

POINTS OF INTEREST

REACHED BY

SAN DIEGO & SOUTH EASTERN
SAN DIEGO ELECTRIC RY. " " "
SAN DIEGO & ARIZONA RY. " "



THE MARSTON COMPANY

Fifth, Sixth and C Streets



This is San Diego's Fine Store

— FOR —

- | | |
|----------------|-------------------|
| — Dry Goods | — Men's Wear |
| — Women's Wear | — Children's Wear |

Occupying entirely its own modern, fire-proof building, with excellent stocks of reliable merchandise, including Trunks and Traveling Bags, California Souvenirs, etc.

- | | |
|-----------------------|----------------------|
| — Large Rest Room | — Public Telephones |
| — Post Office Station | — Accommodation Desk |



Outdoor Organ and Pavilion at Exposition—Gift of J. D. and A. B. Spreckels
BUILT BY AUSTIN ORGAN COMPANY. HARRISON ALBRIGHT, ARCHITECT

THE matter of sight-seeing in San Diego is simplified by the location of points of interest directly on the lines of city, interurban electric and steam railways. A five cent fare and universal transfer privilege on the San Diego Electric Railway permits rapid and thorough touring of entire city at very small expense. The low round trip rates and frequent service on Point Loma Railroad to Ocean Beach, San Diego Electric and



Aviation Camp North Island

Ferry to Coronado Beach, San Diego and South Eastern Railway to Julian, Ramona and mountain resorts (Eastern Division) to Tia Juana and intermediate stations (Southern Division) and San Diego and Arizona Railway to Tecate, offer to tourists the economical, convenient and comfortable method of visiting surrounding country and resorts without loss of time.



DINNER PARTY AT CORONADO HOTEL
DECORATIONS BY BARBOUR CONFECTIONERY CO.



THE BARBOUR CONFECTIONERY CO.'S
BEAUTIFUL CATERING ESTABLISHMENT

A SMART DINNER PARTY

—requires special table decorations and special favors.
This company invites orders from those who appreciate
very high-class, individual and artistic effects. Teas,
dinners, supper parties and card parties. Fancy cakes,
favors, candies, etc. :: :: :: :: ::

1060 Fifth Street
San Diego

Barbour's
1060 FIFTH ST.
SAN DIEGO

Main 369
Home 2369



Ramona's Marriage Place

RAMONA'S Marriage Place is located in Old Town at terminus of Route Eight west from Fifth on Broadway. First mission established here in 1769. Ramona's Marriage Place, built in 1825 and since partially destroyed, is visited daily by interested throngs. A monument marks the exact spot where General Fremont planted the U. S. flag in 1846. The old adobe building is filled with relics of California's early history.

EXPOSITION

Grounds conveniently reached in about seven minutes from the center of the business district via five car lines. Persons desiring to go to the Eastern or Main Entrance to grounds have the choice of two routes, Numbers Seven and Eleven. The former starts at Third and Broadway, thence north to B, and east on B Street to Twelfth Street taking passengers direct to Main Entrance of Exposition. The latter starts at Third and Broadway, thence south to F Street, east on F to Twelfth Street, and north on Twelfth Street to Main Entrance. Cars about every minute. Both routes pass Russ High School and the new stadium and through Balboa Park. The most at-



Panama-California Exposition

Star & Crescent Bay Excursions

DAILY at 10:15 a. m. and 2:15 p. m. a personally conducted excursion leaves for a three hour cruise on the bay to see interesting and historic spots. Entertainment is furnished by Singers and Musicians. Among some of the points seen are GUN BOAT ROW where usually several battleships and submarines are berthed ∴ LA

Trip PLAYA, the oldest trading post on the coast—
de where Cabrillo landed in 1542 ∴ FORT ROSE-

Luxe CRANS with its immense disappearing guns, and
the OLD LIGHT HOUSE, an actual scene of the

great Mission Play. This outing is enjoyable as well as historical and educational ∴ Boats leave
Crescent Pier, Foot of Broadway. Round trip

50c

9 a. m. except Saturday and Sunday, a personally conducted excursion leaves to witness the thrilling flights and explore the camp of the Curtiss Aviation School at

Avia- North Island. Here is also located the U. S.
tion Aviation camp—the Government's largest school.

Camp Especially interesting and spectacular are the hydro-
plane flights. This type of machine makes possible

travel on water as well as in the air. The many interesting points pertaining to an Aviation School are shown and explained by the guide. Boats leave Crescent

Wharf, foot of Broadway. ∴ Round trip

20c

Star & Crescent Boat Co.

Foot of Broadway

TAKE CAR
NO. TWO

tractive and scenic short ride in the city). ¶ Route One may be taken north on Fifth Street to Laurel Street, a short distance from the West Entrance and the \$300,000 steel and concrete viaduct. ¶ Routes Three and Five starting from Third and Broadway will take passengers to Fourth Street and Laurel, or within only two blocks of the West Entrance to the Panama-California Exposition.



Mission Cliff Garden

MISSION Cliff Gardens, the most delightful spot in San Diego outside of the Exposition. Acres of beautiful flowers, foliage and plant life, miniature Japanese Garden, pavilion, aviary and deer paddock, located in the highest part of the city). Spacious pergolas with comfortable benches overlook the fertile Mission Valley many hundreds of feet below, the old San Diego Mission, mountain ranges of California and Mexico, in addition to affording an excellent marine view. No admission is charged to the Gardens. The Ostrich Farm is directly to the right of entrance to Mission Cliff Gardens.

Rudder's Cafe and Bohemian Grill

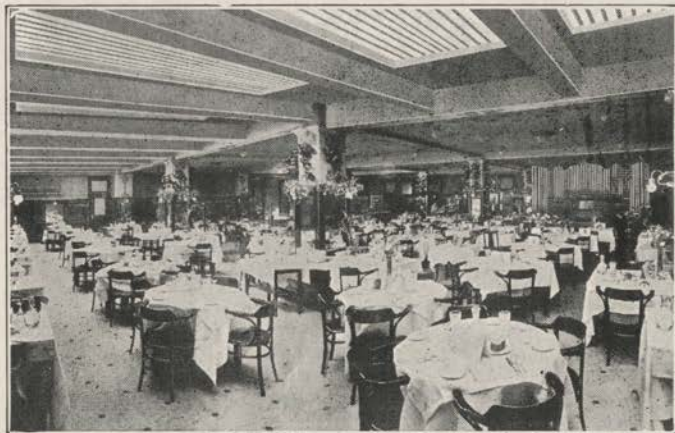
The very best of everything to eat at sensible prices.
Music at Lunch, Dinner and After Theatre.

Chicago Philharmonic Ladies' Quartet

The only restaurant of class with perfect service and excellent cuisine, with a \$10,000 pipe organ used with orchestra, in California :: Attention is called to our Week Day Luncheon :: Fresh sea food, such as Lobsters, Oysters, Clams, Crabs and Shrimps served daily :: Private dining rooms for small or large parties :: Entrance on Broadway or on Second Street, Union Building, Downstairs.

HARRY RUDDER, Proprietor

Established 1894





Bay Shore—Tent City

CORONADO BEACH is reached by Routes Nine and Ten from Fifth and Broadway to Coronado Ferry. On Coronado side cars from ferry terminate during the Winter months a few steps the entrance of the famous Hotel del Coronado and during the Tent City season at the extreme end of the beach resort. Coronado is one of the most attractive cities on the Pacific Coast, completely boulevarded, with three parks, polo grounds, eighteen-hole golf course and several cement tennis courts. Pretentious homes surrounded by beautiful grounds, the nearness to ocean and bay, equable climate, proximity to San Diego's theatre and shopping district combine to make Coronado an ideal resort city from one year's end to another.



Beach—Tent City

A large salt water natatorium is operated in connection with Hotel del Coronado; bay and surf bathing and boating are to be enjoyed throughout the year. The Coronado Boat House has a large fleet of sail and row boats, a fast launch for bay and ocean excursions; also operates ocean going craft completely equipped for deep sea fishing. Albicore, Tuna, Yellowtail, Barracuda, Mackerel and Whitefish are plentiful.

MANY expressions are heard from tourists regarding the excellent service rendered by the Agnew Sanitarium and Hospital, which is located at the corner of Fifth and Beech Streets. This splendid institution occupies a modern, four-story, brick structure, which is within easy reach of the center of the city and still beyond the noise and confusion of the congested district.



ONE HUNDRED AND FIFTY ROOMS

The Agnew Sanitarium and Hospital has over 100 rooms, including many luxuriant suites with private baths. The institution has four operating rooms, with every modern convenience for the surgeon. Among the attractions are a roof garden and sun porch, which can be reached by the Automatic Electric Elevator operating to that point and all floors.

UNEXCELLED VIEW OF BAY AND OCEAN

From the roof of the building is had an excellent view of the ocean and San Diego bay. This makes a feature that is appreciated by convalescents.

MORE THAN FIFTY NURSES

An idea as to the scope of the work done is seen in the fact that over fifty nurses are employed. In addition to having phones in each room, steam heat, electric lights, automatic elevator and modern construction, the place has every facility for the comfort of patients.

FULL INFORMATION GIVEN

W. L. Rohrer is manager, and inquiries as to rates, etc., may be directed to him, or one can learn details of service by phoning Main 315 or Home 2432 or 2424.

San Diego Electric Railway Company

FIRST CAR AND LAST CAR

— ON ALL LINES —

Route No.	LINE	LEAVING	FOR	First Car	Last Car
1	Fifth Street	5th and Broadway	Mission Cliff Gardens	6 02	12 14
		"	31st and National Ave.	6 08	12 14
		Mission Cliff Gardens	Fifth and Broadway	5 48	12 00
		31st and National	"	6 02	11 56
2	Broadway	5th and Broadway	East San Diego	5 51	12 16
		"	Depot	5 55	12 01
		East San Diego	5th and Broadway	5 44	12 10
3	3rd and H St.	3rd and Broadway	Trias Street	6 03	12 03
		"	25th and H	5 55	11 55
		Trias Street	3rd and Broadway	6 00	12 30
		25th and H	"	6 12	12 10
4	M Street	5th and Broadway	Cemetery	6 00	12 00
		"	State and H	5 50	11 50
		Cemetery	5th and Broadway	5 55	11 55
5	3rd and K Street	3rd and Broadway	Trias Street	6 03	12 03
		"	30th Street	6 05	12 05
		Trias Street	3rd and Broadway	6 00	12 30
		30th Street	"	6 14	12 14
6	1st and F Street	3rd and F St.	25th and F	5 50	12 00
		"	1st and Laurel	5 50	12 00
		25th and F	3rd and F Street	6 00	12 00
		1st and Laurel	"	6 00	12 00
7 and 11	Park Line	3rd and Broadway	Exposition	5 45	12 15
		Exposition	3rd and Broadway	6 00	12 30
8	State and Old Town	5th and F	Old Town	5 32	12 02
		Old Town	5th and F	5 55	12 25
9 and 10	Ferry	5th and Broadway	Ferry	6 10	11 50
		Ferry	5th and Broadway	6 20	12 00
	Adams Avenue	Kensington Park	Mission Cliff Car	5 58	11 45
		Mission Cliff Car	Kensington Park	6 06	12 00
	University Ave.	University Boulevard	30th Street	5 53	11 55
		30th Street	University Boulevard	6 00	12 02
	Coronado	Hotel Station	Ferry	6 20	11 40

Open Air Band Concerts Afternoon and Evening, Coronado Tent City

OTHER WORTH WHILE PLACES TO VISIT

Spreckels Theatre, cost \$1,000,000.00, occupying entire block between First and Second Streets on Broadway

MUNICIPAL PIER, foot of Broadway, Route 2

STATE NORMAL SCHOOL, North on Fifth, Route 1

CORONADO ISLANDS, Launches at Coronado Boat House,
Route 9 or 10

STADIUM, Seating 35,000 People, Route 7 and 11

EAST SAN DIEGO, Route 2

U. S. GRANT HOTEL, on Broadway

SAN DIEGO HOTEL, on Broadway

NEW SANTA FE DEPOT, foot of Broadway

AVIATION HEADQUARTERS, North Island, Route 9 or 10
to Star Boat House

Low Round Trip Rates to Mountain Resorts and Back Country Towns, via S. D. & S. E. and Auto Stage

CONNECTIONS

1.70 Flinn Springs	2.00 The Willows	2.00 Alpine	2.00 Alpine Tavern
2.50 Viejas	3.00 Descanso	6.00 Pine Valley	4.00 Oakzanita
3.00 Ellis Ranch	3.00 Hulburd Ranch	1.90 Mussey	2.35 Ramona
2.85 Ballena	3.15 Witch Creek	3.55 Santa Ysabel	3.85 Wynola
4.10 Julian		6.05 Warner's	

Round Trip Rates to Principal Towns on Lines of San Diego & South Eastern Ry.

EASTERN DIVISION

40c Encanto	50c Lemon Grove	50c La Mesa	75c Grossmont
1.00 Lakeside	75c El Cajon	1.00 Santee	1.15 Foster

SOUTHERN DIVISION

Take S. D. & S. E. Electric Car at 3rd and Broadway
Connects with Steam Trains at 24th Street, National City

10c National City	30c Chula Vista	50c Otay	70c Palm City
1.00 San Ysidro		90c Tia Juana, Including Sweetwater Dam	

TICKET OFFICE FOR ALL COMPANIES GROUND FLOOR UNION BUILDING

S. D. & S. E. RY. DEPOT
13th and N, Route 4, South on Fifth

241 BROADWAY

S. D. & A. RY. DEPOT
26th and Pierce, Route 1, South on Fifth

Luncheon Sets

Thermos Goods

Gloves

Goggles

Auto Clothing

Robes

Extra Seats

Repair Station

CARBURETORS
IGNITION
MAZDA LAMPS
STORAGE BATTERIES

Automobile Accessories--Tires

Three Air Pressure Stands on A Street, out of the way of traffic.
Tires Tested, Inflated or Changed---No Charge.

HEADQUARTERS FOR TOURING INFORMATION

Auto Tire Company

Fifth Street at A

"At the Sign of the Orange Clock"

San Diego, Calif.

AGENTS FOR

Budweiser Beer, St. Louis

Schlitz Milwaukee Beer

White Rock Water

Shasta Water

Family Trade Our Specialty

Klauber-Wangenheim Co.

4th and Market Streets

Importers Wholesale and Retail

Wine and Liquor Merchants

FREE DELIVERIES IN CORONADO AND SAN DIEGO

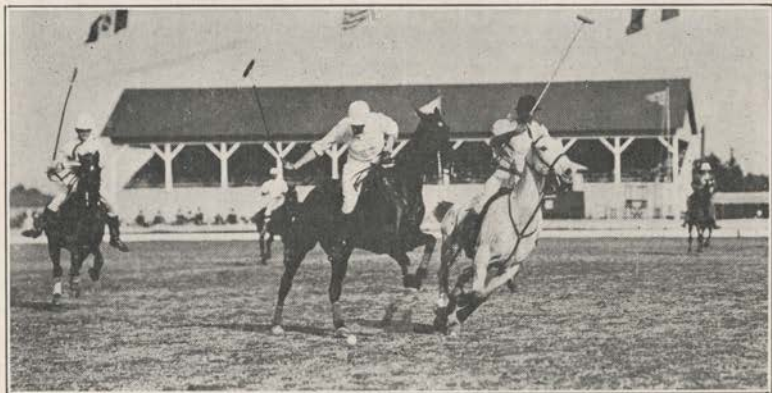


Landing Albicore Near Coronado

POINT LOMA and Ocean Beach. Frequent service is given by Point Loma Railroad electric cars from Fourth and Broadway. Cars pass entrance to the Point Loma Country Club and the amusement resort "Wonderland" en route to Ocean Beach and terminate within a short walk of the headquarters of the Theosophical Brotherhood of America.

Ocean Beach is one of San Diego's popular Summer resorts and favorite places for surf bathing.

THE POLO season at the Coronado Country Club commences each year on January 1st and the Annual Polo Tournament takes place March 1st to 15th. The famous Pacific Coast All-America Polo Trophy is played for during this tournament as well as the California Challenge, Coronado Junior Championship and the Hotel del Coronado cups. An excellent eighteen hole golf course and several cement tennis courts are located on club grounds and are enjoyed during the entire year, with frequent tournaments. Take cars on Routes Nine or Ten to Coronado Ferry. Two golf professionals are employed for instructions to club members and guests.



Polo

FOLLOWERS of Isaac Walton will appreciate the extent to which they can enjoy their favorite sport in this vicinity. Not only are the gamesters of the deep plentiful in these waters, but the fisherman will find everything, from a Blue Smelt to a 500-pound Jew Fish.

Good Fishing off Coronado The fishing grounds off Coronado are probably the finest on the coast. Here the Leaping Tuna, Yellowtail, Albicore, Barracuda, Bass and other deep-sea fighters are practically always found.

San Diego's Sporting Headquarters As in fresh water fishing, the matter of proper bait, tackle, etc., is of vital importance. In regard to these points, as well as to where fishing in certain seasons is best, reliable information may be obtained from Kiessig Sporting Goods House, 1211 Fifth Street, for the past twenty years San Diego's leading establishment of its kind.

Outdoor Sports Popular. Outdoor sports are very popular in this vicinity. In other parts of this booklet, dates are given for the large Polo and Tennis Tournaments. "Kiessig's" is the headquarters for all sportsmen, and whether you want a hand ball, tennis racquet, bathing suits or a fishing outfit, you'll find this sporting goods house at your service.

A Special Service Department For the convenience of visitors, a service department is maintained. Here information pertaining to any sport is given free of charge. If planning for any outing, it is well worth anyone's time to visit 1211 Fifth Street, regardless of whether you buy or not.

Kiessig Sporting Goods House

*Hotel
del Coronado*



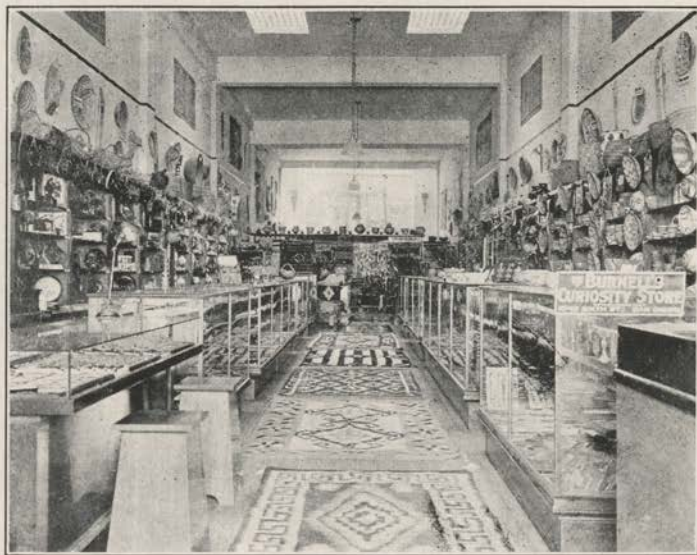
OVERLOOKING the ocean and just above Tent City stands the beautiful Hotel del Coronado. Famed the world over as an all year resort, the hotel with its attractive surroundings and almost innumerable facilities for diversion and comfort of guests is a powerful magnet in drawing noted travelers to the crown city of the Southland. The hotel is conducted on the American plan; has four hundred and fifty rooms and suites, a dining room larger than the auditoriums of many great churches and a circular ball room known throughout two continents as "The Ball Room of a Thousand Windows." No visitor to San Diego should overlook a trip across the ferry to Coronado and its remarkable hostelry. Those who find it convenient to do so during the luncheon or dinner hour will gain an added appreciation of the pleasure of a sojourn here.



Grossmont and El Cajon Valley

ON PAGES 10 and 11 are to be found the names of principal towns on the S. D. & S. E. Railway as well as the mountain and health resorts reached by railway and direct auto stage connections. Ramona, a thriving town in the center of a rich agricultural section, yet in the heart of the mountains; Julian, noted for its

COURISTS, during your stay in San Diego and Coronado, you should visit the oldest established Curio and Souvenir Store on the Pacific Coast.



You are cordially invited to inspect the famous gem stones mined at Pala, Mesa Grande and Ramona, in San Diego County—Tourmalines, Beryls, Kunzite, Hyacinths, Topaz, Garnets, Aquamarines and Turquoise.

Another attraction at Burnell's is their collection of Mexican and Indian Curios—Baskets, Blankets, Rugs and Navajo Silver Jewelry, and Art Leather Goods of every description. Here you will find just the articles you desire, as a remembrance of your trip to Southern California.

Burnell's Curiosity Store

Established 1887 in San Diego

1045 Sixth Street, Between Broadway and C

Over a quarter of a century's reputation for fair dealing and reasonable prices will certainly warrant you in purchasing at this store.



In Julian Apple District

surroundings with every convenience of modern hotels but combining the enjoyable features of camp life if desired. The supply of pure mountain water is abundant, and the clarified air in these higher altitudes is an excellent tonic for the overworked office man or the health seeker. Take S. D. & S. E. Railway train at Thirteenth and N Streets to Lakeside, where direct connection is made for these points via auto stage over one of the grandest scenic routes in California. (See time table on page 20.)

A Word in Behalf of Safety

Local transportation companies are excellently prepared as to completeness of equipment and physical condition of properties to adequately serve extraordinary demands upon the service. Quick transportation is essential and is given throughout the city and to towns and resorts on all lines. Our first and most important object, however, is the SAFE transportation of patrons and operation of our rolling stock. Every official and employe is expected to do his utmost with this end in view. Will you co-operate by exercising care in boarding and alighting from cars and crossing tracks?

W. CLAYTON,
Vice Pres. and Man'g Director



Polo at Coronado Country Club

HOTEL GREEN

EUROPEAN PLAN

Convenient to
Cafes, Cafeterias,
Theatres and
Stores

Sight Seeing Trips
Start from
Hotel

All Cars Pass Within
One Block of
Hotel



RATES

With Detached Bath, \$1.00 to \$2.00

With Private Bath, \$1.50 to \$2.00 and Up

Rooms En Suite, with Connecting Bath, \$2.50 and Up

Main 3920

SECOND AND C STS.

Main 3921

SPRECKELS THEATRE

Every Evening at 8:20

Matinees, Wednesdays, Saturdays and Sundays at 2:20

Virginia Brissac AND PLAYERS

Presenting All the Royalty Play Successes

CHANGE OF BILL EVERY MONDAY

PRICES

Evenings, 10, 20, 30 and 50

Matinees, 10, 20 and 30

Short Tour Suggestions for Visitors Whose Time Is Limited

Tijuana, Old Mexico—Take electric car at Third and Broadway at 9:20 a. m. Large, sight-seeing autos meet train at Tia Juana and take passengers to the old Mexican town of Tijuana and back in time to catch train leaving Tia Juana at 12:45 p. m., reaching San Diego 2:00 p. m. Cost of entire trip 75c.

Theosophical Headquarters, Point Loma—Ocean Beach cars leaving Fourth and Broadway at 9:40 and 11.00 a. m. and 1:00 and 2:20 p. m., are met by large, sight-seeing cars at the Theosophical station which take



COPYRIGHT BY KATHERINE TINGLEY

The Greek Theater, International Theosophical Headquarters, Point Loma, California, Built by Katherine Tingley in 1901. The first in the U. S. A. Seating capacity, 2,000

passengers to and from headquarters and grounds. Entire round trip 50c. Admission to grounds and out of door exercises, concert and drill, 25c. Outdoor program daily except Sunday, 3:00 to 4:00 p. m.

Foster—A trip over the San Diego & South Eastern scenic division to end of line, passing en route Hollywood, Encanto, Lemon Grove, La Mesa, El Cajon, Grossmont, Lakeside and Santee. Traverses much of the most attractive and productive sections of the back country to the foot of mountains. See time table on page 20. Round trip tickets good on date of sale \$1.15.

San Diego & South Eastern Railway

TRAIN AND AUTO CONNECTION SCHEDULE

Wednesday and Saturday only	Daily Except Wed. and Sat.	Daily	Daily	Daily	Daily	Daily Except Sunday	Steam Trains		Distance from San Diego	Daily Except Sunday	Daily	Daily	Daily	Daily	Daily
							PM	AM							
11 30	10 00	5 30	2 50	11 30	8 15	5 15	lv. 13th St., S. D.	Ar.	0	6 30	7 45	10 45	2 15	5 20	7 55
11 40	10 10	5 40	3 00	11 40	8 25	5 25	lv. Chollas	Ar.	3-6	6 20	7 34	10 34	2 00	5 09	7 45
11 46	10 16	5 46	3 06	11 46	8 31	5 37	lv. Encanto	Ar.	5-8	6 14	7 28	10 28	1 53	5 02	7 39
11 59	10 29	5 55	3 15	11 54	8 39	5 45	lv. Lemon Grove	Ar.	8-8	6 06	7 20	10 20	1 45	4 53	7 31
12 04	10 34	5 59	3 19	11 59	8 44	5 50	lv. Spring Valley	Ar.	10-1	6 03	7 17	10 17	1 42	4 51	7 28
12 10	10 40	6 03	3 24	12 03	8 48	5 55	lv. La Mesa	Ar.	10-9	6 00	7 14	10 14	1 39	4 48	7 25
12 17	10 47	6 10	3 30	12 10	8 55		lv. Grossmont	Ar.	13-8		7 05	10 05	1 30	4 40	7 18
12 22	10 52	6 15	3 35	12 15	9 00		lv. El Cajon	Ar.	15-4		7 00	10 00	1 25	4 35	7 12
12 29	10 59	6 22	3 42	12 23	9 07		lv. Santee	Ar.	18-6		6 51	9 51	1 16	4 26	7 06
12 40	11 10	6 32	3 52	12 33	9 17		lv. Riverview	Ar.	20-1		6 43	9 43	1 08	4 18	6 58
12 50	11 20	6 40	4 00	12 42	9 25		lv. Lakeside	Ar.	21-7		6 35	9 35	1 00	4 10	6 50
							lv. Dexter	Ar.	22-7		6 35	9 35	1 00	4 10	6 50
							Ar. Foster	Ar.	25-0		6 35	9 35	1 00	4 10	6 50
			4 20		10 00	Mussey.....				9 15	10 50			
			5 10		11 00	Ramona.....				8 35	10 05			
			5 40		11 30	Ballena.....				8 10	9 25			
			6 00		11 50	Witch Creek.....				7 50	9 05			
					PM										
Stage			6 20		12 20	 Santa Ysabel.....				7 30	8 45			
Service			6 50		12 50	Wynola.....				7 15	8 20			
Daily			7 10		1 30	Julian.....				7 00	8 00			
Except					2 00	Warner's Hot Springs.....				7 30	8 30			
Sunday					AM		CHANGE AT LAKESIDE FOR								
					10 20	Flinn Springs.....				8 45				
					11 05	Alpine Tavern.....				8 15				
					11 30	Alpine.....				8 10				
					11 40	The Willows.....				7 40				
					11 50	Vieljas.....				7 30				
					12 15	Descanso.....				7 00				
Stage Service Daily			1 00	Pine Valley.....										
Except Sunday			1 00	Oakzanita.....										
			12 30	Ellis Ranch.....										
			12 30	Hulburd Ranch.....										

For Tia Juana and Sweetwater Dam, Maramosa, Salt Works, Palm City, Nestor and San Ysidro, take electric cars from Third and Broadway to National City connecting there with steam train. Cars leave Third and Broadway for National City every few minutes. Frequent service to Chula Vista.

SAN DIEGO AND ARIZONA RAILWAY

Train leaves 26th Street (Take No. 1 car south) daily except Sunday at 8:00 A. M. arriving at Tecate 11:35 A. M., returning, leave Tecate at 1:30 P. M., arriving in San Diego 4:40 P. M. Complete time tables at ticket office, 241 Broadway.

Welcome

Just as plain citizens of the street we add our voice to the hearty welcome which is extended to you by the city of San Diego and this glorious community.

You are in one of the most delightful spots in the world, and you are also on historic ground.

While you are enjoying the wonders of climate and nature, add to it a touch of romance, by learning, if you do not already know, how California's history began at this enchanting Harbor of the Sun.

Learn the story of Father Junipero Serra and the California missions, the first of which marked, at San Diego, the beginning of western civilization.

Call upon us for any service we can render you as a citizen host. Our store is at your service---make it your headquarters. You will find it one of California's real quality stores for gentlemen's apparel.

When you leave, may it be with Godspeed and the mutual hope that you will one day, not long hence, return to dwell with us here in this delightful land.

Bob Blaukenship

1051 Fifth Street

"A Gentleman's Store."

**FIRST
NATIONAL
BANK**

at E and Fifth Streets
Southwest Corner

**OLDEST BANK
IN SAN DIEGO**