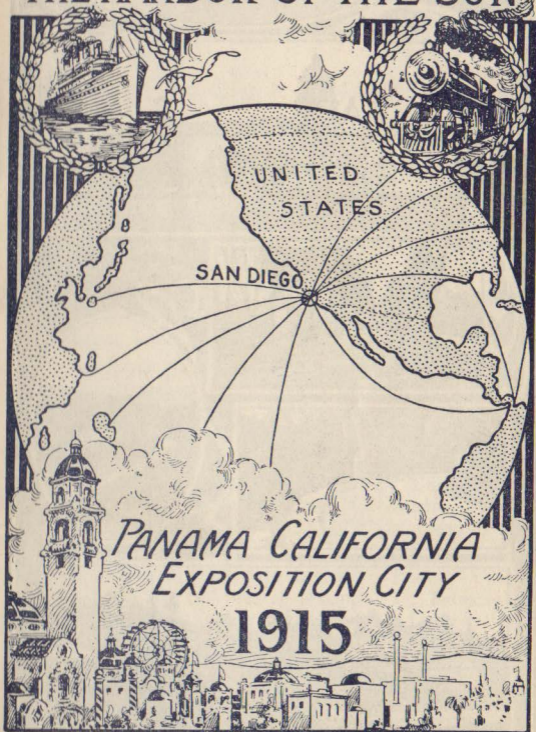


SAN DIEGO

CALIFORNIA

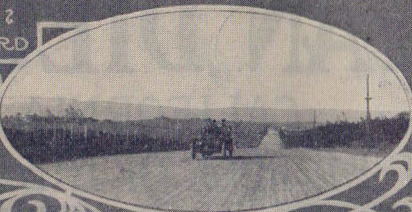
THE HARBOR OF THE SUN



Published by

**The Board of Supervisors and
The Chamber of Commerce**
of San Diego County, San Diego, California

S POINT
LOMA
BOULEVARD



SAN LUIS REY
MISSION



~ BA JOBBA ~

Some General Facts

BANK DEPOSITS—1900, \$1,800,000; 1911, \$15,605,764; now, \$18,521,928.—12 banks.

BUILDING PERMITS—1900, \$150,000; 1905, \$1,193,170; 1910, \$4,005,200; 1911, \$5,703,605; 1912, \$10,001,415.

BUILDING more per capita than any other city in the United States.

ASSESSED city valuation in 1900, \$12,000,000; now \$100,000,000.

POSTOFFICE receipts, 1900, \$40,000; 1913, \$263,221.

CITY CENSUS—1900, 17,000. Population, 1905, 22,500; 1910, 39,700; now 90,000.

Street railways, 70 miles. Streets paved and graded, 200 miles. Cluster lights, on ornamental posts, light four thoroughfares.

\$1,000,000 expenditure being made on our 1400-acre Balboa Park. Will soon rank among the most magnificent parks in the United States.

Cost of living same as other western cities. Municipal ownership of water distributing system. Cost of water, 10c per 1000 gallons. Electricity, lighting, 11c per KWH. Power, 2½c to 10c per KWH. Gas, \$1.00 per thousand.

Stores are modern in every respect. Third largest department store in Southern California. Four daily papers. Public library, 55,000 volumes. Two telephone systems.

U. S. Government departments: Pacific Coast torpedo boat and submarine station. Ft. Rosecrans (U. S. fort at entrance of harbor). Quarantine, coaling and immigration stations. Custom house. Federal Court. U. S. Weather Bureau. Internal revenue, army aviation grounds and forestry departments.

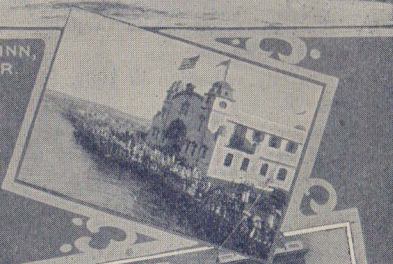
San Diego county, nature's jewel casket, where are mined many semi-precious stones, such as the tourmaline, kunzite, hyacinth and beryl. Port of delivery of the famous onyx mines. Producer of pure olive oil, famous for large olives, raisins, honey, lemons, oranges and apples.

Climate, Health, Location



STRATFORD INN,
DELMAR.

PAVILION
CORONADO
TENT CITY.

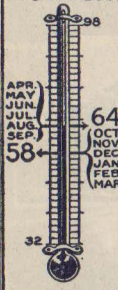


U.S. GRANT
HOTEL & WILDE FOUNTAIN.



HOTEL DEL CORONADO.

AVERAGE MEAN
TEMPERATURE
AT SAN DIEGO.



We have no use for either the high or low figures of the thermometer in San Diego.

It is warm in winter and cool in summer.

Least storm wind velocity and highest minimum temperature of any United States Weather Bureau station. No dust storms.

The spring, summer, autumn and winter diseases of the south and east are unknown in San Diego.

From a climatic and scenic viewpoint San Diego is a paradise for the healthseeker and retired capitalist.

San Diego has the most equable climate in the United States. This accounts for the lowest death rate recorded anywhere, as especially observed in the extreme low mortality of infancy and old age.

A city built on slopes, affording perfect drainage. The business district reaches an elevation of 50 feet in the first mile. Then the residence section gradually attains an elevation of 300 feet in the next three miles, affording panoramic views of the Pacific ocean, the harbor, the mountains and Mexico.

Miles of elegant boulevards affording wonderful views—a 12-mile drive on the crest of Point Loma, four hundred feet elevation, with the Pacific ocean and harbor and mountains on opposite sides. The 30-mile drive via Coronado, then seven miles down the narrow strand, which separates the harbor from the ocean, then to Mexico, returning through the largest lemon groves in California. The 15-mile drive to La Jolla, or 10 miles beyond to picturesque Del Mar, of Torrey Pines fame. Then beyond to Oceanside along the country boulevard system to San Luis Rey Mission (occupied by Franciscan Monks), to Escondido, Ramona, Warners; then among the pines for 20 miles from Julian to Descanso, returning via Campo or via Alpine and Lakeside. Also the 20-mile drive to Lemon Grove, La Mesa, Grossmont, El Cajon and Lakeside. Ideal roads, mountain scenery, maximum grades, 7 per cent.

San Diego County

Rail transportation and water produces an ideal and prosperous community in San Diego County.

Your opportunity. The Canal will be completed in 1914. Freight rates will be reduced 50 per cent. Prices of land in San Diego county are lower than other sections of Southern California.

\$1,250,000 has been expended on a boulevard system, completed in 1913—461 miles. (1000 miles of good roads in county.)

Valleys are in terraces from sea level to 4,000 feet elevation.

All fruits produced are above standard, with special reference to lemons, oranges, grapes, olives, apples and berries.

National City, Chula Vista, Sweetwater. Otay and Nestor represent the bay section, and a great lemon-growing district. Abundance of water; good transportation; prosperous section.

At Lemon Grove, La Mesa, El Cajon and Lakeside, 8 to 20 miles distant, one can find mesa and valley land 300 to 500 feet elevation. These sections produce citrus, olives, grapes and deciduous fruits and berries. Rail transportation; abundance of water; wonderful development.

Oceanside, Escondido and Fallbrook, 35 to 60 miles distant, are centers of splendid productive areas. Elevation, sea level to 700 feet. Citrus, grape and deciduous fruits. Best dairying country in Southern California. Rail transportation; abundance of water; bank deposits indicate substantial natural resources.

At Ramona, Alpine, Mesa Grande, Descanso and Julian one can find thousands of acres of the finest deciduous fruit lands in Southern California. Ideal conditions except rail transportation. Julian took first awards or gold medals for apples at St. Louis and Jamestown Expositions, World's Fair, etc. The great growth of the city of San Diego will insure the early construction of one, perhaps three, transcontinental railroads. Surveys have determined easy rail gradients for these.



The Water Supply

Water is conserved in artificial mountain lakes. San Diego has the best, cheapest and most abundant supply of water in the state.

The average rainfall along the coast is 10 inches. This increases to 40 inches in the mountains.

The storage system for the city is adequate to supply the needs of 250,000 people.

The city water consumption in 1912 was 1,970,600,000 gallons. Capacity of system is 50,000,000,000 gallons.

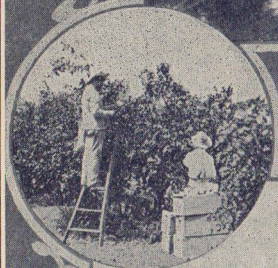
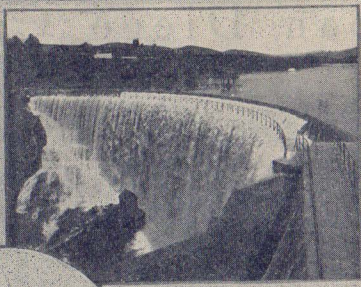
Thousands of acres of low-priced land in San Diego county are awaiting the development of water, which in itself will permit a ten-fold increase. Irrigation is producing marvelous results in San Diego county.

San Diego county is probably the most fortunate in the state with reference to storage reservoir sites. Surveys have determined over a dozen ideal locations for dams and holding basins, with capacities varying from 15 to 100 billion gallons.

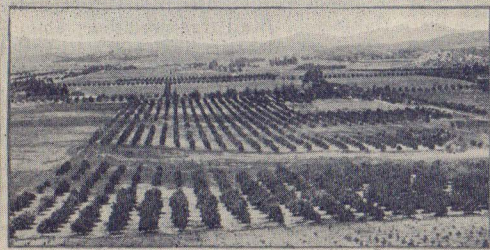
The run-off of water along one of the mountain streams during an average year, was fifty billion gallons according to careful measurements determined by Government officials.

Irrigation dams:—Sweetwater has a capacity of eleven billion gallons, San Diego Flume Company, four billion gallons. Escondido Reservoir, one and a half billion gallons. These systems are all capable of immense increased conservation. One system only conserves one-fifteenth of the average flow of water. Additional dams will be constructed. In addition to these is the magnificent system of the Southern California Mountain Water Company, recently acquired by the city of San Diego—with its chain of reservoirs, impounding several billions of gallons and capable of furnishing water for an immense acreage besides supplying the needs of the City of San Diego.

~ SWEETWATER
DAM ~



~ LAKESIDE INN ~



~ AMONG THE ORANGES AND LEMONS ~



SAN DIEGO is the first Pacific American Port of Call north of the Panama Canal. A natural harbor, land-locked and absolutely free from storms at all seasons of the year. Here nature has combined utility and beauty in forming one of the world's greatest harbors. On the United States Pacific coast line of 1300 miles there are but three harbors capable of handling the largest vessels afloat, and San Diego is one of them.

Ninety per cent. of the population of the United States is closer to the port of San Diego than to either of the other ports.

The Harbor
of the Sun

It lies within 100 miles of the great circle traversed by vessels voyaging to and from the orient. It has natural channel waters deeper and wider than those of Baltimore, Boston or Philadelphia. When compared to any of the world's great ports, it can be proven conclusively that none possess better opportunities for facilitating business.

The terminus for the southern low-altitude railroads and unexcelled harbor advantages determine this port to be the trans-canal and transcontinental competitive point.

San Diego's Incomparable Harbor

The ability of its shore-line city to attract trade decides the extent of any commercial port. Harbor utilities, capital, freight-producing territories, and transportation facilities are the essential units. San Diego now registers the fact that she is preparing to thus qualify. A two-fold increase in population within three years has builded here a city of 90,000. We announce this and challenge any city in the United States to equal the ratio of our building permits, which now yearly exceed \$140.00 per capita; 1910 represents \$4,005,200, and 1912 representing \$10,001,415 in these permits indicates a relative increase in population when the canal gates are open to business. Just then commercial San Diego has its commencement, entering the competitive fields prepared with modern harbor facilities, and a new direct Eastern railroad. All shipping destined to the Southwest will be attracted to this port.

If you believe that the Pacific is going to be the theater of commerce, the canal the channel for Orient-Atlantic seaboard trade, or that the ports are to be the transfer depots for coast imports and exports by reason of the Panama ditch, or if you even admit that this government investment will be the equalizer of transcontinental freight, you can then acknowledge the claim of this harbor that her name will be found among the principal ports of the world. Located 100 miles from the arc of the great circle, the short line canal-Orient route, and as the first port of call, it will be the terminus of the southern low-altitude railroads, and the shortest transcontinental line.

The commerce of the southwest rightfully belongs to the harbor of San Diego. The citrus products of Southern California exceed 40,000 carloads. Census reports determine the center of this industry at only 40 miles greater distance from this harbor than its nearest seaport landing. One hundred thousand acres is credited with this entire production. The

San Diego and Arizona railroad now building, gives us a vantage point by one hundred miles to new fields of commerce. One hundred and thirty miles east of this city is the famous Imperial Valley. Four million dollars have been expended to irrigate 428,000 acres. Across the Mexican border is another 300,000 acres. Bonded products for exports will be transferred at San Diego. Five million dollars for the construction of an irrigation system has been expended on the government project at Yuma. Read what President Roosevelt had to say about these sections in his message to Congress in 1907: "Seven hundred thousand acres of land as fertile as the Nile valley and capable of adding to the permanent population of California and Arizona at least 350,000 people and probably 500,000. Much of this land will be worth \$500 to \$1000 per acre or a total of \$350,000,000 to \$700,000,000." To the east is another immense valley with similar conditions, which is to be irrigated by a government plant costing \$9,500,000. The Roosevelt dam, now complete, and considered the largest in the world, conserves water for this land about Phoenix. Cotton markets of the Orient will be supplied from these sections. Vessels bound for the Orient calling at San Diego can discharge local cargo and replace with this freight.

The San Diego and Arizona railroad is being built at a cost of \$10,000,000 to serve these commerce producers. The highest possible standard is being used in its construction. It is the lowest grade and the shortest route of any trans-Californian road. Four miles of water front terminals allow access to docks and warehouses. It will be a link of the shortest transcontinental railroad. The canal route versus the short rail route to the Gulf of Mexico makes San Diego a great competitive point. The higher altitude and arid country to the north determines Yuma as the southwestern railroad gateway by reason of the series of irrigation systems and lower elevation. The Southern Pacific uses Yuma as its gateway. The Rock Island following the southern border of Arizona is building to a point

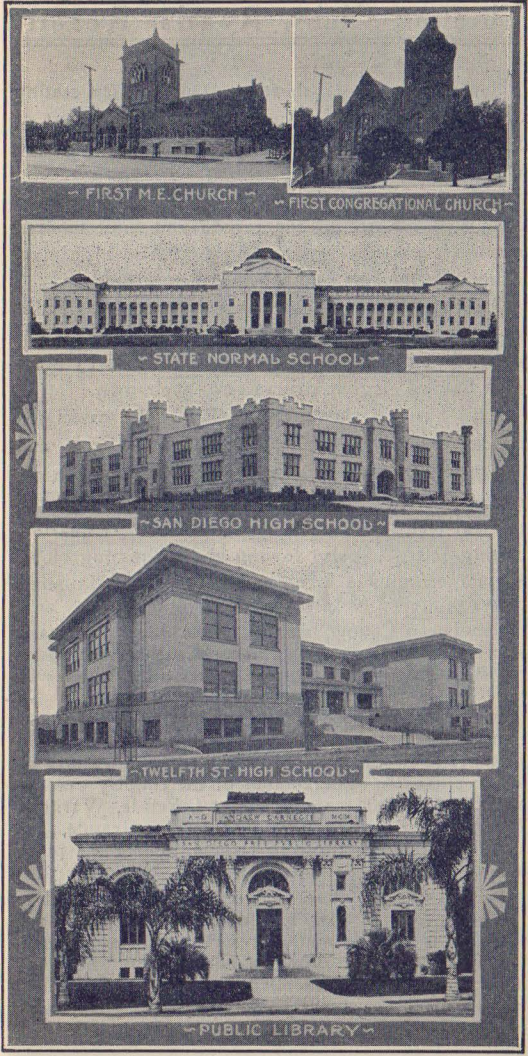
200 miles east of this entrance. El Paso is the terminus of another semi-transcontinental line. The Santa Fe railroad now acts as the Southern California distributing line for the American Hawaiian Steamship Company, whose steamers now unload at this port all their Atlantic seaboard freight destined to the southwest.

The confidence in our harbor has been expressed by San Diego people. \$1,000,000 has been spent on a municipal dock. Water front property, 500 to 1200 feet in width and for a distance of nine miles, containing 1350 acres, will be reclaimed and owned by the city. Two other incorporated cities own the balance, or 22 miles of water front. The cost of this reclamation is \$9,000,000. Concrete piers 1,000 feet in length will be constructed from the bulkhead—the first unit of which is now finished. They will be connected with a municipally-owned belt railway, occupying a street for warehouses and factories, all of which will be constructed on this reclaimed land. A continuous bayside avenue will be included in the plan. The opportunity for improvement is equaled by few harbors.

The present harbor channels have never been dredged. Based on low tide figures, they have a depth from 36 to 60 feet, a width of 1,500 to 2,400 feet for a distance of seven miles. They continue for a further distance of five miles with a depth of 15 to 36 feet. The bar now has a low tide depth of 35 feet.

San Diego will provide the modern harbor facilities, the railroad companies the lines of least resistance to the fields of trade. The proffered commerce will be attractive to shipping.

Dispatch is an essential requirement and southwestern imports marked "via San Diego" will reach their destination at the same time the steamer arrives at a neighboring port.



~ FIRST M.E. CHURCH ~

~ FIRST CONGREGATIONAL CHURCH ~

~ STATE NORMAL SCHOOL ~

~ SAN DIEGO HIGH SCHOOL ~

~ TWELFTH ST. HIGH SCHOOL ~

~ PUBLIC LIBRARY ~

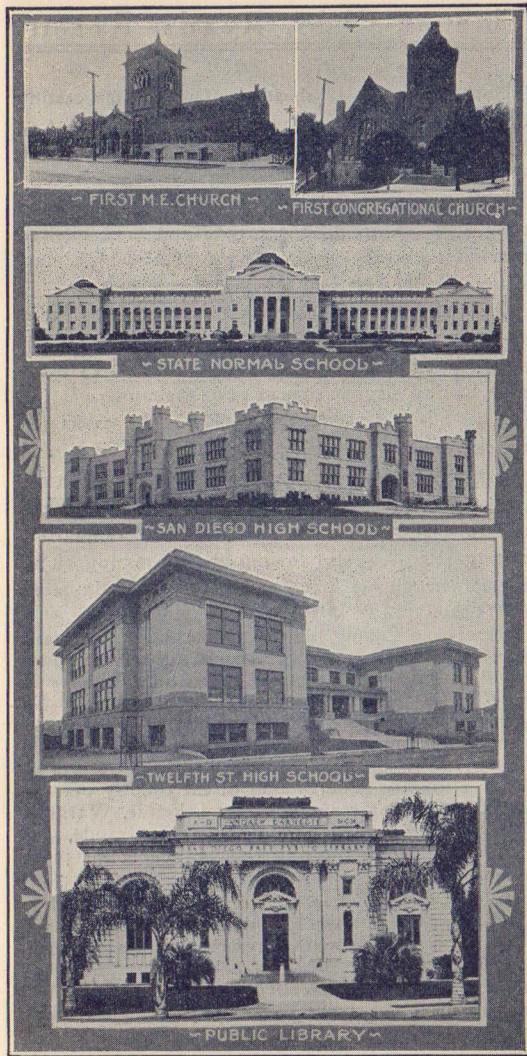
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Theatres, Clubs, Roads, Resorts

San Diego has 18 theaters. One theater costing \$175,000, seats 1400. Another, erected at a cost of \$1,000,000, seating capacity of 2000. Finest theater west of Chicago.

A stock company theater costing \$120,000 recently completed. Three of the largest and most modern moving picture houses in the west. Also high class vaudeville theaters and moving picture houses.

The Y. M. C. A. has just completed a splendid structure costing \$250,000. All lodges are represented in San Diego, the Masons, Elks and Pythians each having elegant structures of their own.

Two business men's social clubs; one associated college club; one political club; several golf and country clubs. Ten ladies' literary clubs. Each organization occupies a commodious home. Seven musical clubs. One of the yacht clubs has quarters costing \$60,000. Also rowing and swimming clubs. Special mention is made of the several eight-oared crews composed of girls.

San Diego County has one of the finest boulevard systems in the country. The construction was under the supervision of one of the best road engineers in the United States. Cost of roads, \$1,250,000. No grade over 7 per cent. Fifty miles of ocean-front touring; 40 miles at an elevation of 3000 to 4500 feet. Also miles of speedways along the valleys of lower altitudes. The contour of the country permits an ever-changing scene. Stop at Lakeside, Warner's Hot Springs, Alpine, Descanso, Mesa Grande, Julian, Smith Mountain, and Campo, among the pines and oaks. Good accommodations.

Local Coast Resorts—Coronado, La Jolla, Cardiff, Del Mar, Ocean Beach and Imperial Beach, are summer as well as winter resorts. Hotels and cottages—Tent City, Coronado, open during the summer, palm cottages; excellent band; immense dancing pavilion; children's swimming pool; good bathing beaches, excellent fishing, yachting, tennis and golf.



Schools, Churches, Hotels

No better school buildings in any western city.

Total value of public school structures, \$1,559,-700.00.

Number of teachers, 252. Number of students, over 10,000.

Cost of high school building, \$500,000.00. Cost of Normal School building, \$315,000.00.

At La Jolla, a suburb, is a young ladies' college. At Pacific Beach, another suburb, is a military college. We have two business colleges. A Catholic school for boys and girls.

San Diego is a church-going city.

Fifty-four churches are represented in San Diego.

Cost of edifices vary from \$5,000 to \$80,000.

The International Theosophical headquarters.

The famous Hotel del Coronado is world-renowned and cost \$1,500,000.

\$2,000,000 represents the cost of the U. S. Grant Hotel.

\$900,000 represents the cost of the smaller modern hotels and apartment houses erected in 1912.

San Diego has reason to be proud of her cafes, and in appointment and services their equals are only found in larger cities.

The tourist marvels at the superb accommodations afforded by these hotels. Their superiors are not found on this coast.

Del Mar Hotel and Lakeside Inn, 20 miles distant, are ideal in every respect. Good transportation. Splendid roads.

The tourist has determined that San Diego has the best summer and winter climate.

The principal hotels in San Diego and vicinity grant to their guests tennis and golf privileges.

Our direct eastern railroad will eliminate 100 miles of desert now traveled by the eastern tourist, and makes San Diego his initial stopping point. The bay region will become the summer homeland for Arizona and New Mexico.

Our Exposition



VERY day of the year 1915 San Diego will present the most unique exposition of history—"an exposition of opportunity." It will portray the progress of all peoples through all ages by demonstrations in action of the processes they have employed. There will be no displays of products. The exposition will teach how things are done. In no sense is it designed to show the products of the doing. It will reveal the opportunities found in the Great West—opportunities for home-building and profitable investment, based upon the sure guarantee of the Panama canal's completion. Every Western state, and nearly every Latin-American country affected by the canal, will have exhibits showing what they offer the home-seeker and the investor.

This exposition is being built NOW, although it is to be opened January 1, 1915. The site is 615 acres in a magnificent park of 1400 acres in the heart of San Diego. This location is a plateau overlooking city, bay, ocean, with the coast range mountains of California and Mexico as a background.

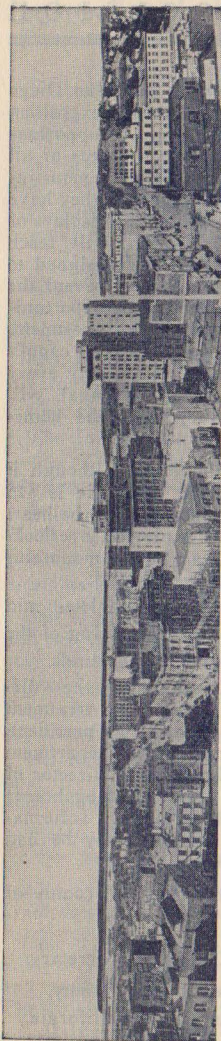
All of the building is practically completed and this permits ample opportunity for the placing of the 7,000,000 plants which will adorn the grounds.

The San Diego exposition is to be of the "different" sort in every detail. The idea and treatment is new, novel, beautiful. At its head, as president, is Col. D. C. Collier; in charge of the Department of Exhibits is Dr. Edgar L. Hewett; the director of the publicity department is Winfield Hogaboom; the director of works is Frank L. Allen. Information concerning this unique exposition may be had by addressing the exposition officials.

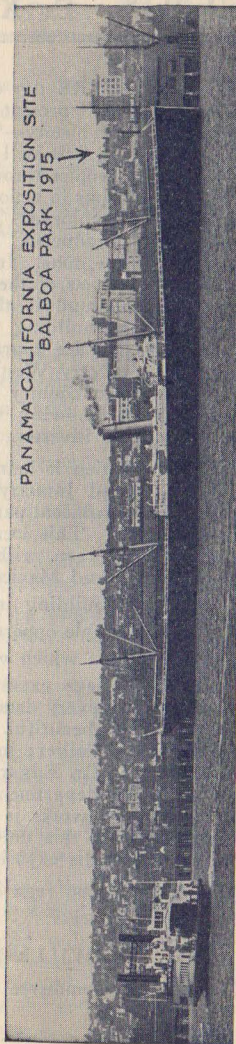
For information regarding the city and county of San Diego, address:

WILLIAM TOMKINS, Secretary.

Chamber of Commerce of San Diego County,
San Diego, California.



BUSINESS SECTION AND WATER FRONT OF SAN DIEGO



PANAMA-CALIFORNIA EXPOSITION SITE
BALBOA PARK 1915

Points of Interest

BALBOA PARK—1400 acres, walking distance.—Sight-seeing automobiles, electric cars.

EXPOSITION SITE—As above. No. 1 car.

CARNEGIE LIBRARY—Eighth and E streets, walking distance.

FORT ROSECRANS—Coaling Station, Ballast Point. Roseville.—Point Loma Ferry, sight-seeing automobiles.

LOS BANOS—Walking distance; foot of Broadway; fresh and salt water baths.

OLD MISSION—Seven miles from Fifth and Broadway. Most historic and interesting point in California; founded by Fr. Junipero Serra in 1769; old bells still in belfry; portions of old adobe walls still standing.—Sight-seeing automobiles.

OLD MEXICO—Steam trains and sight-seeing automobiles.

OLD TOWN—Where civilization began in California. First cross planted; first American flag unfurled; first palm trees planted; old jail; graveyard, and Ramona's Marriage Place.—No. 8 car and sight-seeing automobiles.

CORONADO AND TENT CITY—Reached by street cars and ferry; sight-seeing automobiles.

OSTRICH FARM—No. 1 electric car.

OLD SPANISH LIGHTHOUSE (Point Loma).—One of the most beautiful views in the world.—Sight-seeing automobiles.

NEW POINT LOMA LIGHTHOUSE—Sight-seeing automobiles.

STATE NORMAL SCHOOL—Electric cars No. 1.

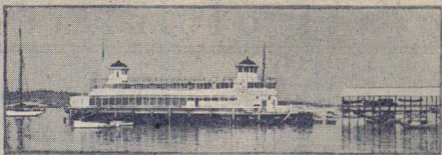
SWEETWATER DAM—Steam trains and sight-seeing automobiles.

TORREY PINES—Discovered by Dr. LeCompte in 1850. Very rare species of pine found only in one other place in the entire world.

WARNER'S HOT SPRINGS—Sixty-seven miles from San Diego. Reached by S. D. & S. E. R. R. Springs medicinally valuable.

THEOSOPHICAL INSTITUTE (Point Loma).—Sight-seeing automobiles.

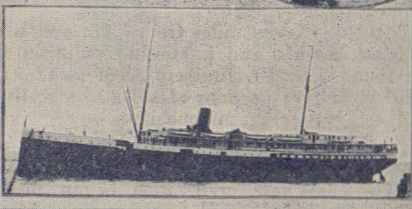
BENNINGTON MONUMENT (Point Loma).—Sight-seeing Automobiles.



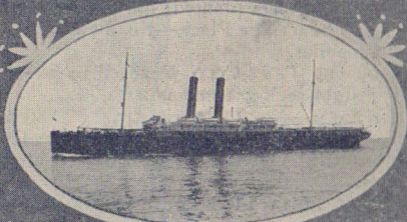
HEADQUARTERS SAN DIEGO
YACHT CLUB



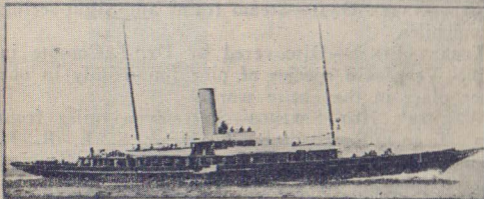
PASSENGER STEAMER "YALE"



PASSENGER STEAMER "ROANOKE"



PASSENGER STEAMER "GOVERNOR"



A SAN DIEGO YACHT