



Old Spanish Lighthouse on Point Loma

—extreme Southwestern edge of the United States—
commands one of the three grandest views in the world.
Interesting places abound in San Diego County, from
beaches to mountains, and the newcomer will find it
worth while to call for information at the nationally
known "ASK MR. FOSTER SERVICE" in the FIRST
NATIONAL TRUST & SAVINGS BANK at Fifth and Broad-
way. There is no charge for this service; it is maintained
in the bank as a feature of "FIRST NATIONAL" service to the
public. Any banking needs will of course receive courteous
and efficient attention at this pioneer bank of San Diego
(the FIRST NATIONAL), and branches in East San Diego,
at Thirtieth and University, Coronado, and La Jolla.

Seeing
San
Diego



MISSION BEACH AMUSEMENT CENTER

The Mission Beach Amusement Center is located on a strand or peninsula, approximately three miles in length, connecting with the mainland at Pacific Beach, and by bridge with Point Loma. This strand forms a double beach, with ocean surf on the one side, and the quiet waters of Mission Bay on the other, where one may enjoy the entire range of aquatic sports, such as surf bathing, aquaplaning, swimming, fishing, and beach parties.

The amusement center itself covers an area of thirty acres, and contains a magnificent indoor bathhouse, palatial dance casino, skating rink, fun zone, merry-go-round, scenic railway, ferris wheel, and many other amusement devices and concessions. Ample facilities are provided for picnics and outings.

Two and three-car trains leave Third and Broadway every thirty minutes during the day, and the trip furnishes many splendid views of San Diego Harbor, Point Loma, and other marine and land scenes enroute.



LA JOLLA

"Jewel by the Sea"

La Jolla, known as "The Jewel by the Sea," is one of the finest seaside residential districts on the Coast, and has many attractions and points of interest to the sight-seer and tourist. Here is located one of the most popular bathing beaches, "The Cove," and also the famous caves, known widely for their geological formations. Many nationally known authors, artists and other celebrities have their homes here.

No. 16 cars, leaving Third and Broadway every thirty minutes during the day, offer a pleasant and comfortable thirty-five minute ride, during which may be seen many beautiful scenes from the car windows while passing by Point Loma, through Mission Beach, Pacific Beach, and Bird Rock.



CORONADO

The City of Coronado is a distinctive city of attractive homes, situated across the Bay from San Diego, in reality a peninsula, being connected with the mainland by the "Silver Strand" beach, a narrow strip curving Southwards to the Mexican line, but in effect comprising an island, separating ocean and bay.

Here are available many winter sport features, such as aquaplaning, motor boating, sailing, rowing, canoeing, horseback riding, motoring, golf, tennis and other sports. At the Hotel del Coronado, which has long been the winter home of pleasure-seeking travellers, the guests are provided with extensive and interesting programs of golf and tennis tournaments, the use of an eighteen hole all grass golf course, and a miniature nine-hole course in the hotel grounds.



During the summer season, another feature of special interest is the Coronado Tent City, containing several hundred tent houses and palm cottages, popular for an entire summer residence, as well as for shorter vacation periods.

Coronado is reached by No. 9 street car to the San Diego Ferry Terminal, a short trip by ferry boat across the bay, and another short car ride on the Coronado side, during which ample opportunity is given to view the warships and other shipping activities going on at all times in San Diego Bay, as well as to see other marine and panoramic scenes in the background.

Round trip tickets are sold on street cars before 8 A. M. and after 6 P. M. At other times, tickets should be obtained at the City Ticket Office at Third and Broadway.



MISSION CLIFF GARDENS

Mission Cliff Gardens is a forty-acre park verging on the precipitous cliffs bordering Mission Valley, affording both mountain scenery and panoramic marine views. The gardens contain flowers in profusion, a large bird aviary, a Japanese miniature landscape garden, flocks of peacocks, pheasants and other fancy fowls, and adjoining are an ostrich farm and deer paddock.

This park is owned and maintained by the Street Railway, for the benefit of the car riders, admission being free by transfer from street car, or at the gate upon purchase of street car tickets.

Car No. 1, marked "Mission Cliff Gardens," leaving the downtown business section every few minutes, via Fifth street, reaches the gardens in twenty minutes' time.

OCEAN BEACH

This is a beach resort with residential and business sections, popular in summer months for beach and picnic parties. A broad white sand beach, backed by sand dunes, and a rocky coast beyond honeycombed with caves, are natural attractions. The famous "Sunset Cliffs" several blocks further South, while not so accessible, provide unequalled marine views from rocky heights.

No. 14 cars leave Third and Broadway every thirty minutes, skirts the bay for miles, affording frequent views of war vessels, air and seaplanes, and other panoramic scenes during the twenty-five minute ride.

BALBOA PARK

Many people, even though residing in San Diego for years, are not aware of the wide variety of attractions and the surpassing beauty of Balboa Park. The entire area is approximately 1400 acres, the western portion of which has been highly developed, and formerly comprised the Exposition Grounds during the Panama-California Exposition, from which many buildings and exhibits have been retained permanently.

The main attractions of Balboa Park are best reached by taking Car No. 7 to Balboa Terminal.

ZOOLOGICAL GARDENS

The Zoo in Balboa Park is claimed to be the most extensive in number of exhibits West of Chicago.

The confines of the zoo contain some 120 acres of land peopled with animals, birds and reptiles of all descriptions, there being over 1200 varieties, making an exhibit of engrossing interest, particularly to the children. At least half a day should be given to this institution to even attempt to cover the whole ground. There are picnic tables available, and one may take their lunch and be prepared to enjoy the trip at leisure.

Take Car No. 7 to Balboa Terminal.



SPRECKELS OUTDOOR ORGAN

Novel in that at the time it was built the effort was pioneering on this class of outdoor entertainment, the Outdoor Organ in Balboa Park has never failed to retain its popularity, the organ recitals almost every afternoon and Sunday being well attended. The programs which are mostly of classical selections, are printed each morning in the upper right hand corner of the first page of the San Diego Union.

No. 7 cars to Balboa Terminal offer the shortest route, although the organ may be reached by the Laurel Street entrance, served by cars Nos. 1, 3 and 11, with a pleasant walk over Cabrillo bridge and straight ahead to the plaza, where the organ is in full view.



HORTICULTURAL EXHIBITS

The entire distance from the Laurel Street Entrance to Balboa Park, reached by street cars Nos. 1, 3 or 11, via Cabrillo bridge, to the Balboa Terminal Building on No. 7 car line, is bordered by many horticultural and natural attractions and scenes. Among these are the Rose Gardens to the left, Montezuma Gardens to the right, lily pools at the Prado, with the horticultural building, comprised of a great lath house filled with tropical plants, and a glass covered conservatory, also containing gold fish and lily pools covered by vines and ferns. Nearby is the Japanese tea garden with pools, bridges and Japanese pavilion. All are spots of beauty to be enjoyed many times.

CALIFORNIA AND FINE ARTS BUILDING

This is one of the buildings retained from the Exposition, the tower of which may be seen from almost any part of the City. In this building are kept works of art of ancient America, particularly those of the Maya and Aztec type. There are also many exhibits of interesting nature, such as rare coins, Egyptian jewelry, pottery; oriental weaving, etc. The building in its architecture is patterned after the great Spanish cathedrals, following the mission style of New Spain.

Car No. 7 to Balboa Terminal, or Cars Nos. 1, 3, or 11 at the Laurel Street Entrance to Balboa Park, afford regular service at minimum expense.

NATURAL HISTORY MUSEUM

The Natural History Museum is housed in one of the Exposition Buildings in Balboa Park, where are kept large varieties of specimens of Southern California bird and plant life, together with shells, minerals and fossils of other ages. Among the activities of the museum are their Saturday morning nature walks, and frequent lectures on interesting topics at first hand.

The museum is located at the Southeast corner of the Plaza in Balboa Park, reached by No. 7 cars to Balboa Terminal.

PEPPER GROVE AND CHILDREN'S PLAYGROUND

The "Pepper Grove" is a very popular picnic ground of bushy pepper trees, with children's playgrounds, where are held many of the State Societies' Meetings, as well as general all-day outings. Picnic tables are provided, and the grove is adjacent to the No. 7 car line, Naval Hospital stop. Nearby are the Naval Hospital buildings, and a little further South, the extensive Senior High School grounds, with many buildings, Stadium and Auditorium.

PRESIDIO HILL AND RAMONA'S HOME

OLD TOWN

Presidio Hill, Old Town, is often referred to as the birthplace of civilization on the Pacific Coast of the United States, where the first Mission on the soil of California was dedicated by Father Junipero Serra on July 16, 1769. Close at hand is Ramona's Marriage Place, the background of Helen Hunt Jackson's novel "Ramona", as well as one of the original palm trees planted in the Mission Days. These locations may be reached by taking Motor Bus marked "Old Town" or "Ramona's Home", leaving the Plaza, at Third and Broadway.

POINT LOMA

On Point Loma is the site of the old town of La Playa, with its traditions of Dana and the hide houses; the Government Military Reservation and Fort Rosecrans; Ballast Point, on which was located the old Spanish Fort, supplementing the main fortifications at Presidio Hill; the Quarantine Station; Roseville, U. S. Naval Training Station; and the U. S. Marine Base. Take No. 13 car at Third and Broadway, for a wonderfully scenic ride encircling the Bay of San Diego.

NATIONAL CITY

In early Spanish days, this section comprised a portion of the National Ranch (Rancho Nacion), and was formerly the headquarters for surrounding citrus and olive growing industry and related manufactures. Is also prominent in poultry and dairy farming. Reached by NC cars, eastbound on Broadway to Third, South on Third to F, East on F to Sixteenth and South via 16th, Logan and National Avenue.

CITY AND SUBURBAN CAR AND BUS ROUTES

Route Numbers Shown on Front and Rear of All Cars Operated

ROUTE NO. 1—Between Union Depot and Thirtieth St. and Adams Avenue. Outbound—East on Broadway, Union Depot to 5th Street; North on 5th Street to University Ave.; East on University Ave. to Park Blvd.; North on Park Blvd. to Adams Avenue; East on Adams Ave. to 30th Street.

ROUTE NO. 2—Between Union Depot and 30th St. and University Ave. Outbound—East on Broadway, from Union Depot to 25th St.; North on 25th St. to B St.; East on B St. to 28th St.; North on 28th St. to Beech St.; East on Beech St. to 30th St.; North on 30th St. to University Ave.

ROUTE NO. 3—Between Union Depot and Trias St., Mission Hills. Outbound—East on Broadway, from Union Depot to 5th St.; North on 5th St. to Washington St.; West on Washington St. to Hawk St.; North on Hawk St. to Lewis St.; West on Lewis St. to Fort Stockton Drive; West on Fort Stockton Drive to Trias St.

ROUTE NO. 4—Between 3rd and B Sts. and 34th and Imperial Ave. Outbound—East on B St. to 5th St.; South on 5th St. to K St.; East on K St. to 10th St.; South on 10th St. to Imperial Ave.; East on Imperial Ave. to 34th Street; connects with bus operating to Cemeteries.

ROUTE NO. 5—Between 1st and Laurel Sts. and 39th St. and Woolman Ave. Outbound—South on 1st St. from Laurel to B St.; East on B St. to 5th St.; South on 5th 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.

CITY AND SUBURBAN CAR AND BUS ROUTES (Continued)

ROUTE NO. 6—(Motor Bus) Connecting with street cars at University Ave. and Park Blvd. to Euclid and El Cajon Ave. Outbound—North on Park Blvd. to El Cajon Ave.; East on El Cajon Ave. to Euclid. Between hours of 6:30 a. m. and 10:00 p. m.

ROUTE NO. 7—Between Union Depot and Euclid Ave., East San Diego, via Balboa Park. Outbound—East on Broadway from Union Depot to 12th St.; North on 12th St. to East entrance to Balboa Park; North through Balboa Park to University Ave. and Park Blvd.; East on University Ave. to Euclid Ave.

ROUTE NO. 8—(Motor Bus) Between 3rd and Broadway and Hardy's Packing Plant, via Old Town. Outbound—North on 3rd St. from Broadway to B Street; West on B St. to State St.; North on State St. to Ivy St.; West on Ivy St. to India St.; North on India St. to Pierce St.; West on Pierce St. to California St.; North on California St. and La Jolla Ave., through Old Town, to Hardy's Packing Plant.

ROUTE NO. 9—Coronado Ferry Loop, operating to and from the San Diego Ferry Terminal of the San Diego and Coronado Ferry. Leaving Ferry Terminal North to Market St.; East on Market St. to Kettner Blvd.; North on Kettner Blvd. to Broadway; East on Broadway to 5th St.; South on 5th St. to F St.; West on F St. to Kettner Blvd.; South on Kettner Blvd. to Market St.; West on Market St. to Ferry Terminal.

ROUTE NO. 11—Between Union Depot and Kensington Park, via Normal Heights. Outbound—East on Broadway from Union Depot to 5th St.; North on 5th St. to University Ave.; East on University Ave. to 30th St.; North on 30th St. to Adams Ave.; East on Adams Ave. to Kensington Park.

CITY AND SUBURBAN CAR AND BUS ROUTES

(Continued)

ROUTE NO. 12—Between Union Depot and Shipyards, foot of 32nd St. Outbound—East on Broadway from Union Depot to 16th St.; South on 16th St. to Logan Ave.; Southeast on Logan Ave. to 26th St.; South on 26th St. to National Ave.; East on National Ave. to 32nd St.; South on 32nd St. to Shipyards.

ROUTE NO. 13—Between Third and Broadway and La Playa. Outbound—West on Broadway, from Third St. to Kettner Blvd.; North on Kettner Blvd., California St. and Hancock Street to Barnett Ave.; West on Barnett Ave. to Lytton St.; North on Lytton St. to Rosecrans St.; South on Rosecrans St. to La Playa.

ROUTE NO. 14—Between Third and Broadway and Ocean Beach. Outbound—West on Broadway, from Third St. to Kettner Blvd.; North on Kettner Blvd., California St. and Hancock St. to Barnett Ave.; thence Northwesterly across private right of way to West Point Loma Blvd. (Ocean Beach Junction), South on Bacon Street to Santa Cruz Ave.; East on Santa Cruz Ave. to Defoe St.

ROUTE NO. 15—Between Third and Broadway, and Mission Beach, Amusement Center. Outbound—West on Broadway, from Third St. to Kettner Blvd.; North on Kettner Blvd., California St. and Hancock St. to Barnett Ave.; thence Northwesterly across private right of way to Mission Bay Bridge; North on Mission Blvd. to the Amusement Center.

ROUTE NO. 16—Between Third and Broadway and La Jolla. Outbound—West on Broadway, from Third St. to Kettner Blvd.; North on Kettner Blvd.,

CITY AND SUBURBAN CAR AND BUS ROUTES

(Continued)

California St. and Hancock St. to Barnett Ave.; thence Northwesterly across private right of way to Missoin Bay Bridge; North on Mission Blvd. to Pacific Ave.; thence Northerly via Allison St., Electric Ave. and private right of way to Fay Ave. at Westbourne; North on Fay Ave. to Prospect St., La Jolla.

ROUTE NO. 17—(Motor Bus)—Connects with Route No. 14 car line at Ocean Beach Junction (West Point Loma Blvd. and Bacon St.); South on Bacon St. to Voltaire St.; East on Voltaire St. to San Clemente St.

ROUTE NO. 18—(Motor Bus)—Connects with Route No. 12 and NC car line at National Ave. at 32nd St. Outbound—East on National Ave. to Thirtieth St.

ROUTE NO. 20—In Coronado. Outbound—From Ferry Terminal, South on Orange Ave. to Hotel del Coronado.

ROUTE NO. NC—Between Union Depot and National City. Outbound—East on Broadway, from Union Depot to 3rd, South on 3rd to F, East on F to 16th; South on 16th St. to Logan Ave.; Southeast on Logan Ave. to 26th St.; South on 26th St. to National Ave.; East on National Ave. to 32nd St.; South on 32nd St. to Dalbergia; South on Dalbergia to National Ave.; South on National Ave. to 12th St.; West on 12th St. to 8th Ave.; South on 8th Ave. to 24th St., National City.

ROUTE NO. 21—(Motor Bus)—Between San Diego, La Mesa and El Cajon. Outbound—From Pickwick Terminal, First and Broadway; North on First St. to Ash St.; East to Fourth St.; North to University Ave.; East to Euclid Ave.; North to El Cajon Ave.; East on El Cajon Ave. to La Mesa and El Cajon.

WEEKLY PASS AND FARE SYSTEMS

The fare system in effect on the San Diego Electric Railway System is based on the zone system. The first, or inner zone, comprises an area including the downtown business section, having a radius of approximately one mile from central location at 5th and Broadway. The second, or outer zone, includes the major portion of the residential urban population of the City. Suburban lines intersect zones three to seven, depending on the length of the individual lines.

The classes of fare offered are in three general classes—cash fares for single rides, based on a rate of 5c per zone; commutation tickets, being round trip tickets on specific lines, which class includes tokens for inner and outer zone riding; and weekly passes, of which there are several classes.

THE EIGHT WEEKLY PASSES

- \$1.00 City Pass—Permits riding on all cars within inner and outer zones. Each pass good for one entire week, beginning Monday morning to following Sunday night, and provides unlimited riding and is transferable.
- \$1.25 Coronado Pass—Permits unrestricted riding in inner and outer zones in San Diego, on the ferries to and from Coronado, and on Car Route No. 20, in Coronado.
- \$1.25 Mission Beach, Ocean Beach, and La Playa Passes. Permit unrestricted riding in inner and outer zones in San Diego, as well as suburban riding on the individual lines serving Mission Beach, Ocean Beach, La Playa, car Routes Nos. 15, 14 and 13, respectively. Riders on Ocean Beach Route No. 14, are also accorded the use of the pass on the Ocean Beach bus Route No. 17.

WEEKLY PASS AND FARE SYSTEMS (Continued)

- \$1.25 National City Pass—Permits unrestricted riding in inner and outer zones in San Diego, and interurban riding on National City (NC) cars to and from National City.
- \$1.25 Old Town Pass—Permits unrestricted riding in inner and outer zones in San Diego, and on Bus Route No. 8, through Old Town to Hardy's Packing Plant.
- \$1.50 Pacific Beach Pass—Permits unrestricted riding in inner and outer zones in San Diego, and on Route No. 16 cars to Pacific Beach.
- \$2.50 La Jolla Pass—Permits unrestricted riding in inner and outer zones in San Diego, and on Route No. 16 Cars to La Jolla.
- \$1.75 Tourist Pass—Permits unrestricted riding on all parts of the system, with the exception of La Jolla and El Cajon Ave., East of 56th St.

The use of the weekly pass system makes available many pleasant journeys, short or long, for shopping, visiting, sightseeing, or purely business riding. Back and forth, whenever desired, without the inconvenience of carrying cash, tokens, tickets, or transfers, as often as desired. This is the most economical and dependable transportation available. Passes are on sale by operators on Friday of the preceding week, or at the City Ticket Office, Third and Broadway.

GENERAL INFORMATION

DELAYS—At the beginning of each trip, the cars and buses on their respective routes are spaced at regular intervals and operated on a definite schedule, which it is attempted to maintain. This operation, however, is subject to irregularities occasionally caused by traffic "jams," especially at intersections, blocking of the tracks, and other interferences beyond the control of the operators, and which at times, seriously affect the service which it is desired to render.

CAR STOPS—There is always considerable delay in loading and unloading passengers, and in addition time is lost to the car in making car stops. Car stops, therefore, are carefully studied, in order to effect a minimum number of stops, but so located that the greatest number of people will be conveniently accommodated. Car Stop signs attached to the overhead wiring, designate the stopping points, on the side of the street where placed.

LOST ARTICLES—Many articles of all descriptions are left by passengers on street cars and buses. Those articles found by operators are turned in daily to the City Ticket Office, at Third and Broadway, the morning following their discovery. Upon proper identification, such articles are gladly returned to their owners upon being called for.

SPECIAL CAR SERVICE—Arrangements may be made for special car service, for which regular tariff rates are provided, at the office of the Superintendent of Transportation in the Union Building.

CIVIC PROMOTION—The San Diego Electric Railway Company maintains active membership in the San Diego Chamber of Commerce, San Diego Public Safety Committee, and other civic organizations that are promoted for the general welfare of the community as a whole, and are always interested in any movement towards the growth and development of the City of San Diego and its suburban regions.

INFORMATION—Further information relative to car routes, fares, points of interest, etc., may be obtained from the Information Clerk at the Plaza Information Booth, or at the City Ticket Office at Third and Broadway, where passes and tickets are on sale for all points on the system.

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