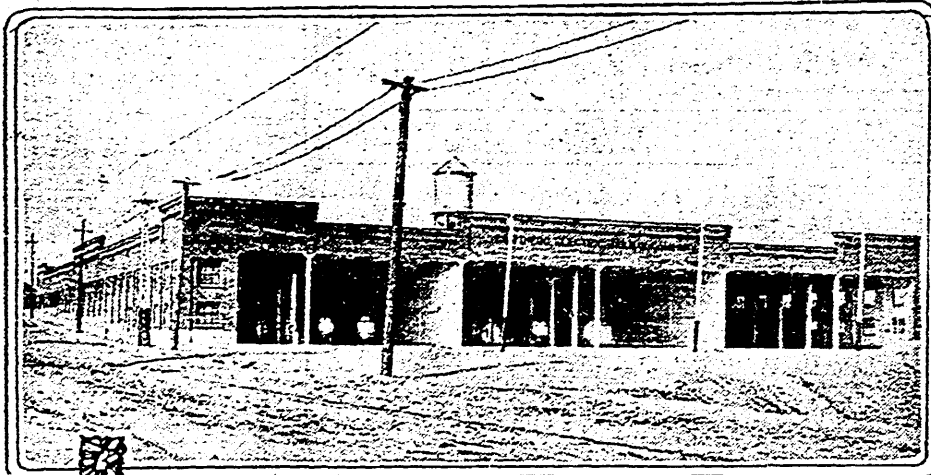


STREET RAILWAY WELL PREPARED TO HANDLE EXPOSITION THROUGHS

San Diego Electric Completes \$215,000 Extension and \$75,000 Terminus at Fair.

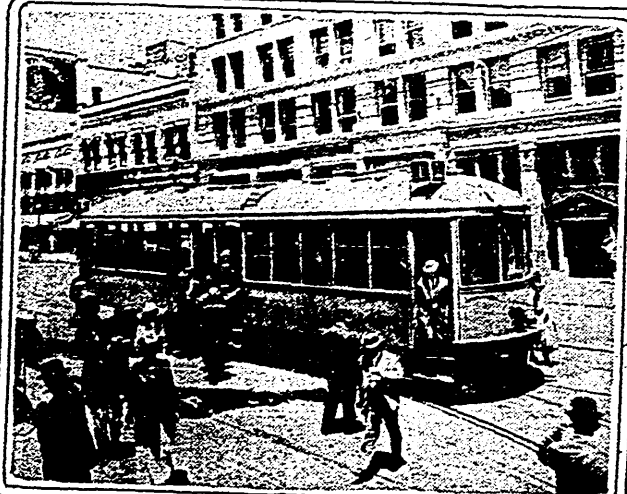
Exposition year finds the San Diego Electric Railway Company fully equipped for handling the visiting throngs. The company and from the Exposition grounds, but to practically every point of interest in the city of San Diego and its suburbs. Largely attributable to the local railway company also, are the uniform excellence of San Diego's paved thoroughfares, and the up-building and improvement of all sections of the city. Public improvements made by the municipality are paid for by the public in special assessments and increased taxes. Public improvements made by the railway company cost the taxpayer nothing but the right grant to occupy the streets, which the company also pays for. The company pays for the privilege granted in general taxes on tangible property, earning tax, a part of its gross income going



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CENTRAL ENTRANCE CAR IN GENERAL USE



CURVE IN NEW PARK LINE SHOWING HIGH TYPE OF ROADBED



CAR MEN'S COMMITTEE ON PREVENTION OF ACCIDENTS

to the city, permanent street paving on which tracks are laid, regrade assessments, increased property values, which follow all its extensions, and increasing improvements in the service. Without the street railway company taxpayers would carry all development burdens themselves and get nothing in return but what services they paid for as used.

In other words, a co-partnership exists between the San Diego Electric Railway Company and the public itself. The partnership will remain profitable to the public as long as it is profitable to the company. It is the recognition of this partnership on the part of the public during the past that has made it possible for the San Diego Electric Railway Company to give a service unexcelled in any city of its size in America, enhanced property values, better suburban advantages, long rides and low rates, a steady flow of gross earning tax money into the city treasury, and a railway property kept in the finest physical condition, assuming all risk and responsibility for the safe and comfortable handling of its passenger traffic.

Relationship Cordial

That the pleasant relations between the public and the local company have been appreciated by the San Diego Electric Railway Company is evidenced on every hand by the elaborate preparations for handling the many thousands of the city's visitors and for meeting all transportation emergencies which are bound to occur with frequency during the coming year. Traction routes, whatever they may be, are not to be wrung from discomfort of patrons.

Exposition traffic will be handled by five car lines. Persons desiring to go to the eastern or main entrance to the grounds have the choice of two routes, Nos. 7 and 11. The former starts at Third and Broadway, thence north to B and east on B street to Twelfth street, taking passengers direct to the main entrance of the Exposition. The latter route starts at Third and Broadway, thence south to F, east on F street to Twelfth street, and north on Twelfth street to main entrance. Trains of two cars each will run nearly every minute. Route 1 may be taken north on Fifth street to Laurel street, a short distance from the west entrance and the \$100,000 steel and concrete viaduct. Routes 3 and 5, starting from Third and Broadway, will take passengers to Fourth street and thence on 4th to the blocks of the west entrance to the Panama-California Exposition.

Probably the greatest items of improvement expense incurred by the street railway company during the past year are included in the construction of what is known as the park line, as far as the Exposition. This was done in the face of trenchment policies on the part of other transportation companies all over the United States.

The approximate cost of this line was \$215,000, not including the company's terminal at the Exposition, which was constructed at an expense of \$75,000. Double tracking of B and F street lines to make downtown loop for Exposition traffic cost

\$125,000, and new track laid on Laurel street for the Fifth street loop cost \$100,000. Seventy-five of the "center entrance" pay-as-you-enter cars were purchased in anticipation of Exposition traffic at an outlay of \$495,000. This meant the necessity of additional housing facilities for cars, and the new car barn on Adams avenue was constructed at an expense of \$145,000; it also necessitated an expenditure of \$25,000 for additional boilers in the power house, \$70,000 for additions to electric feeder system for supplying current for increased traffic.

Fifth Street Track Relaid

Fifth street double tracks were relaid, as well as the downtown section of Broadway, an item of \$245,000. The cost of ballasting and improving double tracks on Twenty-fifth and Thirtieth streets and State street was \$125,000, and \$50,000 was spent on various improvements in Mission Cliff Gardens, which is owned by the company. The foregoing are the most important items, making up the grand total of \$1,600,000 expended by the local company exclusively for improvements and extensions.

The new park line is one of the finest examples of street railway construction of recent years, and is one of the most attractive short lines in the West. A 114-pound rail has been used on paved streets in the business and residential districts, and 75-pound steel laid on crushed rock ballast reached through the park. Center span steel poles of the latest design have also been used. Patrons of this line are given a panoramic view of the entire city, back country, mountain ranges, bay, ocean, and Coronado, en route to the Exposition that is unparalleled, with the possible exception of the view from Grossmont, reached by the San Diego and South Eastern Railway Company.

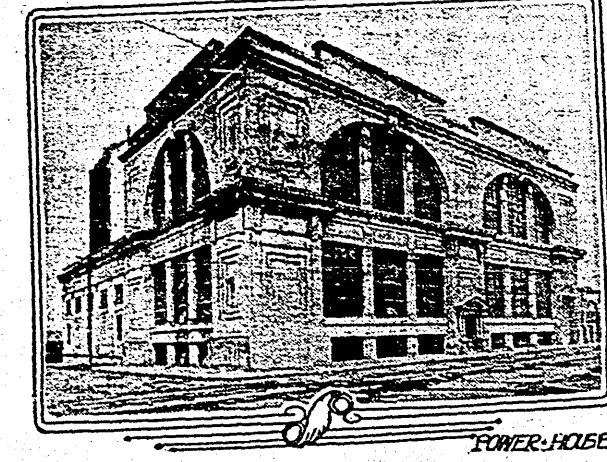
The San Diego Electric Railway Company has now 33.37 miles of single track and 22.35 miles of double track, and 152 cars in service.

It is an interesting fact that the average monthly pay roll of the San Diego Electric Railway Company amounts to \$56,772.10.

From January 1 to December 1 (a period of eleven months only can be given, as this article was written before December 15) the total wages paid to 435 employees was \$552,504.17, as compared with \$435,142.64 for the same period a year ago. The total number of car men, motor men and conductors exclusively, is 390, and the wages paid for the eleven months ending December 1, 1914, was \$233,317.64. In the same period in 1913 the amount was \$216,189.21.

Route Card Now Effective

ROUTE NO. 1. (5th Street and Logan Heights Line.) SOUTHBOUND—On 5th St., H St., 14th St., Logan Ave. and National Ave. to 31st St. NORTHBOUND—This route for San Diego & Arizona Railway Depot. SOUTHBOUND—On 5th St. via Laurel Street Entrance to Exposition, University Avenue and Park Boulevard to Normal School, Mis-



POWER HOUSE

son Cliff Gardens and Ostrich Farm.

ROUTE NO. 2.

(D Street and Brooklyn Heights Line.) EASTBOUND—To Golden Hill, Brooklyn Heights, 30th St., University Ave. to East San Diego. WESTBOUND—To foot of D Street, Center span steel poles of the latest design have also been used. Patrons of this line are given a panoramic view of the entire city, back country, mountain ranges, bay, ocean, and Coronado, en route to the Exposition that is unparalleled, with the possible exception of the view from Grossmont, reached by the San Diego and South Eastern Railway Company.

ROUTE NO. 3

(3rd and H Street Line.) SOUTHBOUND—To 3rd and H Sts., East on H to 25th St. NORTHBOUND—On 3rd and 4th Sts. via Laurel Street Entrance to Exposition, to Hillcrest and Mission Hills, Ft. Stockton Drive to Trias St.

ROUTE NO. 4.

(M Street Line.) EASTBOUND—On State, East on D, South on 5th St., East on F, South on 10th, East on M to Corneries and "Sierra Vista." NOTE—This route for Pacific Coast Steamship Company wharf and San Diego and South Eastern Railway Depot.

ROUTE NO. 5.

(3rd and K Street Line.) SOUTHBOUND—On 3rd to H, to 5th and H, South on 5th to K, East on K to 25th, on 25th to East, to 10th and Woolman. NOTE—This route for Pacific Coast Steamship Company wharf.

ROUTE NO. 6.

(1st and F Street Line.) SOUTHBOUND—On 1st St. to F, East on F to 25th St. WESTBOUND—On F to 1st St., north on 1st to Laurel.

ROUTE NO. 7.—(Park Line.)

From Main Entrance of Exposition South on 12th to F, West on F to 3rd, North on 3rd to B, East on B to 12th St. to Exposition.

ROUTE NO. 8.

(State St. and Old Town Line.) WESTBOUND—On D to State, North on State and India Sts. to Ramon's Marriage Place, Old Town. SOUTHBOUND—South on India and State Sts., West on D to 3rd, South on 3rd to F, East on F to 5th, North on 5th to D.

ROUTE NO. 9.

(Coronado Ferry.) To Ferry Landing via D St., 5th and H Sts. NOTE—This route for Star Boat House and Santa Fe Wharf.

ROUTE NO. 10.

(Coronado Ferry.) To Ferry Landing via D St., Santa Fe Depot, Arctic and H Streets. NOTE—This route for Santa Fe Depot, Star Boat House and Santa Fe Wharf.

ROUTE NO. 11.—(Park Line.)

From Main Entrance of Exposition, South on 12th St. to B, West on B to 3rd, South on 3rd to F, East on F to 12th, North on 12th to Exposition.

ROUTE NO. 12.—(Park Line.)

From Main Entrance of Exposition, South on 12th St. to B, West on B to 3rd, South on 3rd to F, East on F to 12th, North on 12th to Exposition.

ROUTE NO. 13.—(Park Line.)

From Main Entrance of Exposition, South on 12th St. to B, West on B to 3rd, South on 3rd to F, East on F to 12th, North on 12th to Exposition.

ROUTE NO. 14.—(Park Line.)

From Main Entrance of Exposition, South on 12th St. to B, West on B to 3rd, South on 3rd to F, East on F to 12th, North on 12th to Exposition.

ROUTE NO. 15.—(Park Line.)

From Main Entrance of Exposition, South on 12th St. to B, West on B to 3rd, South on 3rd to F, East on F to 12th, North on 12th to Exposition.

ROUTE NO. 16.—(Park Line.)

From Main Entrance of Exposition, South on 12th St. to B, West on B to 3rd, South on 3rd to F, East on F to 12th, North on 12th to Exposition.

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Immigration Predicted By New City Bureau Head; Southland Destination

OF TREMENDOUS importance and interest to San Diegans is the prediction of Immigration Inspector Richard M. Burke, formerly attached to the Ellis Island station, that an enormous flood of immigration soon will set in from Belgium, Spain, Mediterranean ports, and, after the war, from Germany, with Southern California ports as their objective point. Before leaving New York city to take up his new duties at the local immigration bureau, Burke said it was freely reported that the North German Lloyd and Hamburg-American companies would divert a fleet of steamships from Hamburg and Bremen to San Diego and other California ports immediately after the close of hostilities. It is said that accredited agents of the big German lines already have applied for berthage space at the municipal pier. At the port of New York percentage of immigration has dropped from 4000 daily to 1800 a week. Steamship lines plying from Belgian ports, Naples and Barcelona, according to reports that have reached immigration inspectors at Ellis Island, already are booking prospective immigrants at \$32 a head for San Diego, San Pedro and San Francisco via the Panama canal, and it is predicted that the first influx of these aliens will be dispatched to California early in the new year. Burke looks for the first batch of immigrants to come from Belgium, and believes that they will consist of women and children who are coming to the coast to take up a new life with friends and relatives. Shepherders from the province of Basque, Spain, en route to Nevada, Montana and Utah; laborers from Barcelona and Emyria, and Italians from the north of Italy, as well as Greeks, also are expected to come to Southern California in large numbers when the steamship agents get in their work. Burke, who is familiar with these types of immigrants through many years' experience in handling them at Ellis Island, says that, as a body, they are a high class of aliens, hardworking, industrious, and quick to adopt American ideals. San Diego, according to schedules outlined by various steamship lines that cater to the immigrant trade, will be the principal disembarkation point of the vast horde. How many steamship lines will utilize the canal in this traffic is problematical, but, from information obtained by the Ellis Island staff from various sources, one Spanish, two Italian, and possibly one French line will send steamers to Southern California, in addition to the two German companies.

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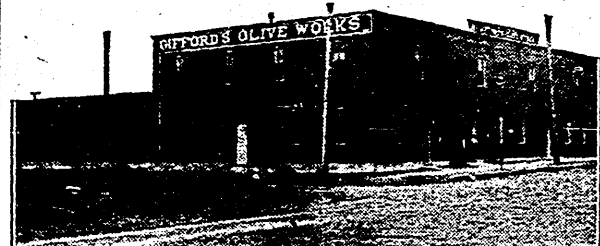
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Gifford's Jumbo	Gifford's Medium
3-quart cans .. \$2.00	3-quart cans .. \$1.10
6-quart cans .. \$3.85	6-quart cans .. \$1.95
12-quart cans .. \$7.50	12-quart cans .. \$3.90
Gifford's Select	Gifford's Fancy
3-quart cans .. \$1.50	3-quart cans .. \$1.35
6-quart cans .. \$2.85	6-quart cans .. \$2.60
12-quart cans .. \$5.50	12-quart cans .. \$5.00

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