store and its various attractive floors and individual shops, including The Gift Shop, The Junior Miss Shop, The Little Foreign Shop, The Footwear Shop, The Men's Departments, and others. There's a comfortable Lounge for Women, an Accommodation Desk, and courteous, efficient service.



PUBLISHED FOR MORE THAN TWENTY YEARS

SAN DIEGO *Tourist* AND HOTEL GREETERS GUIDE

SANTA FE RAILWAY EDITION



*San Diego
from
the air
—but not
in a plane!*



LOCATED on the hill just two blocks north of the business section, El Cortez commands one of the world's most famous views. From their rooms, guests may gaze across the mountains and valleys of two nations and watch the ever interesting San Diego Bay, with historic Point Loma in the distance.

DECEMBER, 1929

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This Book is Free

PLEASE TELL THEM YOU SAW IT IN THE "TOURIST" MAGAZINE



Free Travel
Information

at our

**American
Express
Travel
Bureau**

Reservations for
hotel or other
travel accommoda-
tions, sightseeing
trips, etc., can
also be cared for

**San Diego
Trust & Savings Bank**
COMMERCIAL TRUST SAVINGS

SIXTH & BROADWAY

Ask for one of our Free City Maps

San Diego! "The City of Sunshine
and FLOWERS"

FLOWERS for all occasions

Telegraphed anywhere

Tourists

Welcomed

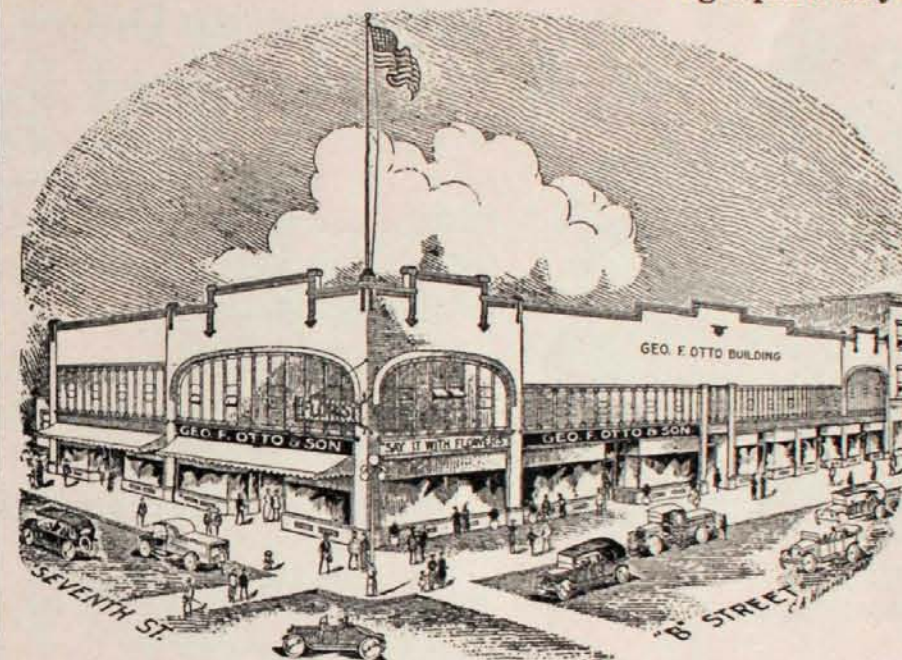


**Geo. F. Otto
& Son**

Florists

7th and B Sts.
San Diego

Members of the
F. T. D.



WHY PAY MORE?

Rates, \$1, \$1.50 per day (free bath)
\$2.00 per day (private bath & toilet)
Very reasonable Weekly Rates

The NEW FEDERAL HOTEL



FIREPROOF Entire Block on F St., from Front to Union St. 100 ROOMS

Opposite Post Office; restaurant in same building; new concrete and steel building; fireproof; steam heat and hot and cold water in every room; private and public baths and toilets; vacuum cleaning system; filtered drinking water.

From railroad depot or boat dock, take any street car and get off at Union street and walk two short blocks to the right. From stage depot only five minutes' walk, being two blocks south.

A. V. LANDEEN, Prop.

Enjoy San Diego's Hospitality!

FIRST—by being located comfortably



JUST RIGHT!
100 FEET FROM BROADWAY

Visitors to San Diego:

Will find the "King George" a most pleasant place to stay. Attractive sunny rooms, elevator service, large lobby and courteous service.

Single, \$1, \$1.50; bath, \$2, \$2.50.
Double, \$1.50, \$2; bath, \$2.50, \$3.

Reasonable permanent rates.

'PHONE
Franklin 1361

ARTHUR LEWIS
Proprietor

KING GEORGE HOTEL

Seventh & E Streets

COAST HOTEL

621 "C" STREET
on corner
SIXTH and "C" STS.

(Right in Town—opposite "Marston's")

STEAM HEAT—PRIVATE BATHS

One block from Fifth and Broadway



RATES

(With bath privilege)

One person, \$1.25 day

Two persons, \$2.00 day

50c extra for room with
private bath.

D. M. GAINES, Mgr.
Phone Main 6990

The SAN DIEGO TOURIST and HOTEL GREETERS' GUIDE

ESTABLISHED IN 1907

ALBERT E. FLOWERS, Owner and Publisher

OFFICE:

655 Spreckels Theatre Building, San Diego, Calif.—'Phone Main 8372.
Residence, 4095 First St.—'Phone Hillcrest 0-946.

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(The issue which goes to press the TENTH of the month commences distribution the FIRST of the next month.)

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Local distribution is made in San Diego to all the prominent hotels and bureaus of information. Additional copies may be had for mailing from these places, or from the publisher.

This magazine is circulated for the purpose of giving authentic information to the **Traveler**, the **Tourist** and the **Home-seeker**. It introduces, through its advertisements, various business concerns, hotels and apartment houses. Prices or rates are given for rooms and apartments, and any departure from prices or rates in these advertisements should be called to the attention of the publisher of this magazine.

As an advertising medium "The San Diego Tourist" has the official endorsement of the San Diego Merchants Association, the San Diego Hotel Association, and the San Diego Clearing House (Banks) Association, and is the Official Guide of Charter No. 33 of the Hotel Greeters of America.

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ALBANY HOTEL

Union and E Streets
San Diego

"A Hotel with
Home Comforts



100 Rooms—Modern

One block from court
house and post office

\$1 per
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and up
Free shower
and tub
baths
Cafe and Lunch
Counter in Hotel

Four blocks from Santa Fe Depot
Large lobby, courteous service

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HOUSES

Transient
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Complete List.
All Prices.

Free
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Auto at your disposal—no charge. Wire, phone or
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San Diego Branch, 1170 FIFTH AVENUE

Phone, Main 0141

J. W. PERCIVAL, Manager

SAN DIEGO AND VICINITY

SAN DIEGO, "The Birthplace of California," is a city of 157,000 population, built upon the shores of the natural landlocked harbor which bears its name. It is the southwesternmost city of importance in the United States, and is the first port of call north of the Panama Canal.

The incorporation embraces an unusually large area, extending a distance of twenty-five miles from the bay northward along the ocean, and includes Point Loma (excepting military and naval reservations thereon), 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. It is modernly built, the greatest number of both business and residence structures being relatively new. The predominating architecture is the Mission or Spanish Colonial, the finest examples of which are the Exposition structures on the heights of Balboa Park, a 1400-acre park in the midst of the city.

The climate of San Diego is unrivaled by that found on the shores of the Mediterranean. Four times in the history of the city has the temperature touched 32 degrees—one, in January, 1913, it went to 24.90. Summer temperature has exceeded 90 degrees but 19 times in the past century. San Diego has 103 miles of street railways, with adequate car service to all parts of the city.

The city has a progressive and modern electric and gas company, whose lines and mains thoroughly cover the city and operate to all the important suburbs. There are at present 1407 miles of electric lines and 783 miles of gas mains.

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 aviation activities. A sand spit connects North Island with Coronado, and Coronado with the mainland, completing the land-locked harbor, entrance to which lies at the tip of Point Loma peninsula that separates the Bay from the Pacific Ocean on the West. To reach National City, take Electric Cars marked "N.C.", operating from Union Station up Broadway to 16th street, or Sutherland's Safety Coaches, 916 Third street.

H O T E L Knickerbocker

The Best Bed You Ever Slept On

THIRD & E STREETS, SAN DIEGO

One-half block South of Plaza

Beautifully Furnished Rooms \$1.50

OMER C. THOMPSON, Owner



COFFEE SHOP AND CAFE

Best cup of Coffee you ever drank

EXCELLENT NOON LUNCHEON

DINNER—Five to Nine p.m. \$1.00

French and Italian Dinners.

Special Sea Shore Dinner.

A la Carte Service at all hours

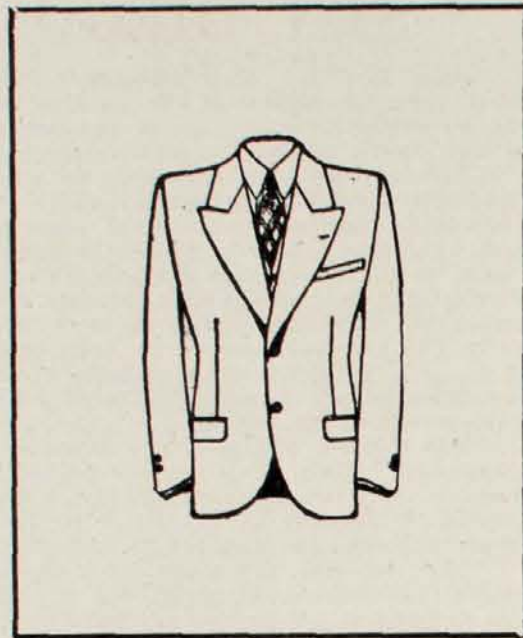
SAM. M. ANDREWS, Cafe Lessee

Kuppenheimer Quality

J. B. Stetson and Borsalino Hats.
Manhattan and Arrow & Henda
Shirts.

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**GOOD CLOTHES
FOR EVERY MAN**



Nelson-Moore Co.
631 ~ 633 BROADWAY ~ JOHN D. SPRECKELS BLDG.

SAN DIEGO—1920, San Diego designated as capital of newly-created Eleventh Naval District, controlling all naval activities on this portion of the Pacific Coast.

SAN DIEGO—1922, Rehabilitation of stately Exposition buildings in Balboa Park, giving San Diego splendid community center.

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1059 Second Street
at "C"



Less than a block to Broadway

Pleasant Lobby

\$1.00 per day—single—detached bath

\$1.50 per day—single—private bath

Attractive weekly rates to permanents

Steam heat

Hot and cold water

Free telephone

W. T. FRANKLIN, Prop.

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San Diego's Largest and Best Equipped Beauty Shop

You may be a stranger in San Diego, but you
will feel at home in our shop

**DISTINCTIVE PERMANENT WAVING
TWENTY DEPARTMENTS
EVERY DEPARTMENT COMPLETE**

The finest BATH DEPARTMENT in Southern California.
TRICHO removes superfluous hair.

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Mme.
Helena Rubinstein
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DOROTHY HAYS CO., Inc.

Convenient location—

Mezzanine Floor—U. S. GRANT HOTEL
Telephone Main 3121

NEW SOUTHERN HOTEL

100 Rooms—Strictly Modern

COR. SIXTH AND B STS.

Directly opposite Pantages new Theatre Building.

Most centrally located hotel in town.

RATES

One person, \$1.50 to \$2.50

Two persons, \$1.50 to \$3.00

Suites for families, \$4 to \$6

*A Hotel where you will be
made to feel at home*

ELLIS & LYCETT, Props.

Take 1, 3 or 11 car, get off at Fifth
and B and walk one block east, or take
taxies at Depot.

Phone Main 7123

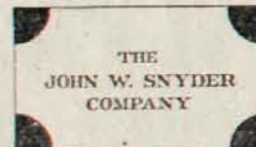


Make the New Southern your home while in San Diego

AN INVITATION
To YOU—Stranger/
VISIT
El Prado
Cactus Garden
Complimentary
Fifth Ave. at Laurel



A "DESERT" in the heart of San Diego depicting in actual growth over 150 varieties of CACTUS, featuring the plant life of the arid regions of the Southwestern desert. A catalogue, complimentary, may be obtained from our office.



PROPERTIES OF ESTABLISHED
VALUES

Furnished and unfurnished homes,
courts and apartments

CARLSBAD, California (not Bohemia) has springs which show a chemical analysis almost identical with the world-famous medicinal waters of the Old World, where 70,000 people yearly go to regain their health. Carlsbad spring water and the well-known Twin Inns' chicken dinners ("al the chicken you can eat") will restore your health, while you bathe in the ocean and bask in the perpetual sunshine. Carlsbad, famed home of the healthful avocado, the delicious and rare Cherimoya; the Advance blackberry, large and luscious ripening outdoors in March; the enormous winter strawberries, ripe, out in the open, in January, preferred for their fine color and flavor; Carlsbad, where early bulb and over culture has taklen its place as one of the leading industries; with a frostless and unsurpassed climate and five miles of ocean frontage, stands unrivaled.

Pitts
THE
TRUNK
MAN

DEPENDABLE
BAGS
SUITCASES
TRUNKS

230 C ST.
Next to Savoy Theatre
We Do Repairing

HOSPITALS

Alpine Sanatorium for Tuberculosis—
Alpine, Calif.

Paradise Valley Sanitarium—National
City.

Mercy Hospital—Conducted by the Sis-
ters of Mercy, Fifth and Lewis Sts.

County Hospital—Take car No. 3 to
Washington and Front Sts.; walk 4 blks.
north.

Isolation Hospital—Mission Valley near
Old Town.

McCulloch Hospital—914 Beech St.

Scripps Memorial Hospital and Scripps
Metabolic Clinic—La Jolla.

San Diego Hospital & Clinic—7th & G.

PARKS

Balboa—1400 acres; from A to Upas,
bet. 6th and 28th.

Golden Hill Section—25th and A.

Horton Plaza—Bdwy. bet. 3rd & 4th.

New Town—F and Columbia.

Mission Cliff—Park blvd. and Adams
ave. No. 1 car line.

Stadium—15th and A Sts.

Torrey Pines Park — Coast highway,
bet. La Jolla and Del Mar.

The Barcelona

A DISTINCTIVE APARTMENT HOTEL
JUNIPER AT FOURTH—Main 0153

DINING ROOM NOTED FOR EXCELLENT FOOD.
TABLE D'HOTE AND A LA CARTE SERVICE.

Mr. and Mrs. J. E. Collumb, Managing Owners



Beautifully-appointed one- to five-room apartments, with or without kitchenette; Frigidaire; Bedrooms have regular double or twin beds; every room an outside room, with bath or shower. Lounge and solarium, roof garden, ladies' parlor, lobby, verandas, unexcelled mountain and ocean view; near entrance Balboa Park, ten minutes' walk to city. Rates include all maintenance and daily maid service. **Tariff**—Apartments from \$85.00 per month; Hotel rooms from \$2.50 per day. Private garage on grounds. Take Taxi, or Car 1, 3 or 11.

A Harry Dort "Driveurself" car insures a pleasurable visit—Page 36.

HOTEL JULEFF

Corner First and F Streets
San Diego, California

Mr. and Mrs. R. E. MOORE, Props.

All outside rooms; elevator
service; phone in rooms.

Take any street car from
Santa Fe depot, get off at
First St., two blocks south.

Also just two blocks south
from Pickwick Stage depot.

RATES:

Single, \$1.00 and \$1.50

Double, \$1.50 and \$2.00

with guest baths

Single, \$2.00; double, \$3.00

with private bath

Rates by the week, \$5, \$6 and \$7.

Main 5118 or 5119



GROUND FLOOR LOBBY

SHANLEY 50-50 FURNESS

Now operates

NEW

WALDORF HOTEL

On Fourth Street near Broadway

*San Diego's Best Popular-Priced
Place to Stop*

\$1.50 PER DAY

at all times

Cafe and Coffee Shop open all Nite.

"Green Hat" down stairs—Dine and Dance every night.

SAN DIEGO—1769, Father Junipero Serra built and dedicated first

HOTEL CHICKASAW

State Street
nr. Broadway

"THE ONE PRICE HOUSE"



Large, modern,
homelike; large
ground-floor
lobby

Under the personal
management of
Francis L. Scott

Rates \$1.00 per day
Weekly, \$4.00

This hotel is most
conveniently located—
within a five minutes'
walk of the main stores,

theatres, stage, railway and steamship terminals. Large, sunny, outside rooms; steam heat; hot and cold water. Two blocks from Santa Fe depot, two blocks from Post-office, next door to Hotel San Diego.

Climatic Conditions in San Diego

Temperature—The normal annual temperature is 61 degrees. The warmest month was August, 1891; mean, 72 degrees. The coldest month was January, 1894; mean, 50 degrees. Temperatures have exceeded 90 degrees but 19 times in the past one hundred years.

Rainfall—The normal annual rainfall in the city is 10.01 inches; in the country, 30 inches. Ninety per cent. of the rainfall occurs between November 1 and May 1.

Humidity—The mean annual humidity is 75 per cent. A humidity as low as 4 per cent has been observed at midday.

Weather—Days with an hour or more of fog occur on an average of twenty-two times a year, being most frequent in October and least frequent in May. San Diego has less fog than any other city on the Pacific Coast. The sun shines on an average of 356 days a year in San Diego. The average difference between the mean temperature of on day and that of the next is 2 degrees. The average summer temperature is 68; the average winter temperature, 60, a mean variation of but 8 degrees summer and winter.

San Diego uses the shortest thermometer in the world.

Tia Juana, Mexico, Point Loma, Balboa Park—See them, how?—Page 36.

HARRY RUDDER! of San Diego

—is not only a name, but an institution. "Harry" is known to almost every San Diegan, and countless visitors, as the "Ideal Cafe Host"

The Sandford Grill and Coffee Shop

(with Lunch Counter)

FIFTH AT "A"

Located in the Sandford Hotel

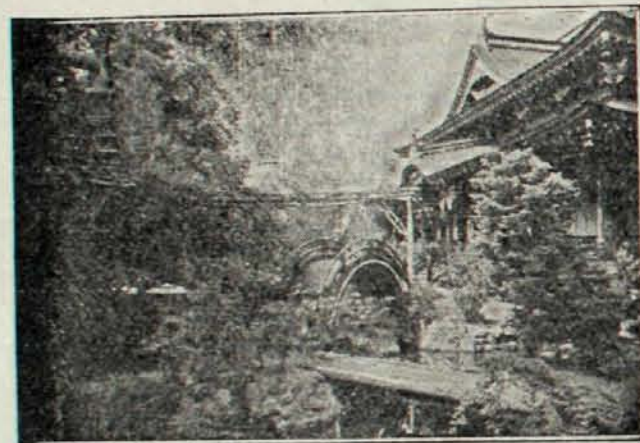
is owned and presided over by Harry Rudder.

Serving Special Club Breakfast at 30, 40 and 50 cents.
Plate Lunch every day, 50 cents.
Steak or Chicken Dinner, daily, \$1.00

(A la carte service, too)

SAN DIEGO FLOWER GARDENS

From Ivy street, walk one block east to the Ivy street entrance to Balboa park. A path circles back through lovely gardens of flaming salvia, old-fashioned snap dragons, pansies, zinnias or petunias—across broad lawns and eucalyptus shaded roadway. Past this enclosure the path takes you to the Laurel street entrance to the park (entrance to right.); from this entrance, and between walls of verdure, the great white Cabrillo bridge leads across a beautiful canyon. Over its edge a picture of San Diego, the bay, Coronado, Coronado Islands, out to sea, is framed between the slopes of the canyon.



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.

"A Message from Kelley" —to the Lady of the House
A service to meet the needs of the household,
and prices consistent with quality work



KELLEY LAUNDRY and LINEN SUPPLY

THE FASTEST GROWING—THERE'S A REASON

1912-32 India Street

Visitors Welcome

Franklin 1348

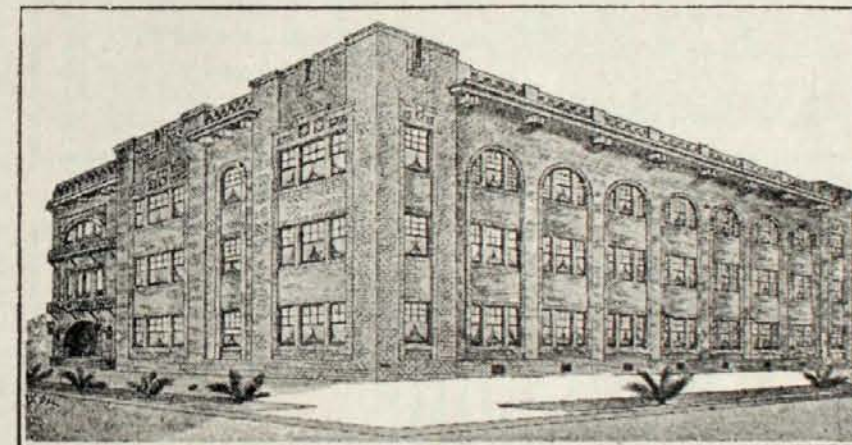
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GOLF COURSES

Seven golf courses, all reached by paved streets or boulevards, are in the immediate vicinity of San Diego. In the city proper are the Municipal and La Jolla courses. The former, in Balboa Park, is maintained by the city. Across the bay is the Coronado Country Club, 18 holes. La Jolla, 12 miles north, has an 18-hole course. There is an 18-hole course at Del Mar, 25 miles north, where the famous Del Mar Inn is located. The beautiful new home of the San Diego Country Club at Chula Vista, about 8 miles south, possesses one of the finest golf courses in Southern California. At La Mesa, 12 miles east, is the La Mesa Country Club. Agua Caliente pitch-and-put course, Agua Caliente Hotel.

A suggestion! See San Diego in my "Drive-Yourself" Cars—Page 36.

KIER MANOR APARTMENTS FOURTH & OLIVE STREETS



SINGLE AND DOUBLE

Gas, Lights and Steam Heat included.

Two blocks from Park. Day, Week or Month.

\$40.00 and up monthly Will call for you with auto.

Phone Hillcrest 6762
HARRY H. THOMPSON
Prop.



Savoy Cafe

We guarantee the best luncheon in the city for 40 cents. Special French and Italian dishes to order. Finest French dinner every day, 85c; Sunday and Holidays, \$1.00

Private booths for ladies

We serve daily Fresh Oysters, Clams, Crabs, Mussels, Shrimps and Lobsters. Fine Plank Steaks, Poultry, and Dairy Dishes our Specialties.

TOM TOPUZES

PHONE—Main 3725

1055 Fourth Street

15

HOLLAND HOTEL



CLEAN AS
WAX!

A home for your
wife and family.

Private toilet and
lavatory in every
room.

Gorgeous sun par-
lor on roof.

Rates, \$1.50 & up

Take car No. 1,
3 or 11.

F. D. CARPER
Prop.

4th and B Sts., San Diego Cal.

Let me give you a complete itinerary to see San Diego—Page 36.

When in San Diego, for business or pleasure, you
will enjoy the accommodations of

Hotel Polhemus

SEVENTH & "C" STREETS

Modern, fireproof, comfortable . . . Located next to largest
stores in the city . . . Parlor on mezzanine floor . . . Rates
\$1.00 day and up, \$5.00 weekly and up

MR. & MRS. ROBERT THACKER (former owners) in charge

EVERY DAY at

Pullman Cafeteria

1240 Fifth Street

Turkey with dressing	50c	order
Roast Chicken, young and juicy . . .	30c	"
Stewed Chicken, selected	30c	"
Fried Chicken, country style	30c	"
Squab	30c	"
Fried Rabbit, special	20c	"

Our Apple Dumplings are just right

Cadillac, and Packard Cars for hire

\$1.50 per hour, plus 15c per mile

TRIPS TO

Tijuana, Point Loma, Coronado
or any place in Southern California

DE LUXE CAB CO.

MAIN 8688

138 W. Broadway

Passengers covered
by Insurance

Competent
Drivers

The Curtiss Apartments

5th at Kalmia ~ Main 9106

adjoining famous Balboa Park
magnificent marine & mountain view

first car zone — car 1-3 or 11



perfectly appointed
unexcelled service

The SANDFORD/
A DEPENDABLE HOTEL

**AT
 FIFTH and
 "A" STREETS
 SAN DIEGO CALIF.**

*Our famous
 GRILL &
 COFFEE SHOP
 is owned
 and operated
 by
 HARRY RUDDER
 San Diego's Premier
 Caterer for over
 25 years*

RATES
 WITHOUT BATH \$1.50 \$2.00
 WITH BATH — \$2.50 \$3.00

Fred B. Humphreys
 MANAGING OWNER

PHONE Franklin 1391



NATURAL HISTORY MUSEUM

The Natural History Museum occupies one of the most beautiful of the Exposition buildings, at the south-east corner of the Plaza de Panama, Balboa Park. Thoroughly up-to-date in all exhibits, this museum is a veritable open door to the wonders of ocean, mesa, mountain and desert. Groups of birds and animals, represented as though engaged in their natural pursuits; brilliant displays of insects, delicately tinted shells, fossils from bygone ages, minerals and plants, are on public exhibition daily from 10:00 a.m. to 5:00 p.m. Weekly Saturday morning nature walks and frequent afternoon lectures—all of which are free—are also among the activities of the Natural History Museum.

Diamond Importers

J. JESSOP & SONS
 Jewelers... Stationers... Opticians
 Watchmakers

May we serve you while you are in San Diego?

Jewelers for 57 years

1041 Fifth Street

Where to Go---What to See

A visit to Rancho Santa Fe, 6 miles inland from Del Mar, is perhaps one of the most interesting trips in San Diego County. This 9000-acre community of country estates is a vast garden of beauty where people are developing magnificent country estates in an area of amazing beauty.

The community is situated on a group of rolling mesas overlooking the San Diego River Valley, on the one hand, and the Olivenhain Valley on the other. Glimpses of the ocean may be had from many vantage points, and an impressive panorama of the San Diego Mountains from the Mexican border northward half way to Los Angeles may also be enjoyed. There is an abundance of native shrubbery and landscapes in every direction are most colorful.

The land is given over principally to the raising of citrus fruits and avocados. One of the estates is owned by Douglas Fairbanks and Mary Pickford, who plan to establish here a country seat of true Spanish character.

The land was originally a Spanish grant to the Osuna family. The house of Don Juan Maria Osuna, first alcalde of San Diego, and of his son, Leandro Osuna, are still intact. One of them has recently been restored and modernized to become the home of A. H. Barlow, and the other has more recently been acquired by Arthur K. Loomis, a breeder of fine saddle horses. In the entire community of Rancho Santa Fe everything possible has been done to retain the native charm of old California. Spanish architecture prevails throughout. The village of Rancho Santa Fe itself is so quaint and full of charm that it might have been transplanted bodily from old Spain. La Morada, the hotel, is particularly Spanish in its atmosphere and hospitality.

A fine all-grass, 18-hole golf course is now being constructed. Bridle trails have been laid out and every facility is provided for all sorts of recreational activity.

Some 200 families now own estates at Rancho Santa Fe—principally people who have come from other states to California to enjoy life. A Home Owners' Association has been formed to prevent forever the encroachment of any industrial activity that might detract from the desirability of the surroundings. This Association also attends to the laying out of parks and planting of trees. In short, its function is to attend to all matters that will increase the liveableness and charm of the community.

WHERE TO GO—WHAT TO SEE

EL PRADO CACTUS GARDEN.—A remarkable and beautiful collection of southwest desert plant life, including over one hundred varieties of cacti, yuccas and agaves.

The garden, which is always open to the public, free of charge, is part of the well-known El Prado Commercial (Commercial Park), a colony of ten separate buildings built in and around and occupied by professional or commercial institutions. All of the buildings in the park are of the old Spanish type of architecture, and the atmosphere of an old-world garden lends a peculiar charm to the spot. Visitors, indeed, feel it hard to realize they are in the heart of a busy, modern city. For those who desire, afternoon tea may be had at the El Prado Tea House in the garden.

A catalogue identifying the various plants may be obtained without charge from the office of The John W. Snyder Company, Unit No. 1, El Prado Commercial, Fifth Avenue at Laurel Street. Take cars Nos. 1, 3 or 11.

A wonderful day of pleasure in San Diego. How? See Page 36.

RESTAURANT for sale

Redecorated—Clean—Good Location

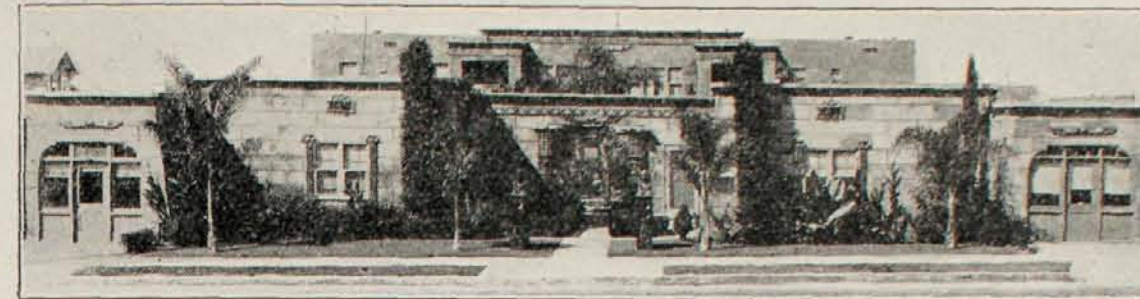
\$650.00

4266 UNIVERSITY AVENUE

SAN DIEGO, CAL.

BUSINESS BLOCKS AND HALLS

Algert Block, 7868 Girard ave., La Jolla.
 Army & Navy Y.M.C.A., Bdwy. & India.
 Balboa Theatre bldg., 854 4th.
 Bancroft bldg., 1017 1st.
 Benbough Bldg., SE cor. 4th & B.
 Besant Hall, 953 8th.
 Brandt block, 643 6th.
 Brunswig Bldg., SE cor. 5th & J.
 Burnap Block, 238 Broadway.
 Cabrillo Theatre Bldg., 331 Plaza.
 Chinese Masonic Hall, 428 3rd.
 City Hall, SW cor 5th and G.
 Cole Bldg., NW cor. 5th and G.
 Columbus Auditorium, 410 Elm.
 Commonwealth Bldg., 524 B.
 Community Welfare Bldg., 1268 7th & 645 A.
 Cosgrove Bldg., 961 4th.
 Court House, W. Bdwy. cor. Front.
 Eagles' Hall, 733 8th.
 Edmonds Bldf., 953 8th.
 Electric Bldg., 861 6th.
 Elks Hall, NW cor. 2nd & Bdwy.
 Ernsting bldg., 915 5th.
 Express Block, 761 6th.
 Federal Bldg., W. F bet. Union & State.
 First National Bldg., 1007 5th.
 Fletcher Bldg., 924 8th.
 Fox-Heller Bldg., 855 5th.
 Fraternal Brotherhood Hall, 1322 5th.
 Frye & Smith Bldg., 850-860 3rd.
 Gassen Bldg., 611 Bdwy.
 Gay, John H., Bldg., 919 4th.
 George F. Otto Bldg., 7th & B.
 Gerichten Bldg., 821 5th.
 Germania Hall, 666 9th.
 Gilbert Bldg., 965 5th.
 Gospel Hall, 719 8th.
 Granada Bldg., 2785 Univ. ave.
 Granger Block, 964 5th.
 Hall of Records, SE cor. Union & C.
 Harmonial Hall, 4011 Central Ave., East San Diego.
 Head Bldg., 3890 Van Dyke Ave., East San Diego.
 Hemenway Hall—3306 Imperial Ave.
 Hill Block, 533 F.
 Holzwasser Bldg., NW cor. 5th & Bdwy.
 Howard Block, 504 Univ. ave.
 Humphrey-Tutton Block, 929 5th.
 I. O. O. F. Hall, 526 Market.
 Ingersoll-Tutton Block, 832 5th.
 Ingle Bldg., 424 F.
 Iverson Hall, 625 18th.
 Jewish Community Center Bldg., 1520 2nd
 John D. Spreckels Bldg., 6th, 7th and Broadway.
 Josse Bldg., SE cor. 5th & Broadway.
 Kastle Hall, 631 6th.
 Keystone Hall, 953 8th.
 K. of P. Hall, 227 E.
 Knights of Columbus Bldg., 410 Elm.
 Labor Temple, 621 6th.
 Lawyers Block, 919 4th.
 Llewellyn Bldg., 728 5th.
 Longshoremen's Hall, 851 W. Market.
 Lynhurst Bldg., SW cor. 30th & Upas.
 McGurck Bldg., 611 5th.
 McKoon Bldg., NE cor. Columbia & Broadway.
 McMurtrie Bldg., NW cor. 3rd & B.
 McNeece Bldg., 432 F.
 Marston Bldg., C bet. 5th & 6th.
 Masonic Hall, 3879½ Pauly Ave., East San Diego.
 Masonic Hall (colored), 636 Market.
 Masonic Temple, NE cor. 5th and Ash.
 Mazdaznan Hall, 1867 Union.
 Metaphysical Auditorium, 1023 7th.
 Medico-Dental Bldg., 3rd & A.
 Moore Hall, 533 F.
 Morse Bldg., 742 Market.
 Municipal Pier, Bay front, ft. Bdwy.
 National Guard Armory, 1440 E.
 Naval Supply Depot Bldg., ft. of Mdwy.
 Nesmith-Greeley Bldg., 825 5th.
 Odd Fellows Hall, 526 Market.
 Otis Bldg., 1140 4th.
 Overbaugh Block, 621 Market.
 Owl Drug Bldg., 1025 4th.
 Pacific Bldg., 524 F.
 Phillips Bldgs., 918 5th & 3843 Park blvd.
 Plaza Bldg., 920 4th.
 Post Bldg., 725 Broadway.
 Price Block, 612 Market.
 Pythian Bldg., 227 E.
 St. John's Hall, 4021 Normal.
 St. Joseph's Hall, 1528 4th.
 Salvation Army Social Service Bldg., 735 2nd.
 San Diego Athletic Club, 6th & A.
 San Diego County Jail, SW cor. Front & C.
 San Diego Public Library, E bet. 8th & 9th.
 San Diego Trust & Savings Bank Bldg., NW cor. 6th and Bdwy.
 Savoy Theatre Bldg., 226 C.
 Sciots Hall, 1029 2nd.
 Scripps Bldg., 525 C.
 Sears-Roebuck Bldg., NW cor. 12th and Broadway.
 Security Bank Bldg., 432 E.
 Security Bank Bldg., 432 E.
 Sheldon Bldg., 822 6th.
 Sefton Bldg., 432 C.
 Seifert Block, 1264 5th.
 Smith Block, SW cor. 5th & Univ.
 Snyder Bldg., 835 6th.
 Southern Title Bldg., 948 3rd.
 Spreckels Theatre Bldg., 121 Broadway bet. 1st and 2nd.
 Stevens & Hartley Bldg., 2940 Univ. ave.
 Sun Bldg., SE cor. 7th and B.
 Thearle Music Bldg., 640 Broadway.
 Union Bldg., 235 Broadway bet. 2nd & 3rd
 Union Station, W. Bdwy. & Kettner blvd.
 Union Title Co. Bldg., 1036 2nd.
 U. S. National Bank, 1023 2nd.
 U. S. Navy Administration Bldg., foot of Broadway.
 U. S. Post Office and Custom House bldg., F bet. Union and State.
 Victory Hall, 724 6th.
 Watts Bldg., 520 E.
 Whitney Bldg., 1027 5th.
 Wilson Block, NW cor. Univ. ave. and Wilson ave.
 Wood, Geo. W., Bldg., 1120 5th.
 Woodbine Hall, 846 5th.
 Worth Bldg., 427 E.
 Y. W. C. A., 1012 C.
 Y. M. C. A., NE cor. 8th & C.



Egyptian Court Beautiful

3772 Park Boulevard, San Diego, Calif.

Each unit an individual home, completely furnished (Frigidaire). Nothing like it, more beautiful or more homelike. Convenient to everything. Take No. 7 car, get off at Robinson St.; or take No. 1 or No. 11 car, get off at Park Boulevard, go 1½ blocks South to the Court. Monthly rates, \$45 to \$70. Wire or write for reservations, or 'phone Hillcrest 8516 or Hillcrest 1295. Ample storage room. (No small children.)

E. R. BLADEN, Owner and Manager

Lady: Will you please tell me the best way to remove a stain from the carpet?
 Smart Salesman: One method is to cut neatly around the stain with a safety razor blade and then train the cat to sleep over the hole.—Exchange.

Where to Go—What to See

Point Loma Homestead, the Theosophical Headquarters. Visitors welcome, except Sundays and holidays.

U. S. Radio Station.

Point Loma Light and Ballast Point Light Houses. Wonderful view of San Diego Bay, City, Coronado, Tent City, Silver Strand and North Island, with U. S. Aviation Bases.

Returning via Sunset Cliffs, Ocean Beach and home.



Trade Mark

UNUSUAL GIFTS

from China and Japan.
 Beautiful, useful, different,
 artistic.

QUON MANE & CO.

"The Chinese Store"

Direct Importers of
 CHINESE and JAPANESE

1159 Fifth Street, between B and C

Phone 6-6425

Established in 1888

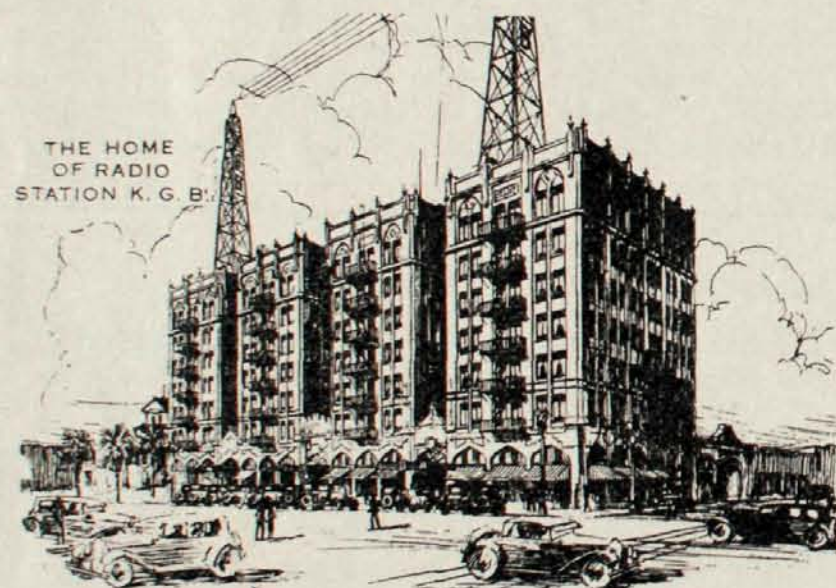
SAN DIEGO'S MODERN
Hotel Pickwick

BROADWAY AT FIRST

ALL ROOMS WITH BATH OR SHOWER

Conveniently located in the heart of the city and a short distance from Railroad Station and Steamship Pier

Alert service and courtesy prevail at all times



A new, modern, fireproof Hotel, very close to the heart of the city, yet sufficient distance to be quiet and restful. An imposing lobby, which reflects its character. The bedrooms are luxuriously furnished, no expense being spared in providing the very best beds and box springs for the comfort of our guests. A flood of sunlight penetrates every room. All outside rooms.

RATES { Single, \$2.50 and up, with bath
 { Double, \$3.50 and up, with bath

100-car garage in basement of building

OUR RATES ARE THE SAME ALL THE YEAR 'ROUND

T. R. HANNA, Proprietor

W. J. McCOY, Manager

Where to Go---What to See

Paradise Valley—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. N. C. cars leaving Union Depot daily at 9 a.m., 2 p.m. and 4 p.m. make connections with Paradise Valley stage at 8th & National ave., National City. Sutherland Safety Coaches as far as National City.

Del Mar—"The Spot Beautiful," and known as the "Newport of the Pacific," with every charm of a picturesque California resort, combining ocean, mountain and valley—is located about twenty-two miles north of San Diego on the state highway, making it a Mecca for motorists; also on the main line of the Santa Fe railroad (stop-over privileges on all tickets). The man or woman of wealth or of moderate means, who is looking for rest and recreation, demanding every requirement short of the Elysian, will find Del Mar his ideal. On every hand are magnificent scenes of surf and shore.

DEL MAR HOTEL is a twentieth-century marvel of construction and service. Open the year round. Designed and operated especially for those desiring the refined atmosphere of a well-ordered home, with all the comforts and advantages of a new and modern hotel.

Surf bathing is most excellent, and the new and costly bath-house and plunge, with nearly a million gallons of tepid, running salt water, is second to none. The thousand-foot pier is a great attraction for the man of the rod and reel, where the gamiest of fish, from a pound to twenty-five pounds, are caught. Del Mar is one of the show places of the Pacific Coast.

Tijuana (Aunt Jane), Old Mexico—The trip to Old Mexico may be made by private automobile, San Diego & Arizona Railway, or by Sutherland's Parlor Car Safety Coaches. Tijuana is 16 miles south of San Diego; paved highway all the way. You pass through National City, a village of pleasant homes, the principal industry being lemon growing, the manufacture of citric acid, komel and other by-products of the lemon. Crossing the valley of the Sweetwater you are in Chula Vista (Pretty View), a tract containing several thousand acres divided for the most part into ten-acre holdings, which are set out to lemons, oranges and grapefruit. Five or six miles beyond Chula Vista, after passing through the villages of Otay and Nestor, the visitor arrives at the monument marking the boundary line between the United States and Mexico. Cross the line and you are in a foreign country. From this point you walk or drive across the Tijuana river bridge and arrive at the Mexican village of Tijuana, where you can purchase Indian pottery, Mexican curios, drawn work, cigars, etc., and, if it appeals to you, a genuine Spanish dinner.

(Continued)

Hotel Cecil

SAN DIEGO

SIXTH STREET
bet. B & C

Next to Marston's

Center of Theatrical and Shopping District

FIREPROOF

Every Room with Bath

RATES: \$1.50, \$2.00, \$2.50—single
\$2.50, \$3.00, \$3.50—double *NEVER HIGHER*

*Once a Guest—
Always a Guest*

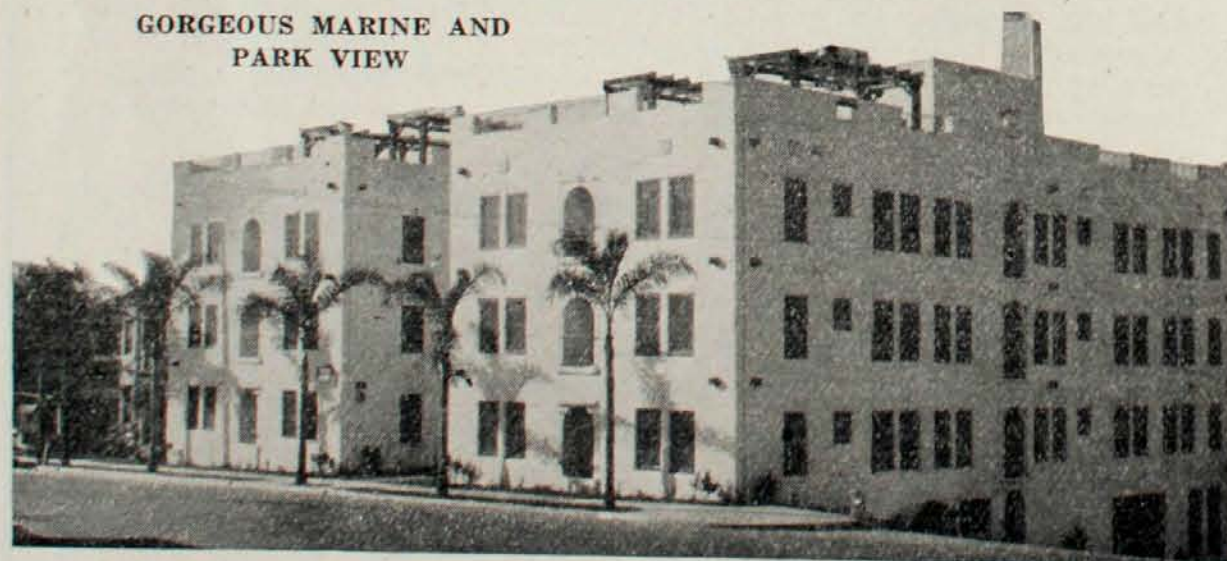
CHAS. L. DIX,
D. D. WHITTEN, Proprietors

CLEONA Apartments

Southern Hospitality
SEVENTH AT CEDAR

BEAUTIFUL SOLARIUM and ROOF GARDEN

GORGEOUS MARINE AND
PARK VIEW



LOCATION—Gateway to Beautiful Balboa Park

Five-minute walk to Business, Orpheum or new Fox Theatre; one block to El Cortez Hotel. Steam heat, guest lounge, elevator, garage. Singles, doubles, suites.

Tariff: \$75.00 to \$250.00 per month; \$3.00 to \$8.00 per day.

FINE NEW STRUCTURE ... SUPER SERVICE ... OWNER MANAGEMENT

Where to Go---What to See

Heading San Diego's list of "Where to Go and What to See" is the name "Mission Beach." Here has been created a masterpiece of beauty and delight second only to the Exposition in national interest. Two million dollars have been spent at Mission Beach in the last two years to create an unrivaled ocean and bay beach pleasure city. Included in this program of development is a double-track express electric car line from San Diego, providing 30-minute service to the beach, with its auditorium and bath-house, the largest structures of their kind in Southern California; civic center of many beautiful buildings, all built on the Spanish style of architecture. A still-water artificial bay on Mission bay has been dredged. To miss a visit to this remarkable pleasure beach of permanent homes is to miss seeing what is perhaps the most distinctive and unique ocean and bay beach in America.

Chula Vista—An attractive suburb, 7 miles south of San Diego, lying along the San Diego Bay, with a beautiful view of Point Loma, Coronado and the blue waters of the Pacific on one side, while on the other the valley and the purple mountains make a scenic arrangement of rare beauty. Here you will find every city convenience, beautiful suburban homes and fine lemon orchards. Chula Vista is reached by Sutherland's Safety Coaches.

Agua Caliente, in Old Mexico, America's Deauville.—"Where the door to romance opens" describes Agua Caliente, magnificent new play spot of America, which surpasses in beauty and luxury even the age-old watering places of the Continent. The buildings are patterned after the architecture of the old Padres, with low arches and picturesque Campaniles. Here the traveler may taste the delights of an old world. The pleasures of the Patio, the Casino and the Cafe are augmented by a delightful pitch-an-put golf course (18-hole championship course new building), tennis courts and a stable of five-gait saddle-horses for the equestrian. The \$2,00,000 Agua Caliente Jockey Club holds its inaugural on December 28th of this year.

Carnegie Library—An \$80,000 structure, E St. bet. 8th and 9th.

Old Mission—Seven miles from 5th and Broadway. One of the most historical and interesting places in the country. 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 erected on the south rim of Mission Valley at Kensington Heights, San Diego's new district of beautiful and "better" homes, the whole panorama of upper Mission Valley spreads out before one and the gazer traces the why and wherefore of San Diego Mission. He sees that the wise fathers selected the most likely spot of all for the 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 miles off. Travel to Kensington Heights by motoring through Park Boulevard or Pershing Drive to Adams, East on Adams to Marlborough Drive, turn North (to the left). Or take No. 11 electric car.

Gem Mine—An exhibit of rough and cut gems, showing how California gems are found. Also the finest private collection of Indian baskets in California. Union building, 217 Broadway.

(Continued)

WHEN IN LOS ANGELES!

Ask the Hotel Clerk for a copy of the
LOS ANGELES HOTEL GREETERS' GUIDE

The wonders of Southern California viewed comfortably—See page 36.

Phones: F-5081, 65127

Open 11 a.m. to 12 p.m.

New China Cafe

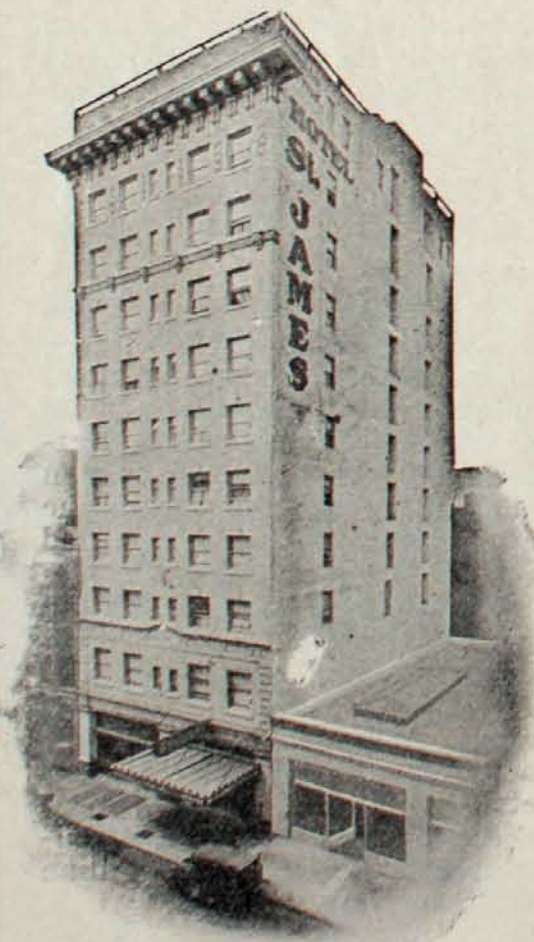
CHONG QUON, Proprietor

AMERICAN AND ORIENTAL DISHES

Merchants' Lunch served from 11 a.m.
to 3 p.m. : Sunday, French Dinner

1172 FOURTH STREET
S. W. corner B St.

Harry Dort will tell you how to enjoy yourself—See page 36.



In Down-Town San Diego

A structure of eleven stories of steel and concrete — equipped for the express purpose of giving comfort and providing every convenience for its guests.

Hotel St. James

830 Sixth Street, bet. E and F

IS an Hotel for the tourist and the traveler, with a tariff which is reasonable (\$1.00 and up). The rooms' equipment is everything one could wish. We shall be glad to have you register with us at the ST. JAMES.

ORR ART GALLERIES 1139 Sixth Street

To all Visitors to San Diego:

We extend a most cordial invitation to visit our Art Gallery. We have achieved a result in things artistic of which we are proud and anxious to share with discerning and appreciative visitors our own great pleasure in the collection of beautiful Art Objects arranged here in most attractive settings. Pictures, Frames, Pottery, Artists' Supplies and Greeting Cards.

**SAN DIEGO'S FINEST
STAGE AND SCREEN
ENTERTAINMENT**

CONTINUOUS 12:00 NOON TO 11:30 P.M. ALWAYS POPULAR PRICES

STATIONERS CORPORATION

1030-40 SIXTH STREET - - - - SAN DIEGO
LOS ANGELES - - - - - HOLLYWOOD

COMMERCIAL STATIONERS, OFFICE OUTFITTERS
SOCIAL STATIONERY AND ENGRAVING

Complete Book Department—All Latest Fiction
Agents for "The Mimeograph Line"

Y. & E. Filing Equipment and Supplies

PALOMAR APARTMENTS

Sixth & Maple
Cars 1, 3 & 11

Opposite Balboa Park. Marine and Mountain View



A high-class apartment house with hotel service consisting of daily cleaning of rooms, washing dishes, etc.

General Electric Refrigeration

TARIFF

\$21 to \$60 per week.
\$80 to \$220 per month.

—which includes everything except food and personal laundry.

All Outside Rooms

This house has a Spanish patio, plants, flowers and roof garden with ocean view.

An elegant and homey place to live. Attentive service leaves nothing to be desired. Good taste and exclusiveness assure satisfactory neighbors. Unsurpassed for beauty and environment. Phone, Franklin 3171. MR. and MRS. FRANK N. GRIGG, Owners & Managers.

VISITORS WELCOME at

Ryan Airport

"Where Lindbergh Started on His Flight to Paris"

Ryan Airport, operated by T. Claude Ryan, original designer of Ryan monoplanes, is one of the historic spots of the nation. At this modern airport huge passenger liners arrive from and depart for Mexico, Los Angeles, El Paso and other distant points. As you watch the many different types of aircraft come and go from this busy airport you realize that San Diego truly is "The Air Capital of the West."

Perhaps you'd like to

FLY IN A SISTER SHIP TO THE "SPIRIT OF ST. LOUIS"

These sturdy Ryan planes have carried thousands of passengers over the enchanting beauties of San Diego: city, bay, beaches, mountains, valley and ocean—recognized as the most inspiring air tour in the world. Air conditions over San Diego are the most perfect

in the world for flying.

How to Get There:—

Take a No. 13 street car right to Ryan Airport; or drive north around San Diego Bay to the big U. S. Marine Base on Barnett Avenue. All Pt. Loma sight-seeing busses stop at Ryan Airport.



Where to Go---What to See

American Express Service—A modern Travel and Information Bureau, furnishing world-wide American Express Service, local information and a new San Diego Street Guide and County Auto Road Map, is maintained at San Diego Trust & Savings Bank, 6th and Broadway.

Aviation Fields, Commercial and Passenger—Ryan Airport one of the historic spots of the nation.—On May 10, 1927, Col. Lindbergh started from Ryan Airport, San Diego, on his memorable flight to Paris. It will be remembered that he flew the "Spirit of St. Louis," a Ryan plane, built and tested in San Diego. On this airport is located one of America's foremost Aviation Schools. Here the air and fields are teeming with aerial activity. Huge passenger liners come in from Old Mexico, Los Angeles, El Paso and other distant points. As you witness the many different types of aircraft deftly come and go from Ryan Airport you realize why San Diego truly is "The Air Capital of the West." Ryan Airport is only 15 minutes from the business center of San Diego. It is near the northern edge of San Diego Bay, directly across from the great U. S. Marine Base and close to the beautiful U. S. Naval Training Station, on Barnett Avenue. No. 13 street car goes directly by the field. Visitors are welcome.

Rockwell Field—This trip involves a considerable amount of walking. Morning is the best time to visit the great army and navy air service fields at North Island, because more planes are then in the air or on the water. Ferries from the foot of Broadway afford a delightful preliminary excursion of about twenty-five minutes. Every type of plane is to be seen at Rockwell field, the army school. The Naval Air Station is the largest of its kind in the United States. Its six million dollars' worth of permanent buildings were designed by the chief architect of the San Diego Exposition, and harmonize with the architecture of other public buildings about the harbor and surrounding city. Take any car marked Union Station.

Mesa Grande (a grand or magnificent plateau) is located 53 miles northeasterly from San Diego, at an elevation ranging from 3,300 to 4,000 feet, and is in the heart of the Coast Range—the Cuyamaca Mountains. The district is gently rolling, and is dotted here and there with live-oak and pine groves. The surrounding hills are covered with forests, and are indented and narrow, meandering valleys and deep, rugged canyons, through which mountain streams tumble and roar on their way to the sea. There are many waterfalls, picturesque gorges and magnificent outlooks on Mesa Grande, and these attractions, combined with the wealth of deciduous fruits and berries, its matchless gems and quaint Indian hamlets, its dry, balmy climate and pure, sparkling springs, make it one of the most popular mountain resorts in all Southern California.

CARDIFF-BY-THE-SEA is located on the Santa Fe railroad, just 27 miles up the coast from San Diego. Added to the natural advantages of location and surroundings, Cardiff has been developed and improved in a uniform way. The entire public portion of the town is being built in an absolute mission design, characteristic of Southern California. This means that all business houses of every nature and every public building must, although they may differ in detail, conform to the one general design, assuring an artistic architectural harmony—something never before attempted in a beach city. Cardiff-by-the-Sea has two miles of white sand beach, from 100 to 1,000 feet in width (according to tides), so hard that automobiles may be driven upon it at any time—no stones, no rocks, with a surf of from five to ten unbroken crests, eternally rolling in—a beach so gradual in slope that one may wade out for hundreds of feet.

(Continued)

California Gems

MOUNTED OR UNMOUNTED

See a reproduction of a "gem pocket" from our mine at Pala, San Diego County, California; awarded gold medals at all Expositions

Also inspect the finest collection of Indian Baskets on exhibition in California



An Educational Treat for the Tourist—FREE

SEE
The largest and finest Kunzite
in the world upon display

SEE
The finest Cut Tourmaline in the
world upon display now

What more appropriate remembrance than a gem from California?

PALA CHIEF GEM MINE

MINERS AND CUTTERS OF CALIFORNIA GEMS

217 Broadway—Union Bldg.
Phone Franklin 2732

G. W. GARDNER, Manager
FRANK A. SALMONS, Owner

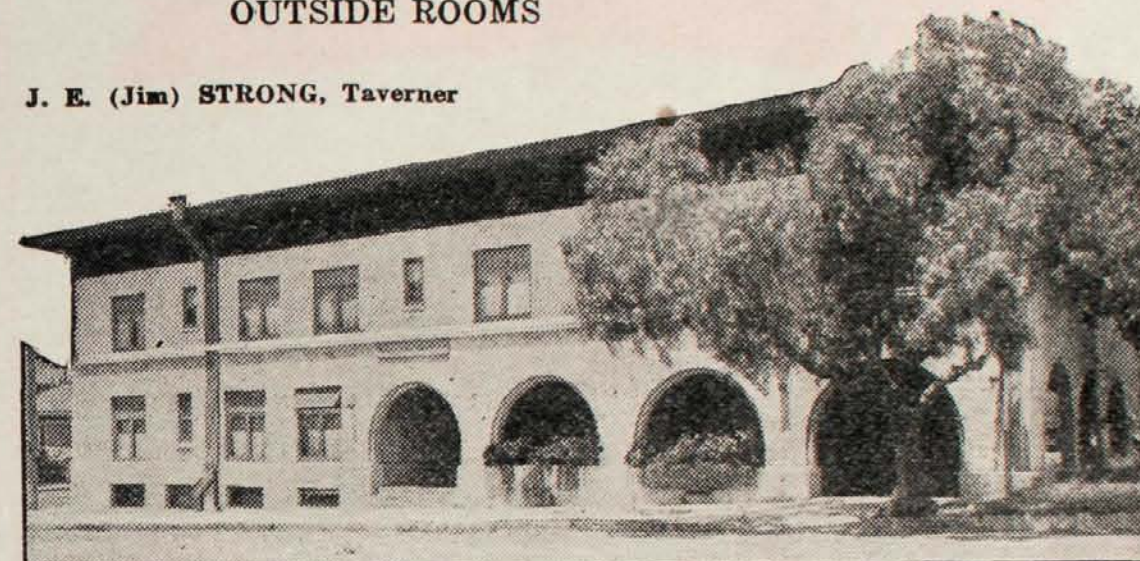
LANIER HOTEL

Third and Ash Sts.

'Phone, Franklin 2195

ALL LARGE,
OUTSIDE ROOMS

J. E. (Jim) STRONG, Taverner



Rooms single or en suite; private baths or detached baths;
hot and cold water and 'phones in each room.

Very Attractive Daily and Weekly Rates

Personal attention to guests' comfort. Three blocks from center of city.
Every courtesy given to those desiring to inspect the Lanier Hotel.

NATIVE GEMS OF CALIFORNIA

Most people do not know that San Diego County, California, is the richest division in the world for semi-precious stones. However, this is true. The gem-producing district, lying 70 miles northeast of the city of San Diego, and covering 5 by 25 miles, has more different kinds of gems, and of better quality, than are found any place else in the world. Especially prominent are the Kunzite and Tourmaline. Beside these, other gem minerals are found in adjacent or associated workings, such as the topaz, pink and green beryl, aquamarine and hyacinth—the whole forming an assemblage of such minerals that it is scarcely, if at all, equalled anywhere in the world. These stones are extremely brilliant, possessing almost the luster and polish of the diamond. Particularly is this true of the Kunzite, which is named after the great gem expert, Dr. George F. Kunz, of Tiffany & Co., New York. In color it ranges from pure white to a delicate rose lilac, and is perfectly clear. The Tourmaline is also a remarkable stone, with a warmth of depth and color that make it a favorite and the envy of all who see it, its color running in all shades of pink and green—the pink ranging from a delicate rose to a deep, rich, ruby red; and the green from a light sage to a lustrous emerald shade. Whole volumes could be written, and are written, on the gems of California, and the gem-mining industry is an asset of which the county is justly proud. (See opposite page.)



On Broadway facing the Plaza

All cars from Union Station stop directly in front of the U. S. Grant Hotel

In the center of the city,
convenient to everything

Rates, \$2.00 to \$6.00

COFFEE SHOP

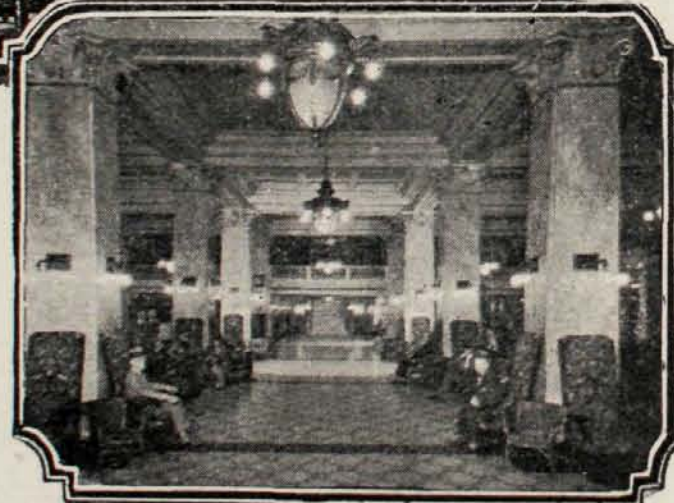
Breakfast—30, 40, 50 and 60 cents.

Luncheon—50 cents.

Dinner—Table d'Hote, \$1.25.

Also a la carte service

U.S. GRANT HOTEL



LOBBY—The center of San Diego's activity



COFFEE SHOP—Located on main floor of hotel



Hotel AGUA CALIENTE and CASINO

*in Old
Mexico*

THE visitor at Hotel Agua Caliente will be treated to scenes entirely new. Here, amid the splendor of an Old World atmosphere, life's pleasures may be enjoyed to the full. This new play spot in Old Mexico will win your instant admiration.

RATES (European)

\$5, \$6, \$8, \$10, \$12; also Suites and 2- and 4-room Villas.

LUNCHEON in the Patio daily. \$1 on week days, \$1.50 on Sat., Sun. and Holidays.

AGUA CALIENTE can be reached by San Diego & Arizona trains, Sutherland Stages from San Diego, Maddux Air Lines, Western Air Express, or by motor on a paved highway two miles beyond Tijuana

DINNER DANCES
nightly in the Cafe of the
Beautiful Casino.

GOLF, TENNIS, RIDING
and other diversions.

WHERE THE DOOR TO ROMANCE OPENS

AGUA CALIENTE
BAJA CALIFORNIA

*America's
Deauville*

GOLDEN WEST HOTEL

SAN DIEGO,
CALIFORNIA

A MARVEL OF COMFORT, CLEANLINESS AND ECONOMY



400 ROOMS of solid concrete, right in the heart of San Diego's business district. Every convenience for your comfort—delightful baths, steam heat, a most wonderful and comfortable lobby. Delightful rooms with large double windows and transoms over every door. A thousand guests have recently told us, "IN ALL THE WORLD, NO PLACE LIKE THIS FOR THE PRICE." 75c and \$1.00 per person—NO MORE—NO LESS. Fireproof garage adjoining. Take any street car to Fourth and Broadway, two blocks south.

"G" Street, entire block, 3rd to 4th

"NO NOISE—NO DUST—NO DIRT"

Comfortable Rest Home

Experienced Practical Nurse will care for those desiring complete rest, special diet or nursing. Rates for service very reasonable.

Call after 2:00 p.m. Phone any time, Randolph 3039, or write for particulars.

3694 44th Street—Car No. 7

MISS C. E. BELLINGER

Martha Apartments

21st and "E" STREETS
1 blk from Bdwy, car 2
On Golden Hill (no fog)

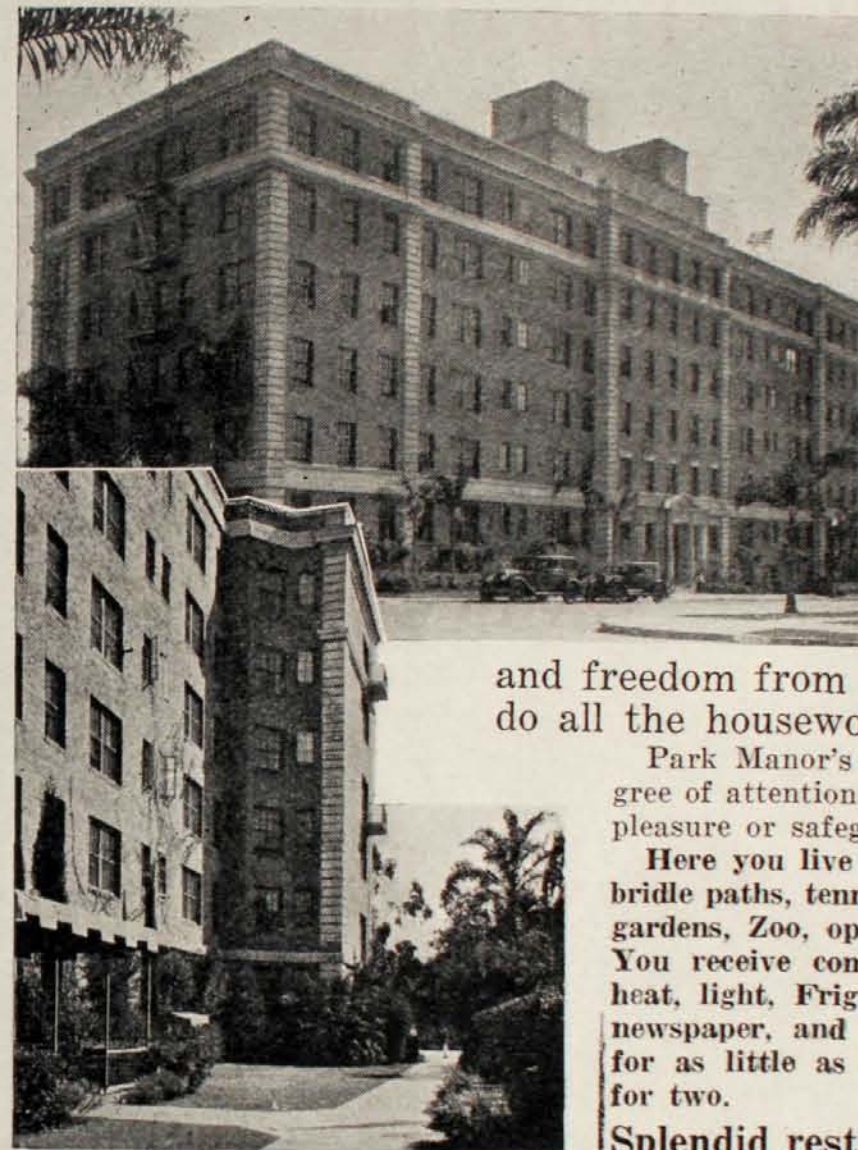
Fine, large (all corner) apartments. Each unit has excellent view of city, bay and ocean. It is "homey," quiet and dignified.

Each apartment has living room, two private dressing rooms, two commodious closets, kitchen and breakfast room, Frigidaire, radio connection and maid service. Rented by day, week or month.

Weekly \$15.00 and up. Monthly, \$45.00 and up.

Phone Main 7087

MR. and MRS. W. W. SCHURZ, Managing Owners



Live at PARK MANOR Apartment

-Hotel city's finest completely - furnished housekeeping apartments provide maximum comfort, luxury

and freedom from drudgery, for maids do all the housework—every day.

Park Manor's hostess offers you the degree of attention you desire . . . plans your pleasure or safeguards your privacy.

Here you live on Balboa Park, with its bridle paths, tennis, golf, Fine Arts gallery, gardens, Zoo, open-air organ pavilion, etc. You receive complete daily maid service, heat, light, Frigidaire, telephone, morning newspaper, and many other comforts, all for as little as \$150 a month, \$5 a day for two.

Splendid restaurant in connection

PARK-MANOR

Provides luxurious living—the better, more economical home

\$150 a month for two \$5 a day and up

for the day, week or year



New Ford Hotel

1135 THIRD STREET

One block North of U. S. Grant Hotel

The family hotel of San Diego

Strictly modern; fireproof; elevator; showers; steam heat; outside rooms; a magnificent ground-floor lobby.

Rates—Single, \$1.00, \$1.50; Double, \$1.50, \$2.50
Weekly, \$6.00, \$7.00, \$8.00.

COMFORT AND REFINEMENT
WITHOUT EXTRAVAGANCE

**DRIVE THEM
YOURSELF**

See San Diego in My Cars
**Fords, Chryslers
and Buicks**

Latest model cars—all in perfect condition
Fords, 10c mile Chryslers, 13c mile
Buicks, 15c mile
Plus 25c per hour

Rates include Gas and Oil
SPECIAL RATES BY WEEK OR MONTH

HARRY M. DORT

Second and C Streets
Phone, FRANKLIN 3388



PLEASE BRING THIS AD WITH YOU

MARYLAND HOTEL

J. D. GILLILAND, Prop.

We operate our own Coffee Shop
and Cafe



300 rooms, 175
with bath.
Every room
with private
toilet.

TARIFF

With private toilet
\$1.50, \$2.00

With private bath
\$2, \$2.50, \$3

Combination dis-
play rooms for
Commercial Men
\$2.50, \$3, \$3.50

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6th, 7th and F Streets

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Where to Go---What to See

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 first 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 grave-yard, the old jail, the first brick house, old Fort Stockton, and the "Marriage Place of Ramona," 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 many other interesting features. Old Town is reached by San Diego Electric Railway Busses, leaving 3rd and Broadway.

SAN DIEGO BAY—One of San Diego's most interesting sights is the bay, rated "one of the ten best natural harbors in the world." Used by the Government as the permanent base for the Destroyer Squadrons of the Pacific fleet, it is best seen on the daily harbor excursion, a 25-mile trip to the ocean and return. Points of interest include a splendid view of the city and its back country; huge log rafts; a close-up of Coronado and North Island, the latter one of the greatest flying bases in America. Practically every type of sea and air craft can be seen. Other features are: The Marine Base and Naval Training Station; Point Loma and the Old Spanish Lighthouse; the mountains of Old Mexico in the distance; Cabrillo's landing place; the jetty, afflutter with marine and bird life, and many other novel, interesting sights. Sun Harbor Excursion Boats leave right side of Broadway pier 10:30 and 2:00 daily.

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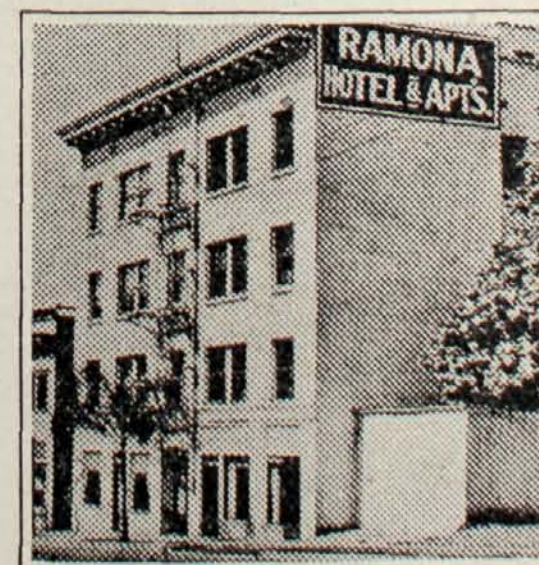
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Comprises thirty acres overlooking the Harbor of the Sun and the Valley of the Mission, in San Diego, California. Within its area are the Serra Cross, the first palm tree planted on the coast and Presidio Hill, the birthplace of civilization in California.

The people of San Diego came into possession of this beautiful and historical spot through the generosity of George W. Marston, who contributed the property and erected the museum as the culmination of his efforts to preserve to the people of San Diego and the entire West Coast its most precious heritage. The Park and Museum are under the permanent management of the San Diego Historical Society, which provides the institutional care needed to make this memorial endure.



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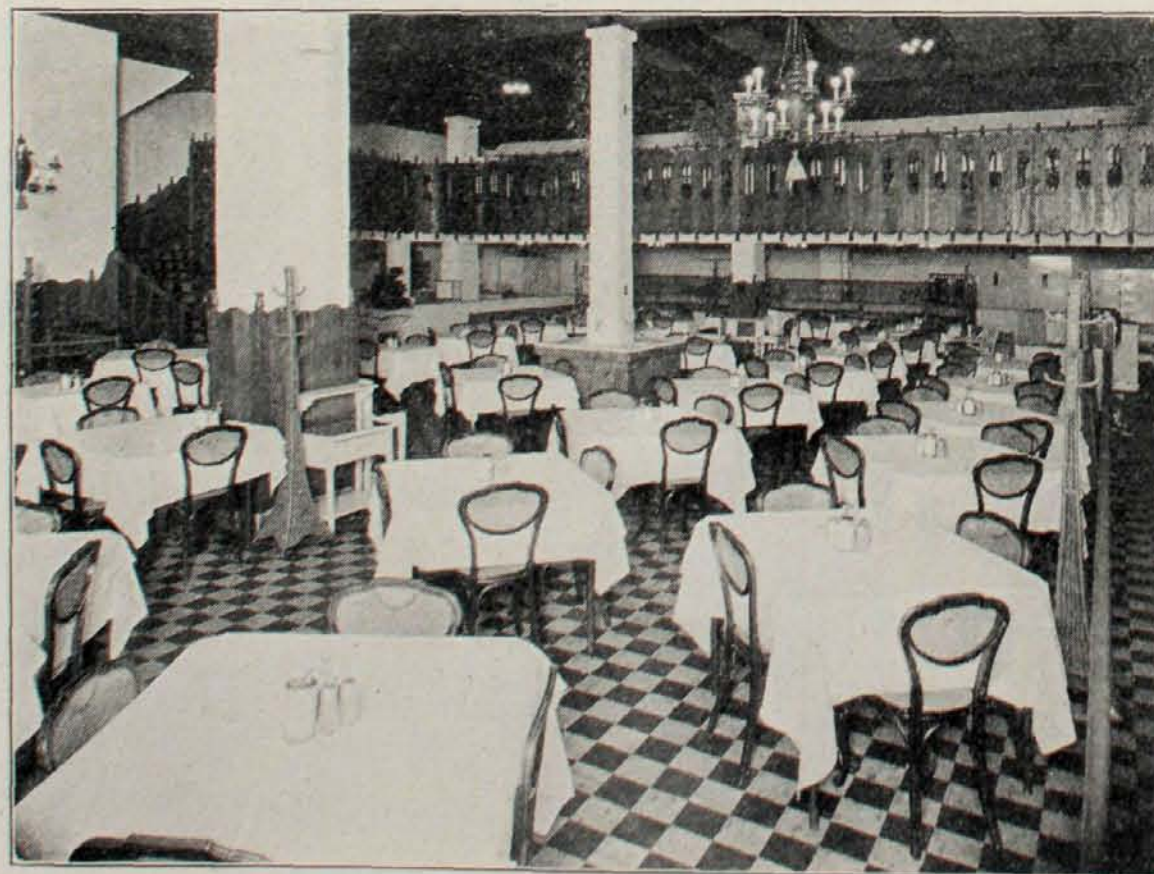
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FINE ARTS GALLERY, BALBOA PARK

To the many attractions and beauties of San Diego there has been added within the last three years one building which would be remarkable anywhere for its loveliness—the Fine Arts Gallery, in Balboa Park. This structure, the gift of a generous citizen, Appleton S. Bridges, was designed by William Templeton Johnson and Robert W. Snyder, both of this city. It fills the whole north side of the spacious Plaza de Panama, and from its steps is seen the big Spreckels Outdoor Organ, with the blue of the Bay beyond, to the south. The building is in the pure and rich plateresque 16th century Spanish style; in proportion, values and carved decoration it is one of the most distinguished buildings to be found in California, and is every year coming to be remembered for its beauty by an ever-increasing stream of visitors.

The Fine Arts Society of San Diego has the policy to create a significant representation of great Spanish and American art, both in its temporary exhibitions and in its permanent collection, which yearly grows richer both in volume and in the value of its treasures. To acquire art of the highest possible standard is the aim of the Society; to patronize local art and artists, to carry on educational work so as to make the collections known to the public, and finally to build up a comprehensive live membership in the Fine Arts Society.

In spite of a comparatively small fund, this Society has acquired a large number of superlative examples, many of them of international fame. The Spanish department includes, among its Old Masters, "Saint Francis" by El Greco; "Queen Isabella," by Alonzo Coello; and a carved alabaster saint, by Gil de Siloe. Among the modern Spanish pictures are "Antonia," by Ignacio Zuloaga; "Daughter Maria," by Sorolla; "Grandparents," by Valentin de Zubiaurre; "Sailors of Ondarroa," by Ramon de Zubiaurre; and "Hamlet," by Miguel Viladrich.

Other Old Masters include: "Saxon Courtier," by Lukas Cranach, the Elder; "Madonna with Attendant Figures," by Koffermans (Flemish, 16th century); "Diogenes," by Salvatore Rosa; "The Duke of Gloucester," by Sir William Beechey; "Girl with Pet Dog," by

Nicholas Maes (Dutch, 17th century); and "The Risen Christ," by Gaspard de Craeyer.

The French department, which is also very important, includes a most rare Gobelin Tapestry, commissioned by Louis XIV; "Silent Pool," by Gustave Courbet; "Fording the Stream," by Corot; "Louis XV and Madame de Bourbon-Conti," by Nattier; "The Abduction," by Monticelli; and a group of significant impressionistic canvases.

The American department includes: "Medusa," by Elihu Vedder; drawings by Homer Martin, and water-colors by John Le Farge. Among the more modern are: "Thanksgiving Still-Life," by Emil Carlsen; "June Days," by Ben Foster; "Pasture Lands," by Henry W. Ranger; "The Raising of Lazarus," by Max Bohm; "Bernadita," by Robert Henri; "Italian Procession," by John Sloan; "Dancer in White," by Louis Kronberg; "The Freight Yards," by Douglass Parshall; "Logging," by Louis Paul Dessar; and "Gloucester Harbor," by John H. Twachtman. There is also a comprehensive showing of the work of Southern Californians in paintings, sculptures and sketches.

Sculptures include 107 bronzes by Arthur Putnam; "Mother and Child," by Ivan Mestrovic, and "The Young Diana," by Anna Vaughn Hyatt Huntington.

The Oriental department is already important, with its priceless collection of Korean pottery and its Chinese art objects of porcelain, jade, etc.

Flemish 16th century tapestries, of Biblical subject; a Dutch "period" room; a collection of Coptic fabrics; and the complete publications of the Hispanic Society of America, suggest other material of inviting importance.

Each Sunday afternoon at 2:30 an informal talk is given in the Gallery by a member of the staff. This deals with either the objects of the permanent collection or the more important exhibitions on view at the time. The public is cordially invited.

The Gallery staff stands ready always to talk formally or informally, upon request, either in the building itself, or elsewhere.

Vacation: A short interval during which a man kills time by smoking too much.

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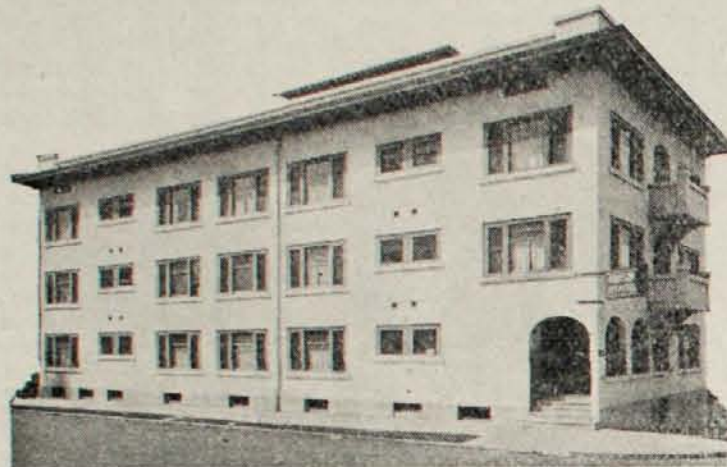
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CORONADO—Reached by auto and passenger ferry at foot of Market street, San Diego. No. 9 car to ferry. Car meets ferry on Coronado side and traverses the business district, and, in summer months, goes as far as Tent City. Coronado is site of famous Hotel del Coronado. There are smaller hotels, also ample stores and two banks. Country Club with 18-hole grass golf course; salt water swimming pool, bridle path, stables, miles of ocean and bay front bathing beaches, sailing, rowing, fishing and many other recreational facilities. A beautiful and unique residential area. Population, 6,000. Address inquiries to Coronado Civic Club, Coronado, Calif.

SAN DIEGO PUBLIC LIBRARY.—Issues one and one-half million books a year to residents and tourists in the city thru its main library at 8th and E streets and its thirteen branch libraries. Maintains files of newspapers from all states, magazines, city directories, and general information on the city and vicinity.

FRUITS ALL THE YEAR

San Diego county people enjoy fresh fruit all the year around. There is not a month that there is not something ripe on the trees or bushes. The following is a list of the principal fruits:

Oranges—December to November.
Lemons—Every month in the year.
Grape Fruit—December to November.
Apples—June to January.
Peaches—June to January.
Pears—July to December.
Apricots—May to July.
Loquats—March to May.
Nectarines—July to October.
Plums—June to September.
Olives—October to January.
Figs—Three crops, June to December.
Cherries—May to July.
Pomegranates—August to January.
Grapes—June to November.
Strawberries—March to Christmas.
Blackberries—April to September.
Dewberries—May to August.
Guavas—Two crops, March to July, September to December.

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SAN DIEGO—1834, Pueblo San Diego organized.

SAN DIEGO—1850, City incorporated; U. S. quartermaster depot es-
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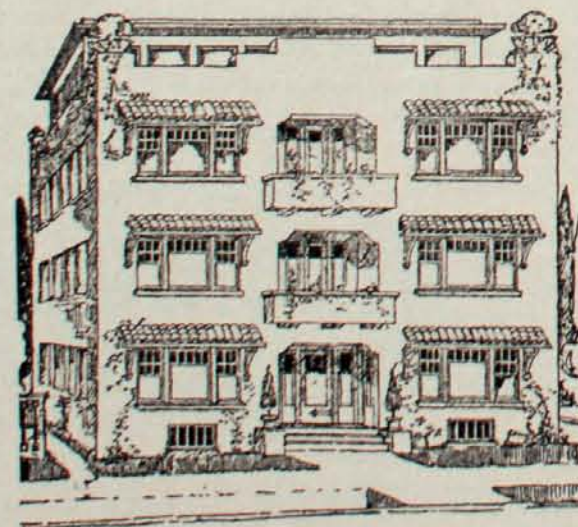
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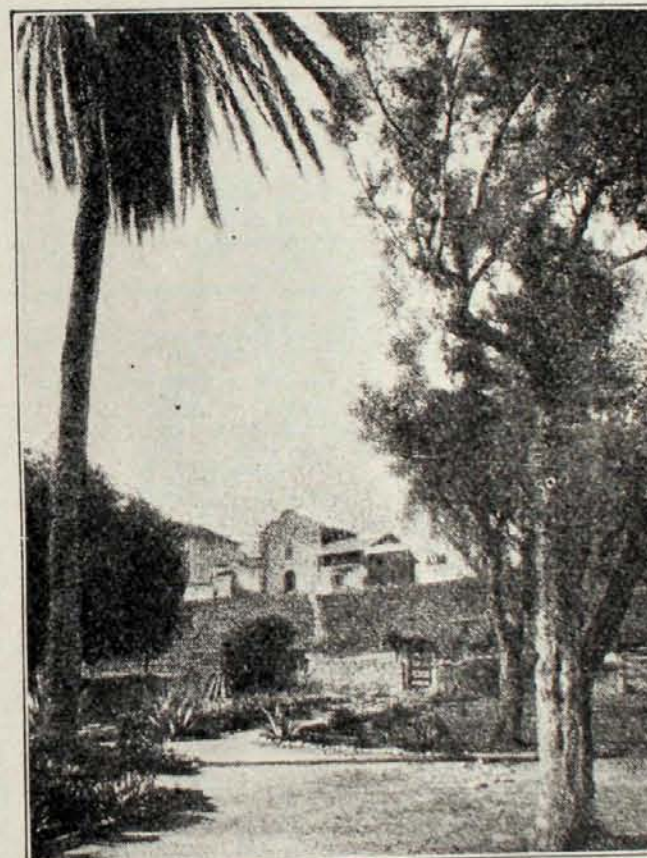
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East San Diego

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THE San Diego Consolidated Gas & Electric Company operates an electric transmission and distributing system comprising 1507 miles of pole line spreading a network of easily available electric light and power over the entire coast line and inland valleys from San Juan Capistrano on the north to the Mexican border on the south.

More than 68,665 customers are served from these lines with 188,178 horsepower in motors, including light and power for irrigation, pumping and other farm purposes.

Gas is supplied through 820 miles of pipe line to 53,339 customers.

SAN DIEGO CONSOLIDATED GAS & ELECTRIC CO.



CAR ROUTES

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

ROUTE No. 1 — Between Union Depot and 30th St. and Adams Ave. **Outbound**, East on Broadway, Union Depot to 5th Ave., North on 5th to University, East on University to Park Blvd., North on Park Blvd. to Adams Ave., East on Adams to 30th St. **Inbound**, same route.

ROUTE No. 2 — Between Union Depot and 30th and University. **Outbound**, East on Broadway from Union Depot to 25th St., North on 25th to "B" St., East on "B" to 28th St., North on 28th to Beech St., East on Beech to 30th St., North on 30th to University. **Inbound**, same route.

ROUTE No. 3 — Between Union Depot and Trias St., Mission Hills. **Outbound**, East on Broadway to 5th Ave., North on 5th to Washington St., West on Washington to Hawk St., North on Hawk to Lewis St., West on Lewis to Fort Stockton Drive, West on Fort Stockton to Trias. **Inbound**, same route.

ROUTE No. 4 — Between the downtown loop (North on 5th Ave.; West on B St.; South on 3rd St.; East on F St.) and 34th and Imperial Ave. **Outbound**, South on 5th Ave. from F St. to K St.; East on K St. to 10th St.; South on 10th St. to Imperial Ave.; East on Imperial Ave. to 34th St.; connects with bus operating to cemeteries.

ROUTE No. 5 — Between the downtown loop (North on 5th Ave.; West on B St.; South on 3rd St.; East on F St.) and 39th and Woolman Ave. **Outbound**, South on 5th Ave. from F St. to Market St.; East on Market St. to 25th St.; South on 25th St. to Woolman Ave.; East on Woolman Ave. to 39th St. **A**

ROUTE No. 7 — Between Union Depot and Euclid Ave., East San Diego, via Balboa Park. **Outbound**, East on Broadway to 12th St., North on 12th to East entrance to Balboa Park via High School, Stadium and U. S. Naval Hospital, North from East entrance to Park Blvd. and University Ave., East on University to Euclid Ave., East San Diego. **Inbound**, same route.

ROUTE No. 9 — Coronado Ferry Loop operating from and to Ferry Terminal. North from Ferry Terminal to Market St., East on Market to Kettner Blvd., North on Kettner to Broadway, East on Broadway to 5th Ave., South on 5th to F St., West on F to Kettner Blvd., South on Kettner to Market, West on Market to Ferry Terminal.

ROUTE No. 11 — Between Union Depot and Kensington Park, Normal Heights. **Outbound**, same as Route 1 to Park Blvd. and University Ave., East on University to

30th St., North on 30th to Adams Ave., East on Adams Ave. to Kensington Park. **Inbound**, same route.

ROUTE No. 12 — Between Union Depot and Shipyards, foot of 32nd St. **Outbound**, East on Broadway to 16th St., South on 16th to Logan Ave., out Logan to 26th St., South on 26th to National Ave., East on National to 32nd St. South on 32nd to Shipyards. **Inbound**, same route. Busses from 32nd and National, East to 39th, 6:07 to 10:07 p.m.

ROUTE No. 13 — Between 9rd and Broadway and La Playa. **Outbound**, West on Broadway to Kettner Blvd., North on Kettner, California and Hancock Sts. to Barnet Ave., West on Barnet to Ryan Airport and La Playa via Marine Base, Naval Training Station and Loma Portal. **Inbound**, same route.

ROUTE No. 14 — Between 3rd and Broadway and Ocean Beach, via Union Depot.

ROUTE No. 15 — Between 3rd and Broadway and Mission Beach, via Union Depot.

ROUTE No. 16 — Between 3rd and Broadway, Mission Beach Pacific Beach and La Jolla.

ROUTE "A" — Bus between Third and Broadway and Ramona's Marriage Place, Old Town. **Outbound**, North on 3rd St. to B St., West on B to State St., North on State to Ivy St., West on Ivy to India St., North on India to Ramona's Home, Old Town, via La Jolla Ave. and San Diego St. **Inbound**, same route to State and B Sts., South on State to E St., East on E to 3rd St., North on 3rd to Broadway.

ROUTE "B" — Bus between First and Laurel and Third and Broadway. **Outbound**, West on Broadway, North on First to Laurel. **Inbound**, South on First, East on B, South on Third to Broadway.

ROUTE "E" — Bus from Pickwick Terminal at 1st and Broadway via 4th St., University Ave., Euclid Ave. and El Cajon Ave. to LA MESA and EL CAJON.

ROUTE "F" — Bus between Park Blvd. and University Ave. (connecting with cars on Routes 1, 7 and 11) and Euclid and El Cajon Ave. **Outbound**, North on Park Blvd. to El Cajon Ave., East on El Cajon to Euclid Ave. **Inbound**, same route; 6:30 a.m. to 10:30 p.m.

ROUTE No. N. C. — Between Union Depot and National City. **Outbound** from Kettner East on Broadway to 3rd, South on 3rd to F, East on F to 16th, thence via 16th, Logan, 26th and National to 24th St., National City. **Inbound**, from 16th west to F and North on Kettner to Broadway.



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AGUA CALIENTE and TIA JUANA

LEAVE UNION STATION—9:05 a.m., 11:00 a.m., *12:30, 1:00, 4:25 p.m., 5:15 p.m.
1st & BROADWAY—9:10 a.m., 11:05 a.m., 1:05 p.m., 4:30 p.m.

LEAVE AGUA CALIENTE—9:40, 11:50 a.m., 3:40 p.m., *10 min. after last race, 5:30 p.m.

TIA JUANA—9:55 a.m., 12:00 noon, 3:45, 5:45 p.m.

*Race days only.

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Warm, sunny rooms, with running water.
Rates reasonable.

Employment Bureau, Gymnasium, Swimming Pool.

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DISTANCES, ELEVATIONS AND POPULATION

Town	Distance miles	Elevation feet	Popula- tion
Alpine	30.5	1860	350
Bonsall	54.5	172	200
Boulevard	70.1	3250	250
Buckman Springs	54.4	3225	50
Campo	53.8	2543	275
Cardiff	29.0	75	200
Chula Vista	7.5	75	4250
Coronado	1.0	25	6000
Cuyamaca	56.2	4600	50
Dehesa	21.6	575	100
Del Mar	24.4	100	550
Descanso	42.6	3540	250
Dulzura	29.8	1100	75
El Cajon	15.3	450	950
Encanto	6.6	200	1000
Encinitas	30.9	85	600
Escondido	35.3	650	4500
Fallbrook	62.2	730	1500
Grossmont	13.3	700	100
Imperial Beach	13.9	15	250
Jacumba	76.2	2800	400
Julian	59.8	4129	400
La Jolla	14.4	100	3500
Lakeside	21.4	410	1500
La Mesa	11.0	539	4000
Lemon Grove	9.7	460	900
Mesa Grande	53.6	3300	110
Miramar	15.0	500	75
National City	4.7	50	7000
Nestor	12.9	32	1600
San Ysidro			
Palm City	3.4	44	700
North San Diego..			
Ocean Beach	7.0	70	3200
Oceanside	42.7	59	3500
Otay	11.0	60	800
Pacific Beach	9.0	60	2100
Mission Beach			
Pala	67.8	411	50
Pine Hills	62.0	4200	50
Point Loma	12.0	400	1250
Potrero	43.5	3323	150
Ramona	38.1	1440	1000
San Luis Rey	41.1	76	400
Santa Ysabel	62.6	2983	150
Santee	18.3	370	650
Spring Valley	11.9	425	550
Valley Center	44.8	1200	500
Vista	48.0	350	500
Warner's	69.1	2675	150

The City of San Diego has a population of 157,000, while a conservative estimate would place the City and County population at 215,000.

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WHERE TO GO—WHAT TO SEE

LA JOLLA (La Ho'-ya)—One of the most beautiful and picturesque cities in California. With a population of approximately 4500, it is located right on the ocean-front, 15 miles north of San Diego. The climate, scenic and sanitary conditions are matchless, and thousands of tourists annually visit La Jolla—some to enjoy a season of rest and pleasure, others to make their homes there permanently. No visitor to San Diego should think of leaving without viewing the wonderful panoramic view of the old Pacific, the homes, mountains and valleys from the top of Mount Soledad. Included in its attractions are: A fine bathing cove, the famous and interesting "Caves," Alligator Head, Witches' Cauldron; inspection of the exhibits at the Biological Station; the La Jolla Beach and Yacht Club, or a game of golf over one of the finest courses in the country. La Jolla! with the seclusion of the country and the advantages of the city; its wonderful twelve months' climate and vegetation of the semi-tropics; with its unique architecture inclined towards the Spanish; with the most striking coast line—it is a most wonderful picture and pleasant reality.



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