

(1903)

CONCERNING

1904.

CORONADO BEACH,
CALIFORNIA.

CORONADO TENT CITY.

*you
750*

OPENS
JUNE 1



CLOSES
SEPT. 30

“RIGHT UP TO NOW.”

BAY AND OCEAN, CLIMATE AND SCENERY, ART AND ENGINEERING, HERE COMBINED
TO GOODLY PURPOSE.

UNDER CANVAS AT CORONADO TENT CITY.

A Review of the Tent Life, and a Short Account of the Many Attractions,
in and about this Unique Resort.



Opens June 1st.

Tents and conveniences
will be ready for the
reception of guests on
that date.

Band Concerts Com-
mence June 12. . .



THE NEW CHILDREN'S POOL.



Closes Sept. 30.

Amusements and Band
Concerts Close Sept. 18

Guests remaining after
this date will find am-
ple accommodations.



Published by the

CORONADO BEACH COMPANY,

In the Interest of Health and Pleasure Seekers.

"When weary of business and care, and hungry for a rest, the memory of Coronado Beach comes to me as a vision of Paradise."
 —HON. ALVA ADAMS, Ex-Governor of Colorado.

CORONADO TENT CITY—ITS LOCATION.

Coronado Tent City is located on the south-eastern part of the peninsula which forms the bay of San Diego—the finest natural harbor, but one, on the Pacific Coast—480 miles south-east of San Francisco, and 15 miles from the Mexican border, in latitude 32° 42' 37". The city of San Diego, across the bay, has a population of 23,000 people. It is one of the most important of the Western ports, including in its shipping much foreign trade, which has promise of increasing considerably in the near future.



Like a huge watchman, at the door of Coronado Tent City, is built the world-renowned Hotel del Coronado, almost a city in itself. In its construction, the arts, sciences and genius of the inventor were utilized. Aided by the builder's craft and all the architectural devices which capital could procure, it stands a monument to its builders, and remains today, one of the finest resort hotels in the world. The doors of the hotel are never closed. Its visitors are from every civilized country of the globe. Men of letters, politicians, society leaders, artists and the celebrities of the age, have found shelter beneath its roof.

COMPARATIVE WEATHER CONDITIONS AT NOTED SUMMER RESORTS.

The following data has been compiled from the official records of last year by Mr. Ford A. Carpenter, Observer, U. S. Weather Bureau;

	Highest Temperature.			No. of Days During Month Rainy.			No. of Days During Month Clear.		
	June.	July.	August.	June.	July.	August.	June.	July.	August.
	Atlantic City, N. J.....	82	93	92	14	12	12	5	12
Asheville, N. C.	85	90	89	17	11	14	7	9	11
CORONADO TENT CITY	74	78	85	0	0	0	17	27	26

The usual daily summer temperature at Coronado Tent City varies between 68 and 74 degrees. There have never been more than five days in a season where the thermometer recorded as high as 80 degrees. People from the interior, and from Eastern states, are stimulated by its cool bracing atmosphere. Those from the northern coast cities are charmed by the soft and balmy breezes. There is an entire absence of those hard winds which prevail on the northern coast.



DURING THE WINTER MONTHS.

OUR PROGRESS.

In the Daily Mercury of May 16, 1887, is found an exceedingly interesting description of Coronado Beach as it looked to the journalist of that time. It reads as follows: "The Beach at present reminds the frontiersman of the usual border town on a railroad front. Tents, rough wooden sheds, structures part cloth, part wood. The public school is a large wall tent, and the Mercury office occupies a 14x20 wooden block of the lean-to order of architecture." To the prophetic glance of that boom-day writer evidently came dreams of future greatness, for in later issues of that now defunct organ are comments, numerous and bold, dealing with the possibilities of the peninsula.

Bold and impossible as seemed those dreams of years ago, today they are but pigmies, overshadowed and obscured. It is undeniable, visible to all, that out of this bank of sand has grown, wondrously and swiftly, one of those settlements wherein the joys and pleasures of a world are centered. The signs of former disorder have vanished completely, and, unlike the bones of Voltaire, they know no resurrection. Buried beneath costly homes, well-kept lawns, and splendid roads, are the dregs of immigration, to appear no more.

So here is content and joy, away, as it were, from the strife of the world, and yet a world in itself, blessed by Nature's choicest gifts, which, with the aid of art, blooms mature and serene.

But the greatest achievement which has been brought about upon this one-time sand bank is the Coronado Tent City, a far-famed place of pleasure. Six years ago an apparently useless waste; today the idling place of the world's leisure seekers. In six short years it has more than trebled itself in a manner such as has brought it to its present proud position—the premier resort of the Pacific Coast. But such a changed city; so changed, in fact, that it is not known from its form of other years. The extension of this great idea has carried the resort beyond expectations, and this group of tents now numbers more than one thousand, and occupies a full mile along the graded beach.

With the advent of the entire new management come a series of improvements which are calculated to further increase the comfort of visiting guests. The newly-appointed manager, Mr. W. E. Zander, comes to Tent City with a long list of successes made in the past. He was formerly manager of the Hotel del Monte, at Monterey, and of the Arcadia at Santa Monica, besides being connected, in various capacities, with other well-known California resorts. The Tent City guests of 1904 will find a complete reorganization in the culinary department. Many new markets will be established, one notable addition being the fish, butcher and dairy produce supply stores.

HEALTH RESORT.

B. P. Anderson, M. D., of Colorado Springs, after a winter spent in Coronado, said:

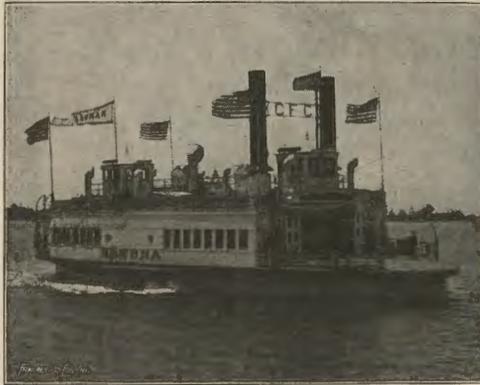
"From a professional observation I should advise this climate for those patients suffering from neurasthenias, the aged and feeble, the acutely nervous, organic changes of heart, insomnia, and for all classes of ailments due to nervous strain and overwork."

Many other doctors of note have sung the praises of this harbor of restoration. Dr. Abbot, of Pasadena, recently wrote:

"It is the well and strong who enjoy Coronado Beach and its environments to greatest advantage; its boating and swimming, its golf links, riding to hounds, fishing and hunting, its level bicycle paths, its dances and the whirl of social gayety. Yet those who appreciate the blessings of Coronado most are they who feel from day to day returning health. It is they who most deeply breathe the refreshing salt air, who bask in the warm, bright sunshine with keenest delight, and who most thoroughly enjoy the quiet rest by the restless sea."

HOW CORONADO IS REACHED.

The transportation companies will sell Coronado excursion tickets at reduced rates, during the four months of June, July, August and September, good going and coming any time during the camping season. A table of rates will be found on the last three pages of this booklet.



THE NEW FERRYBOAT "RAMONA."

Having decided to visit Coronado Tent City, purchase from any railroad agent, or agent of the Pacific Coast Steamship Company, a ticket to Coronado Tent City and return. This ticket includes street car and ferry fare, from San Diego to Tent City, and the transfer of 150 pounds of bag-

gage to Tent City, and is good to return any time before October 1st. On arrival at San Diego, board an electric car for the ferry. Arriving there connection is made with the new ferryboat "Ramona," a splendid craft recently built by the Risdon Iron Works, of San Francisco, and crossing the beautiful still waters of San Diego bay, you reach the Coronado side. The popular "double deck" electric car is awaiting passengers there. After a



ORANGE AVENUE ELECTRIC CAR LINE.

few minutes' ride along the wide avenue, bordered with palms and other semi-tropical trees (an excellent example of municipal road building) one of the grandest vistas, which the broad Pacific affords, presents itself to view and, before the prospective guest is really aware of the fact, he is comfortably settled in his tent.

See back pages for special excursion rates.

"One who has ever breathed this atmosphere would want to live here always."—Ex-President Harrison to Ex-Secretary Taft.

"Coronado possesses for me a subtle charm past my describing."—Mme. Modjeska.

A DESCRIPTION OF THE CITY OF TENTS.



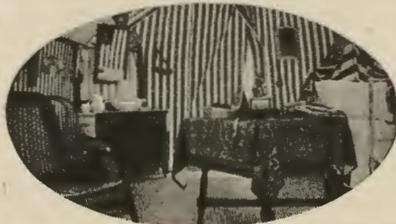
Imagine a body of land, gourd-shaped, lying between the Bay of San Diego and the Pacific Ocean, the main portion containing a few hundred acres, on which is built the City of Coronado; and the handle, a narrow strip some 400 feet wide, forming a peninsula, with a natural boulevard extending in a southeasterly direction, six miles to main land.

On an elevation at the edge of this tract place the Hotel del Coronado, fronting out over the handle. Beginning there level a section of the narrow strip about a mile in length, run a boulevard down the center, divide each side into blocks containing about thirty tents each, with short streets running between and across the boulevard from ocean to bay. Build streets along both bay and ocean, covered with fine gravel, forming a smooth driveway free from dust, put in water hydrants, electric lights, perfect sewerage, lavatories, toilet arrangements, etc., in a manner equal to those in any city. Erect a thousand or more tents of different sizes, furnish them comfortably, build an electric road along the main street, leading up to the center of camp, where the Arcade and amusements invite the visitor. Place this city of tents in a climate as near perfection as can be found and a fair idea will have been gained of what Tent City is really like.

SANITARY CONDITIONS.

One of the features of Tent City is its improved sewerage system, built on a plan to assure absolute cleanliness. Several thousands of dollars are being spent for improvements along this line, and our claim that Coronado Tent City is now the finest sewer-ed resort in the world is not an idle boast. The outlet of the new sewerage system is now at an un-frequented part of the bay, about two and a half miles from Coronado Tent City.

Every block of tents has its well-equipped sinks and toilet arrangements, and at every tent door are placed receptacles for garbage and rubbish.



TENT OR HOTEL.

Those who desire the luxuries of a grand hotel will find at Hotel del Coronado a hearty welcome. The grounds of the hotel meet those of the camp; its guests join those of the camp in the enjoyment of camp concerts, dances, theatre and other amusements.

"I would ask nothing better than to go to Coronado and sit down by the sea and spend the balance of my days there."—United States Senator Thurston, of Nebraska.

WHAT A BANKER WROTE.

Jas. T. Hayden, banker, New Orleans: "I have tried Europe and to some extent its attractions; have drifted through the Riviera, eaten lotus on the Nile, enjoyed India, and a few years back, for the first time, found myself in Southern California, and incidentally registered at the Coronado. I had intended to remain three days; my return ticket had been past due three months when I turned my face eastward * * * If there is a spot where the air is more invigorating, surroundings more charming, and where one can get more solid comfort, I do not know it."



A TENT INTERIOR.

INSIDE THE CANVAS HOMES.

Tent City, as its name implies, is a veritable city of tents. There are hundreds and hundreds of tents—large and roomy—with floors and awnings, furnished with all needed camp equipments—cots, camp chairs, tables, stoves and cooking utensils—in fact, everything needed for a week, month or an entire season of genuine camp life, with its inconveniences all eliminated. Every morning an experienced "housemaid" comes to clear up, make beds and change linen. The guest is cared for in the same manner as at a first-class hotel.

Some tents will accommodate only one person, whilst others will be found for any number up to six.

AN EXPERT'S OPINION.

During the summer of 1902 the members of the American Climatological Association visited Coronado. Dr. Guy Hinsdale, of Philadelphia, Secretary of the Association, was one of the party. The trip taken by Dr. Hinsdale was from Philadelphia to Coronado, thence up the Pacific Coast to Vancouver, British Columbia, visiting all the important resorts en route and return to Philadelphia. In his report of the tour to the association he uses the following language: "Coronado is unquestionably the best seashore resort on the Pacific Coast, and it is equally enjoyably in winter as in summer."

GOLF.

The oldest golf links in California are at Coronado. The course of 18 holes lies near the hotel and is 5,318 yards in length—over three miles—part of which forms the ladies' course of 9 holes, 2,055 yards long. The putting greens are 120 feet in diameter; the bunkers and hazards are skill testers.

A beautiful club-house adorns the grounds. It is two stories in height, with broad verandas on three sides, above and below. The upper story is finished in rustic style, with unique hand-painted decorations. The building is electric lighted. Adjoining the club-house is the Japanese Tea Garden, a little idyll from the land of the Kimono.



A VARIETY OF RESIDENCES.

PALM COTTAGES AND ARCADE BUILDING.

On the Ocean Boulevard, and within a few yards of the ever-rolling surf, is built an original form of dwelling houses. They are known as the Palm Cottages, and from Ninth street to Twenty-second street, thirteen of them have been erected. Save for the presence of that everyday Americanism—the electric light standard—the view from the roadway is very suggestive of an Ancient Moorish village, and with the sunny skies and balmy air, it does not severely tax the imagination to be in the land of Othello. The architecture of the Palm Cottage is decidedly unique. First, there is a strong framework of wood; then the whole of the cottage, save the door and window spaces, is covered with ripe palm leaves, of which 1,000 are used in the construction of each. The size of a cottage, when completed, is 18x22 feet, and will accommodate from two to five persons. There are curtains which divide the space into four apartments, and the rooms are lighted with five bay windows and doors, from both front and back. There are four electric lights, as many beds as necessary, and pretty furnishings. The floor is covered with Chinese matting. These houses maintain an even temperature through both day and night. The visitor who engages one may be sure of a vacation under the most favorable circumstances.

The majority of Tent City patrons prefer living in tents, but some prefer cosy rooms. The upper floor of the Arcade Building contains some 40 comfortably furnished suites. The rooms are large and airy, with all the auxiliaries of the up-to-date hotel.

CLUB WOMEN.

That Coronado Tent City is the chief summer gathering place for club women is demonstrated by looking through the registers of seasons past. Among them may be found the names of many of the most prominent club officials in the country; many from Canada; and not a few foreign notables. They come to enjoy the delights of the resort, the bathing and the fishing, the sunlight and the scenery.

In the center of the camp near the library, is a large marquee called "Tent Cardinal." This cosy retreat is reserved one afternoon in each week for the exclusive use of club women. All club workers in camp are invited to attend to meet representatives from the San Diego and Coronado Organizations. On special occasions, light refreshments are donated by the Tent City management.

FRATERNAL SOCIETIES.

Coronado Tent City is a favorite assembling ground for fraternal societies. The management is always glad to do anything in their power to make these outings enjoyable and that they succeed is best evinced by the fact that the camp becomes each year more popular for such gatherings. Many inducements are offered by the manager of this resort to gain the patronage of the different societies, among which are the free use of either the Pavilion Theater or the Casino for holding society assemblages, and the publishing, in the Coronado Tent City Daily News, of the doings of the party while in camp.

THE LIBRARY and PUBLIC READING-ROOM.

The Coronado Public Library is situated about half a mile north of Tent City, on the car line. Here are kept all the latest periodicals and books. Tent City guests are allowed to take out books from this library, but the periodicals are for use in the reading-room only.

The public reading-room, at Tent City, is supported by the management for the benefit of its guests. Here are kept the latest magazines and newspapers which may be read at leisure. Writing materials are provided by the management, for those who wish to attend to any correspondence.

In the reading-room is also a piano, which is nearly always surrounded by a group of music lovers. In addition to all this, the popular librarian in charge of the reading-room, often arranges concerts in the evenings, in which guests are asked to participate. Every Sunday night a musical evening is held here, also.

The reading-room is a general social center; it is the assembly hall of Tent City.



WHERE THE HOME PAPER CAN BE READ.



ONE OF THE QUIET SPOTS.

ODD CORNERS FOR IDLERS.

The charms of tent life are manifold. Out of the heated interior, and from the extreme eastern states, holiday makers, in their thousands, flock to experience the joys of a canvas home, and to view nature at her best.

The climate is excelled by none in the world, and in summer and winter alike it is one glorious sunshine

Although every conceivable form of refined amusement is provided in the resort for the pleasure seeker, the management has given much thought to the lover of absolute quiet. Not far from the center of camp will be found a couple of delightful little parks, where dense foliage abounds. In the center of one is an old adobe, vine covered, and hemmed in by palms and trees. Under graceful weeping willows will be found comfortable seats, where the visitor can bring a book or the latest magazine and be free from interruption.

Along the splendid beach are palm-covered arbors, provided with exquisite shade, and at many other points we find lines of rocks, where one can be lulled into the "land of nod" by the gentle lapping of the waves but a few feet away.

THE CAFE.

Mr. Georg Schonewald, previously manager of the Del Monte Hotel and the Palace Hotel of San Francisco, and at present manager of Hotel del Coronado, will have entire charge of the Tent City Cafe. At the great hostelry, Mr. Schonewald has upheld his reputation as a caterer, and with the advantages which he has in the way of furnishings and supplies, it is within reason to assert that the Cafe will be equally as good as the Hotel dining-room, which means that none better can be found in the West. The sparkling glass, polished silver, snowy linens and floral decorations, together with the fine orchestral music, combine to make the dinner hour a time to be remembered.

A feature, surprising to many of the Cafe patrons, is the moderate cost for service.

FOR THE EPICURE.

The management of Tent City, realizing that the first need of the tourist is to be well cared for in the way of meals, has made special effort to bring this department to a high standard. When living at this resort guests may be sure that in every instance goods purchased from the concessioners are of the best quality, and that market prices prevail. At the eating houses the charges are, if anything, lower than are found in many large cities.



TENT CITY CAFE.

THE SUPPLY STORES.

All the conveniences and supplies for the housekeeper are sold on the grounds. Grocery store, meat market, fruit stand, bakery, fish market and creamery are here, and will supply the wants of guests with the best the market affords, at city prices. For those who do not care to cook, at the delicatessen can be purchased very reasonably, a great variety of well-cooked food.

THE RESTAURANT.

Coronado Tent City is as thoroughly up to date as a city of 10,000 people. Besides the Cafe, under the Hotel del Coronado management, an independent American Plan Restaurant is maintained, and, being business rivals, the public is the beneficiary. Mr. Ammon, who last season proved himself a first class restaurant man, is this year operating under the same concession, which calls for the best of service. The meals served are of the best 25c. family style, and include soup, meat, vegetables and dessert.

ICE CREAM PARLOR

In the same building with the Cafe is a well appointed Ice Cream and Confectionery Parlor. It is here are sold all the delightful drinks obtainable at any up to date city soda fountain, together with the best candies and ice cream.

Here, in the evenings and on Sunday afternoons, many merry parties, composed both of campers and visitors from across the bay, congregate.

THE DAYS' PLEASURES.

There is a continual round of amusements at Tent City, and an idle moment need never be spent. Some prefer the quiet gained by sitting on the sands watching the breakers; others love to wander along the shores of the beautiful bay. The more active can find pleasures for every minute. Something exciting, always interesting, and yet within easy distance, so that the every-day camp life need never be disturbed. There is a variety of pleasure to suit all tastes. For the sportsman, bowling, cycling, billiards, boating, fishing in ocean and bay, and from the pier; hunting, golfing, tennis and croquet. The lover of nature can interest himself with the natural surroundings, such as the ocean and bay, the Coronado nursery, and the many parks where interesting specimens are found. There are many places of interest around the camp, and the sightseers can find a deal of pleasure in the special trips to Tia Juana, Old Mexico, picturesque La Jolla, the Mission buildings, Old Town, and Point Loma.



The children have their weekly parties, bathing pool, burro rides, merry-go-round, and find lots of fun around the monkey cages and the seal tanks.

There are also the nightly band concerts, the dance in the evening at the Casino, the Theatre, a card game in the Library, the Ostrich Farm, and sometimes the Fireworks at night. A visit may be made to one of the men-of-war which are usually in the bay, or a little photography may be done. Spend an hour in the interesting Japanese Tea Garden, and Sundays go to Sunday-school and Church. A thousand and one things can be done at Coronado, and most people do them all, for they are worth while.

PRIZES FOR EVERYBODY.

At frequent intervals during the camping season, those interested in sports and games will be given opportunities to contest for valuable prizes. The awarding of these prizes will be in the hands of a camp committee composed of Tent City residents, who are in no way connected with the management.

A series of souvenir cups will be given as trophies and, before being presented to successful competitors, will be suitably engraved. Tournaments, for which all campers may enter, will be as follows:

CARDS,
FISHING,
TENNIS,
POOL,
BILLIARDS,
BOWLING,
GOLF,
MARKSMANSHIP,
SWIMMING.

There will also be a number of prizes for children's sports, in the large swimming pool.

A STUDENT'S IMPRESSION.

"Quarter, ticket, trolley, girl,
Music, actors, dancers, whirl,
Moonlight evenings, breakers, kiss,
Coronado—perfect bliss."

Leonard Whittington,
Pomona College Student Life.

SAILING AND ROWING.

For the sailing enthusiast no more delightful place in the world to indulge in this sport can be found than San Diego Bay, being, as it is, absolutely free from sudden squalls. The ocean is equally safe, and a sail may be enjoyed daily on the smiling Pacific.

Rowing in the cool of the morning on the bay is peculiarly delightful, and one may glide swiftly over the calm, glassy water with little or no exertion. On moonlight nights, the bay, close to the shore of Tent City, is thickly dotted with row boats, the occupants of which allow them to drift idly with the tide, using the oars only enough to keep the boat close inshore, that the music may drift to their ears, softened by the distance.

At the Coronado Tent City Boat House a fleet of both rowing and sailing boats are kept, and these are rented to campers at moderate rates, either with or without an attendant to steer or row, as the case may be.

Tourists, from Eastern resorts, often remark, with astonishment, the refinement prevailing in all the social pleasure at Coronado Tent City. None of the boisterous conduct, with which one is often afflicted at similar seaside resorts, is witnessed at Tent City. The people met here are those who would be gladly welcomed at home. They are the people with whom not only a summer acquaintanceship may be formed, but ones that may be numbered among permanent friends after the return to the more conventional atmosphere of the winter season in town.

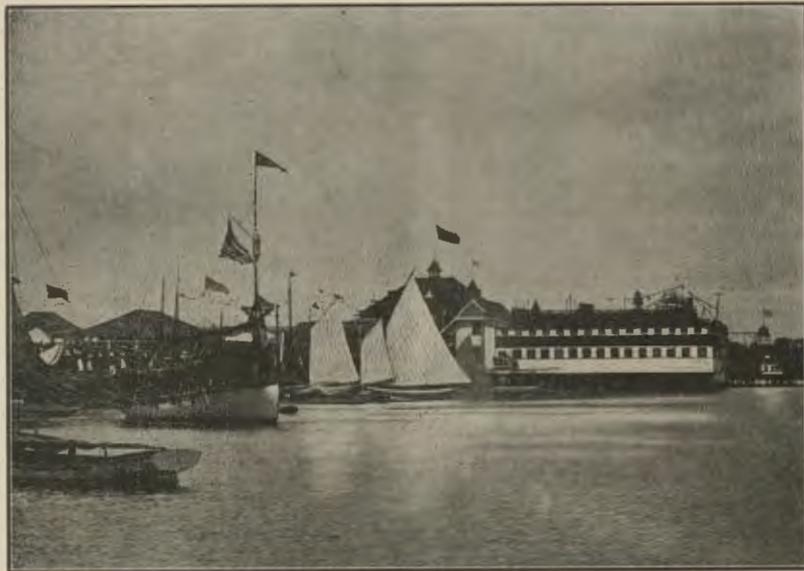
POWER LAUNCHES.

Many prefer to take their pleasure trips on the water in power launches, for they are not then dependent on the caprice of wind and tide. At Coronado Tent City these will find Capt. James Dunne in charge of their chosen mode of locomotion. His charges are very reasonable and he has launches suited to the nature of any trip desired.

If a day's ocean fishing is desired, load a launch with a fisherman's lunch and be ready to start for "deep water," and the return home will be made with such a catch as is more often dreamed of than realized.

A most delightful outing is a trip by ocean to La Jolla, in one of the larger launches. Out of the bay, past the government fortifications and the Point Loma light-house, along the rocky shore of Point Loma to the sandy one of Pacific Beach, and La Jolla is reached with its caves and gigantic rocks.

Moonlight launch parties? Yes, they may be enjoyed, too. If the members of the party are not good sailors, do not attempt the ocean, but steam down the bay past National City, Chula Vista and their kindred villages and return along the Coronado peninsula.



WHY CORONADO LEADS.

There is no resort in the world situated amid such surroundings. The climate of Coronado is unequalled. The temperature is most even, the nights being warm and the days cool. Attractions at Tent City are the best. It has more points of interest, within a day's travel, than any other place in America. Tent City is a model of perfect cleanliness. Coronado leads, because the management provides everything to make a vacation enjoyable. In Coronado one can keep busy all the time, or if preferred, the days can be just quiet rest. Another reason for Coronado's supremacy is that the first consideration is the guest's personal comfort.

THE PLAZA.

There is no place in America where can be found, in so compact a space, such a variety of business houses and amusement halls as on the Plaza, the center of Coronado Tent City. This hub of summer joys presents an animated appearance from morn till night, being thronged at all hours by merry crowds of pleasure seekers.

THE OSTRICH FARM.

Within walking distance of Tent City is the original Ostrich Farm.



For a small admission fee the visitor is allowed to witness the interesting process of bird plucking, and to view the various stages of egg hatching. "Gen. Grant," the most famous ostrich in the world, and the greatest fighter, is among the scores of birds at the farm.

CORONADO TENT CITY,

WHERE A SUMMER VACATION WILL BE MOST ENJOYABLE.



POSTAL ARRANGEMENTS.

Situated in the Arcade building is the Post-office, where stamps are sold and mail received and distributed twice daily. But a short walk from Tent City grounds is the U. S. Post-office, where will be found all the facilities necessary for the business man who may be unfortunate enough to have a voluminous correspondence to interrupt his round of pleasures.

CORONADO TENT CITY DAILY NEWS.

This is a bright and interesting little paper of camp happenings, edited by Mr. Geo. O. Jenner, published daily at the Coronado Printery and distributed gratuitously. In it will be found mention of the day's amusements, theater and band programs and announcements of bowling contests, shooting matches, etc. From time to time appear cuts of local celebrities and pictures of the different points of interest, both in and nearby this "City of Tents." A collection of these, made during a stay in camp, will be a most delightful reminder of the sojourn there, for in it may be read, when mayhap it has slipped your memory, of the fishing, beach and theater parties attended and mention of some pleasant acquaintance formed.

JAPANESE TEA GARDEN.

Located northward from the City of Tents is the Japanese Tea Garden, a faithful reproduction of the tea



drinking bower of the Jap. Its miniature streets, cascades, nooks, and pagodas, present a scene of Oriental art in architecture and gardening.

The presence of dainty Japanese maidens attired in native costume, serving delicious tea, lends an additional charm. Every day, during the season, special automobile excursions are run from Tent City, visiting the golf links, tea garden and other points.

WHAT THE SCRIBES SAY.

"Fine from sunrise till the band stops playing. We even find fun and joy afterwards. Will come again." W. S. Melick, Pasadena News.

"Coronado Beach possesses charms beyond famed beauty spots of the Mediterranean."

Ian Maclaren.

"A wonder in its infancy, it will seem a modern miracle when perfected in the future."

Wm. E. Smythe, Out West.

"Clean, cool, comfortable Coronado with your truly tenable Tent City; how mighty good are you to come to; how mighty bad to leave."

G. R. Horton, Los Angeles Times.

"Intense!"

S. T. Clover, Los Angeles Express.

"An Utopia for globe-trotters, and the land of Arcadia for lotus eaters."

Editor Baltimore Sun.

"Tent City—fit for ye gods."

W. Stephens, Elks Antlers.



FISHING EXTRAORDINARY.

There is no place on the western coast where the expert fisherman may find more frequent opportunity to indulge in his favorite pastime than at Coronado. Many of the gamiest fish of the Pacific are here found in abundance. While the sportsman is enjoying his scientific fishing at Coronado, the novice may catch fish to boast of if he will put himself in care of Coronado's pilot, Capt. Jimmie Dunne, who knows when and where to go. Many a doubting and even cynical guest who, like the man from Missouri, "had to be shown," has been converted into an enthusiast by his own experiences. This fact may best be illustrated by

A GOOD FISH STORY.

A northern gentleman insisted that it was not the season for yellowfin. Captain Dunne offered to take the man who had little faith out to see for himself, whereupon the gentleman exclaimed, "Yes, and I'll pay 10 cents for every one of those fish I catch, too."

Captain Dunne was elated. With all speed he baited up and put to sea, accompanied by the Northerner. There are but few fish going that Coronado's captain does not know about, and he headed right for a bank where yellowfin love to linger. Lighting his pipe he gleefully watched the hook of his companion's line as he cast it out and brought in a fine fish almost instantly, and the biting continued merrily, the fish scrambling madly for a chance at the hook.

Captain Dunne kept rather quiet, so also the fisherman, but the fish kept coming, were counted and dropped into the fish box by the winner of the coin, with the air of a happy youngster slipping silver into a dime savings bank. There was no let up and, in fancy, Captain Dunne beheld himself assuming a position among the moneyed men of the State. The war was a losing one for the fisherman, who finally made anxious inquiry as to how many fish he had hauled in. When told that 114 had already been registered against his bank account at the rate of 10 cents each, the gentleman became thoughtful. Presently he drew in the line slowly, and announced, in seemingly truthful accents, that he was getting "beastly seasick, and he believed his wife was worrying about him anyway, and that he really ought to return to the hotel." Of course, Captain Dunne understood the situation fully, and landed his passenger, who had learned for \$11.40 that it is not an easy thing to break the yellowfin bank off the Coronado shore.



THE NEW CHILDREN'S POOL.



South of the Arcade, the Bowling Alleys and the Royal Inn, is situated the New Children's Bathing Pool. This is a cement-lined excavation 100 x 175 feet, with a sloping bottom, making the pool 1½ feet at the shallow end, and gradually deepening until it reaches three feet. Across the north bank of this pool is a palm shade 14 feet high, and supplied with chairs, in which mothers and nurses may comfortably rest while keeping a watchful eye on the little ones. The water in this tank is supplied by an eight-inch centrifugal pump, operated by a twenty-horse power electric dynamo, thus ensuring a constant supply of running water.

This pool is the children's greatest delight, for even the most anxious mother will allow that bathing here is absolutely free from danger. From 8 o'clock in the morning until late in the afternoon, the pool is the scene of the liveliest fun and jollity. The timid ones wade about in the shallow end, and cautiously sit down in the sun-warmed water. The more adventurous are taught to swim by a competent teacher, provided by the Tent City at reasonable rates. Those lucky ones who have learned to swim in previous outings at Tent City splash around

thoroughly at home, either in the nearby bay or in the warmer water of the pool. Floating around in the water of the pool are most remarkable animals, seemingly a sort of amphibious horse. Admitted that the body of these animals is suspiciously like a barrel painted white, and the head and neck like a piece of carefully turned wood, still the child who has once tried to mount one of these horses will tell you that, for stubborn dislike to a rider on his back, the Mexican broncho is a very lamb compared to this amphibious brother. The boy or girl who can subdue this steed and paddle about on its back is the hero of the pool, and will have an exploit of which to boast when detailing his outing to an admiring group of little friends who were not lucky enough to take in Tent City during their summer vacation.

All this fun and merriment is absolutely free to those who bring their own bathing suits, and those who do not can rent suits at low rates at Bath House No. 2, close by this great joy-giving pool.

MERRY-GO-ROUND AND SHOOTING GALLERIES.

The animals on the Merry-go-round are among the most popular of all the beasts of the beach. The giraffes and pigs are probably the favorites, although other animals have devout admirers, too, and the chariots are used by a great many who do not dare to trust themselves to the rearing and pitching of the unbroken steeds. Riding on the Merry-go-round is an amusement which all will do well to cultivate, for it is a habit which, once formed, has a fascination for many.

At the Shooting Gallery special prizes are offered to ambitious marksmen. The range is a skill tester and is in much favor with campers.



SURF BATHING.

Surf Bathing is another of the sports in vogue among the inhabitants of the Canvas City. The beach here is peculiarly well fitted for this exercise, as it slopes very gradually, and there is no undertow. Even the ones ordinarily too timid to trust themselves to the buffeting of the waves, here feel that they can safely enjoy this sport with the hardest.

For the pleasure and convenience of the bathers, the proprietors have had a float moored at some distance from the shore, and a rope stretched from there to solid earth. The more adventurous swimmers use this float as their goal, and are not content until a swim to the float and back is comparatively easy of accomplishment. The safety of the pleasure seekers is further assured by the presence in the surf, during the crowded time of day, of an excellent master, who is on the alert for possible accidents, and makes it his business to see that any such are averted.

SAFETY FOR BATHERS.

The assertion that, during the entire life of Coronado Tent City, commencing with 1900, there has never been a single bathing or boating accident, may be doubted by some. Considering the number of drownings which occur every year at other resorts, it seems, to an outsider, quite impossible that here, where under the care of the management are sometimes 5,000 people, the records are clear of fatal or serious mishaps. It is, however, a fact. In spite of this unusually clear sheet, the management realizes that, even with such a perfectly safe beach, a time may come when, unless proper life-saving apparatus be at hand, some valuable life may be lost. Visitors in 1904 will find, at various points of the beach, life-buoys and ropes, which can be thrown to the troubled bather at a moment's notice. During that part of the day when the beach is most frequented, a guard boat, manned by an experienced life-saving crew, will be in the surf, and in the event of an accident, help will be speedily rendered.

PLUNGE BATHS.

Just within the confines of the Tent City are the Hot and Cold Salt Plunge Baths. These are under the same management as the Hotel del Coronado, and are models of their kind. Special rates are made to campers, and, for those who wish to learn to swim before venturing into the surf, a competent instructor may be engaged.

In the evenings, merry parties of campers and friends often spend a pleasant time in these plunges.

In connection with these plunges are also tub baths, either salt or fresh.

CORONADO NURSERY and FLOWER STAND.

When traveling on the electric car between the Coronado Ferry and Tent City, looking northward, a few blocks from the former, you may discern Coronado Nursery. Southern California is called the land of flowers, and truly one may easily believe it is, for here are many varieties of tree and flower. From the austere pine to the tropical date palm, from the gorgeous Mexican and California poppies to the modest violet, all are here in profusion.

A piece of this brilliancy finds itself daily to Tent City, through the medium of the flower stand, which is supplied with all sorts of flowers from these gardens. Surely, many will say, such a variety of flowers cannot be grown in so compact a space. Home favorites are to be found here, together with many other gorgeous and dainty blossoms.

POINT LOMA.

Looking west from Coronado Tent City is seen jutting out from the mainland a long, stern and forbidding arm of massive rocks. It guards the entrance of beautiful San Diego Bay and is called Point Loma. Taking a tally-ho or automobile for a trip to this historic strip of land, the first impressions are quickly dispelled, and in their stead come wonderful scenes of fairy-like beauty. After rounding the bay and visiting the little city of Roseville, the path winds intaglio up the steep banks of sand stone. At last the top is reached and the visitor is well rewarded, if only to breathe the mingled ocean and mountain breezes so agreeably warmed by the soft sunshine. From the eminence the driver points out, if the day is clear, islands far out into the Pacific, and the Table Mountain in Mexico is plainly visible to the naked eye. After passing beautiful orange and lemon groves and many fine residences the main entrance of the Theo-



THEOSOPHICAL HOMESTEAD.

sophical Homestead is reached. Leaving the conveyance at the handsome gateway a walk is taken through the well-kept grounds to the main building. According to a prominent Theosophist:

"The Homestead is the central structure among the pile of unique architecture constituting the World Headquarters of the Theosophical Universal Brotherhood organization, located in a sweeping tract of decorated acreage situated on the bold headland of Point Loma, one hour's drive from San Diego City."

There are other interesting sights to be seen, a mere glossary of which would more than fill this little booklet. The lighthouse situated on the end of the Point must not be omitted.

The automobile roads which are being constructed along the whole length of Point Loma, are nearing completion, and special auto trips will soon start.



CORONADO ISLANDS.

About 12 miles south of Tent City (clearly visible from the ocean front) is a peculiarly shaped group of three islands belonging to the Republic of Mexico. These are the Coronado Islands, and the most interesting of the group, as viewed from the shore, is Corpus Christi (corpse of Christ), which, by imaginative early settlers, was supposed to resemble a corpse on a bier covered with a sheet.

A trip to the islands will prove very interesting, for on closer acquaintance their picturesqueness does not wane. About their banks is one of the finest fishing grounds of the Pacific.

Close to the islands the water is remarkably clear, and through a glass-bottomed boat one can discern the sea palms, sea cabbages and other plants and flowers of the deep.

MUSIC.

In the musical department, as well as in all others, the Tent City management keeps well abreast of the times. In past seasons the music at the resort has been considered by all critics as second to none on the Pacific Coast; in fact it is hard to find such a musical menu at any of the famous watering places in the East. The Coronado Tent City Concert Band is, without doubt, a peerless organization. It is composed of 25 high-salaried instrumentalists, each member having gained a National reputation for excellence with his particular instrument. The concerts are attended nightly by thousands of campers and visitors from San Diego. Former patrons will be interested in knowing that all the old time favorite soloists will return to delight the concert goers with their performances. Some recently acquired artists, including a fine French horn quartette, will also appear, and altogether the band will be in every respect far better than any of its predecessors, good as they were.

Mr. Ohlmeyer announces a continuance of the ever popular Ohlmeyer Sextette afternoon concerts, to be given in the theater. The Coronado Concert Orchestra will also render its delightful "Summer" entertainments, and as a new feature, sacred concerts will be given on Sunday nights.

Starting from Albuquerque on May 19, the Coronado Tent City Concert Band will visit the following towns and cities, advertising the merits of the resort: El Paso, Albuquerque, Santa Fe, Phoenix, Prescott, Needles, Fresno, Hanford, Tulare, Visalia, Bakersfield, Redlands, San Bernardino, Corona, Riverside, Ontario, North Pomona, Azusa, Pasadena, Los Angeles, Orange and Santa Ana.



MR. HENRY OHLMEYER.

One of the most popular men in camp is Mr. Henry Ohlmeyer, the director of amusements at Tent City. He is conductor of the Tent City Band and leader of the Pavilion Orchestra, besides having entire charge of the Pavilion Theater. Both as director and violinist, Mr. Ohlmeyer has few equals, and his reputation reaches across the continent. Since Tent City started, five years ago, Mr. Ohlmeyer has had entire charge of the music, keeping it far ahead of the level gained by like organizations on the coast. The Ohlmeyer Sextette, which is engaged at the Hotel del Coronado during the winter season, is recognized as the finest of its kind in the West.



THE CORONADO TENT CITY CONCERT BAND, 1903.

DANCING.

Dancing on the Casino has all the zest of the novelty of dancing on shipboard, but none of the disadvantages of the latter. For on the ocean Neptune cannot always be sufficiently propitiated to forego heavy swells, which may send one sprawling to the floor. The Casino is a large boat, firmly moored in the bay, on the lower deck of which dances are given, thus gaining novelty without discomfort.

On the middle deck is a refreshment parlor, and on the top deck a roof garden, from which may be had a magnificent view of Glorietta Bay, Prospect Park, and the City of San Diego, across the bay. National City, Chula Vista, South San Diego, and a long stretch of the Coronado Peninsula are also visible. On clear days Point of Rocks, the unique Table Mountain and the Coronado Islands, all Mexican territory, are sharply outlined against the horizon.

An orchestra of eight pieces, under the direction of Fritz Erbe, furnishes the music for these delightful dances, and attracts to the Casino many who do not dance, but merely listen to the music and enjoy the scene of merriment.

AT THE THEATRE.

At the Pavilion Theatre, occupying the whole upper floor of the Cafe Building, we are to have an entirely new class of performances, which we believe will prove far more popular than the entertainments in past seasons.

The Theatre will be under new management, Mr. Henry Ohlmeyer, the musical director, having taken over the control of it. In the music department Mr. Ohlmeyer has proven himself a success, and, as he has had many years of theatrical experience to his credit, we may expect a like result in his additional capacity. Every night except Sunday a stock company of repute will be seen in plays and vaudeville. The artists engaged have a large repertoire of comedies and dramas; and, in fact, every class of show calculated to satisfy the tastes of all theatre-goers. For these productions new scenery and stage fittings have been erected. On certain nights clean vaudeville will be given, and the others will be devoted to the ensemble work.

An orchestra of twelve pieces will prove a feature of the evening's enjoyment.

On Sunday nights the Coronado Concert Orchestra will render sacred concerts, at which noted vocalists will appear. There will be also grand orchestra and Ohlmeyer Sextette afternoon musicals.

BOWLING ALLEYS AND AMUSEMENT PARLORS.

Across the southern end of the Plaza, just opposite the shell where the band concerts are nightly held, are the bowling alleys. These alleys are of the latest and best make, and the manager is one of the most competent men for the position in the country. The novice and the expert find an equal welcome here. Even in the bowling matches the rights of the generally-overlooked beginner are acknowledged by contests in which all the contestants are novices. Last season many expert bowlers visited the resort, and to beat the highest score previously made was regarded as quite a feat.

Adjoining these bowling alleys are the amusement parlors, a roofed enclosure, where billiards, pool and other games may be played.



CORONADO GARAGE.

AUTOMOBILE AND TALLY-HO.

That the automobile is fast becoming a principal factor in the business life of the present generation, has been proven. It has been demonstrated to be the ideal conveyance for the doctor and the merchant, and is being pressed into the service of all who desire a rapid and safe means of conveyance. ¶The era is almost here when the automobile will take its place in the front rank of the tourist's facilities and, in order to meet the large demand which is bound to come during the coming season at Tent City, the management has recently equipped a thoroughly up-to-date Garage, managed by Mr. W. J. Wagner, an auto expert. The cement covered floor is 50x200 feet, and but for small spaces left for machine shops, the whole is reserved for storing machines. ¶Every day during the season, excursions will be run to Point Loma, Tia Juana, Japanese Tea Garden and other points. The Garage may be used as a livery by visitors bringing their own machines. The charges are moderate. ¶Near the Garage is the livery stable, from where may be hired first class saddle or driving horses and neat turn-outs. Tally-ho parties go out every day.

POINTS OF INTEREST.

As has been said, within a day's journey of Coronado Tent City are more points of interest than in any other like territory in the United States.

La Jolla (the gem) is a marvelous bit of coast, 13 miles from Coronado, and reached by the San Diego, Pacific Beach & La Jolla Ry. Here a plateau overlooks the open sea from a bluff that tumbles precipitously to a narrow strip of rocky beach. The face of the cliff for a distance of several miles has been sculptured by the waves into most curious forms, some of which strikingly resemble natural objects. When making the trip from San Diego to La Jolla by rail the train stops at Old Town (the oldest settlement in California) long enough for sightseers to visit the marriage place of Ramona, made famous by Helen Hunt Jackson.

By either tally-ho or rail (the N. C. & O. Ry.) one may reach Tia Juana, the "land of manana." And, indeed, this little village typifies very well the laziness of the citizen of Mexico, for here the most energetic American feels a sense of languor stealing over his senses.

Located in the broad, fertile Mission Valley is the San Diego Mission, founded in 1769 by the Franciscans under Junipero Serra. This trip can be taken from Tent City in an afternoon's drive.

One of the interesting excursions is to El Cajon Valley and return. This trip enables the tourist to get an insight into the fruit-raising industry of San Diego County.



MEXICAN BOUNDARY MONUMENT

THE COST.

FURNISHED TENTS.

One person, one day.....	\$.75	Two persons, one day.....	\$ 1.25
" " " week	3.50	" " " week	6.00
" " " month.....	12.00	" " " month.....	20.00

These prices are for the average tent. There is an extra charge for the choice locations and a reduced rate for a few less choice tents and locations. A furnished tent comprises: electric light, matting on boarded floor, comfortable cots and beds, bedding, tables, wash stands, rocking chairs, folding chairs, camp chairs, clean linen, towels, water, and daily care of tent, and laundry of tent linen.

COTTAGES.

The rental of cottages ranges from \$35.00 per month upwards.

ARCADE ROOMS.

The Arcade Building is in the center of the camp. The cozy rooms give a good outlook over the camp and a splendid view of the surrounding country and ocean.

SPACE RATES.

Persons bringing their own tents will be charged a ground and water rental, ranging from \$2.50 to \$5.00 per month.

UNFURNISHED TENTS.

	Week	Month		Week	Month
8 x 10.....	\$2.50	\$ 6.00	12 x 20*.....	\$5.00	\$16.00
10 x 12.....	2.75	8.00	14 x 20*.....	6.00	20.00
12 x 12.....	3.00	10.00	14 x 22*.....	6.50	22.00
12 x 14.....	3.25	10.50	16 x 24*.....	7.00	24.00
12 x 16.....	3.50	12.00			

*With awnings.

TENT FURNISHINGS.

Persons bringing their own tents, or renting unfurnished tents, can rent furnishings at the following rates:

	Week	Month		Week	Month
Double bedstead, with spring and cotton mattress.....	\$1.25	\$5.50	Table.....	.25	.50
Cot, single.....	.25	.50	Campstool.....	.10	.15
Spring Cot, double.....	.50	1.00	Chairs.....	.25	.35
Mattress, single.....	.25	.50	" rocking.....	.30	.75
" double.....	.50	1.00	Gasoline Stoves.....	.50	1.50
Pillows.....	.25	.50	Oil Stoves.....	.25	.50
Blankets.....	.25	.50	Washstand, complete.....	.35	1.00
Comforters.....	.25	.50	Cooking Utensils, for three persons.....	.75	1.50

Santa Fe Route.

EXCURSION RATES TO CORONADO TENT CITY AND RETURN.

To take effect June 1, 1904. Good to return until Sept. 30, 1904.

Albuquerque,	\$35.00	Highgrove,	\$4.50	*Randsburg,	\$11.35
Anaheim,	3.50	Highland,	4.75	Redlands,	4.75
Arlington,	4.25	Hobart,	4.00	Redondo,	4.50
Ash Fork,	25.00	Holbrook,	35.00	Rialto,	4.75
Azusa,	4.50	Inglewood,	4.50	Rivera,	4.00
Barstow,	6.15	Johannesburg,	11.35	Riverside,	4.25
Capistrano,	2.90	Kingman,	23.00	Rochester,	4.75
Casa Blanca,	4.25	Lomanda Park,	4.50	San Bernardino,	4.50
Claremont,	4.75	La Mirada,	3.75	San Dimas,	4.75
Colton,	4.50	Lordsburg, Cal.,	4.75	San Jacinto,	5.00
Corona,	4.00	Los Angeles,	4.00	Santa Ana,	3.50
Daggett,	6.85	Los Nietos,	3.80	Santa Monica,	4.50
East Highlands,	4.75	Mentone,	4.75	Santa Anita,	4.50
Elsinore,	5.00	Monrovia,	4.50	Seligman,	25.00
Escondido,	2.90	Navajo,	35.00	South Pasadena,	4.25
Etiwanda,	4.75	Needles,	18.45	Summit,	5.00
Flagstaff,	31.00	N. Cucumonga,	4.75	Temecula,	5.50
Fullerton,	3.55	N. Pomona,	4.75	*Victorville,	5.40
Gallup,	35.00	Olive,	3.50	Williams,	28.00
Glendora,	4.75	Orange,	3.50	Winchester,	5.00
Goffs,	16.25	Oro Grande,	5.50	Wingate,	35.00
Hackberry,	25.00	Pasadena,	4.25	Winslow,	35.00
Hemet,	5.00	Patton,	4.75	*Pachappa,	4.75
Hesperia,	5.25	Peach Springs,	25.00	*Upland,	4.75
		Perris,	4.75		

S. F. P. & P. RAILWAY.

Congress Junction,	\$25.95	Phoenix,	\$25.95 -
Prescott,	25.95	Jerome Junction,	25.95

ADDITIONS TO SANTA FE ROUTE.

Pacific Coast Steamship Company Excursion rate to Coronado Tent City and return from San Francisco, \$23.00. This ticket is on sale only at the San Francisco office of the P. C. S. S. Co., No. 4 New Montgomery Street, San Francisco, Cal.

Southern Pacific Company.

SUMMER EXCURSION RATES TO CORONADO BEACH VIA LOS ANGELES FROM POINTS NORTH OF LOS ANGELES.

San Francisco,	\$24.50	Hanford,	\$17.05	Sanger,	\$18.45
Lathrop,	21.85	Armona,	17.25	Reedley,	18.85
Stockton,	22.30	Lemoore,	17.40	Dinuba,	19.10
Sacramento,	24.50	Huron,	18.25	Exeter,	17.50
Maryville,	27.00	Coalinga,	19.30	Lindsay,	17.85
Modesto,	21.10	Tulare,	16.10	Porterville,	18.25
Merced,	19.65	Tipton,	15.70	San Mateo,	24.50
Madera,	18.30	Pixley,	15.45	Palo Alto,	24.50
Fresno,	17.90	Delano,	14.90	San Jose,	24.50
Malaga,	17.70	Famosa,	14.50	Gilroy,	24.05
Fowler,	17.50	Jewetta,	14.50	Santa Cruz,	24.10
Selma,	17.30	Bakersfield,	14.50	Monterey,	23.50
Kingsbury,	17.10	Caliente,	13.25	Salinas,	22.50
Traver,	16.85	Bealville,	12.95	Paso Robles,	18.60
Goshen Junction,	16.60	Keene,	12.45	San Luis Obispo,	16.65
Visalia,	17.05	Tehachapi,	11.85	Santa Barbara,	9.00
Farmersville,	17.30	Cameron,	11.75	San Buenventura,	7.85
		Mojave,	11.75		

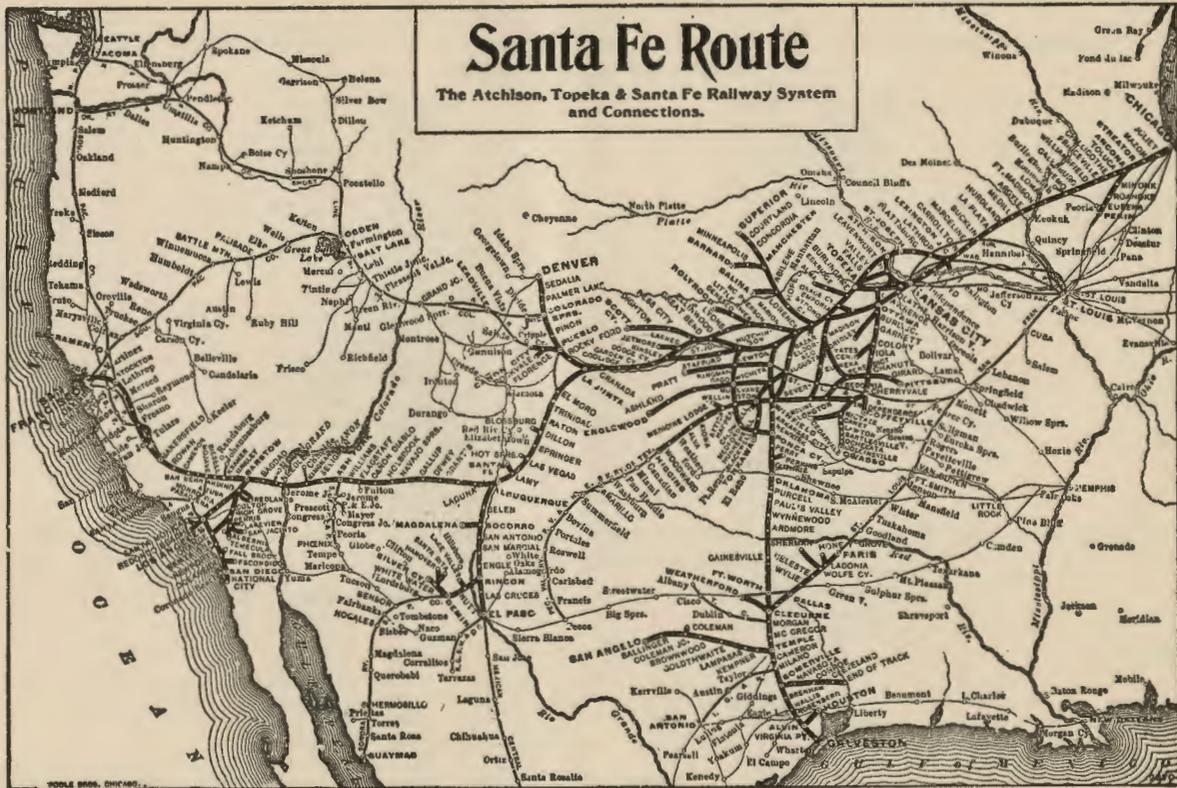
To take effect May 1st, 1904. Good to return until Sept. 30, 1904.

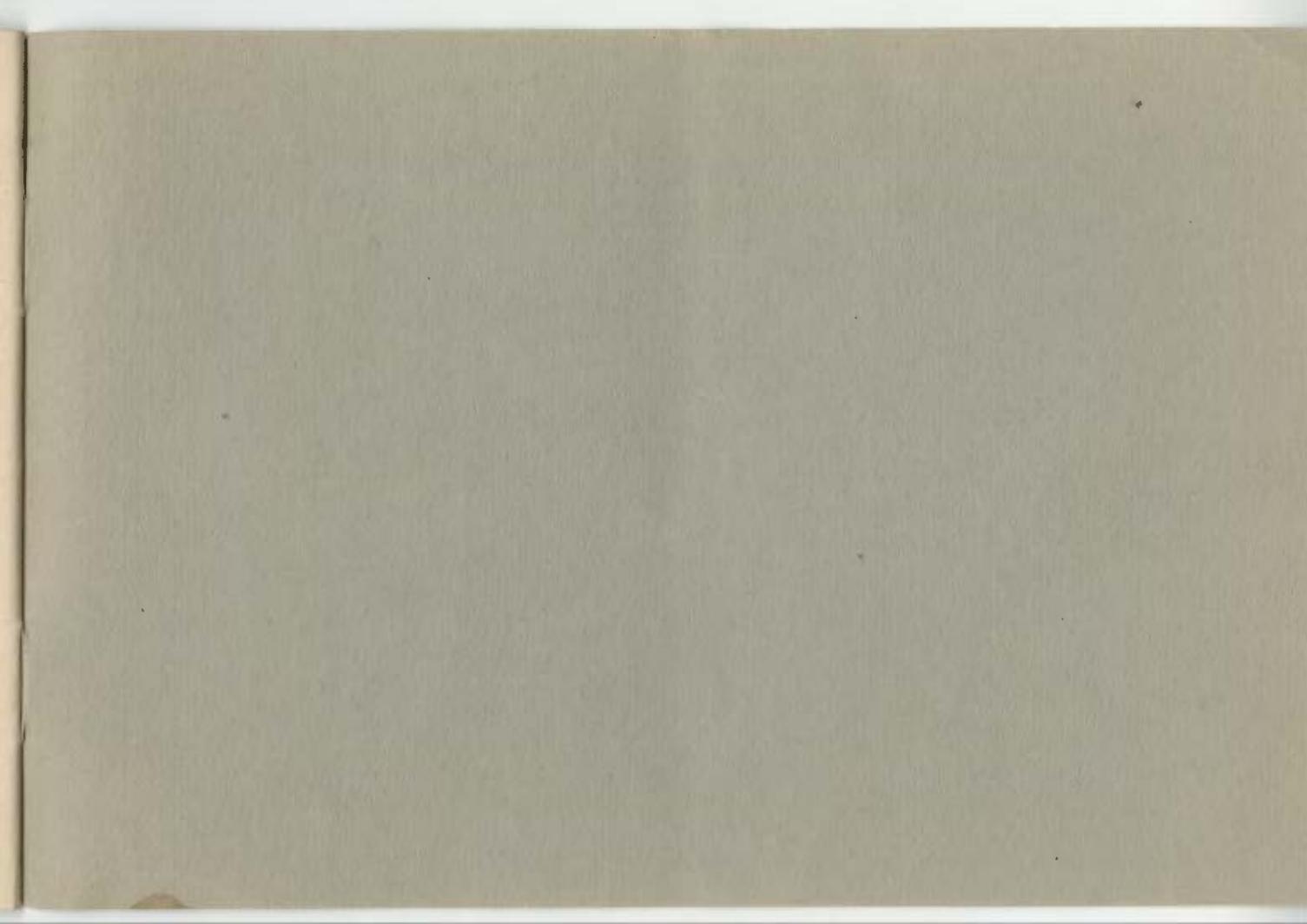
ROUND TRIP EXCURSION RATES TO CORONADO TENT CITY VIA LOS ANGELES FROM POINTS EAST OF LOS ANGELES ON S. P. RY.

Ogilby,	\$13.40	Red Rock,	\$26.30	Lordsburg, N. M.,	\$35.00
Yuma,	13.40	Tucson,	28.30	Separ,	35.00
Blaisdell,	14.00	Vail,	29.45	Gage,	35.00
Texas Hill,	17.20	Pantano,	29.95	Deming,	35.00
Aztec,	17.95	Benson,	31.05	El Paso,	35.00
Sentinel,	18.80	Dragoon,	32.20	Fairbank,	32.40
Gila Bend,	20.60	Cachise,	32.80	Huachuca,	33.20
Maricopa,	23.15	Wilcox,	32.40	Crittenden,	35.30
Phoenix,	25.95	Bowie,	34.85	Calabasas,	36.75
Casa Grande,	24.40	San Simon,	35.00	Nogales,	37.40
Arizola,	24.55	Stein's Pass,	35.00		

Santa Fe Route

The Atchison, Topeka & Santa Fe Railway System and Connections.





THE MOST THOROUGHLY EQUIPPED SUMMER RESORT IN THE WORLD.

CORONADO

TENT

CITY.

OWNED AND OPERATED

BY THE

CORONADO BEACH CO.

PRESIDENT, - - - JOHN D. SPRECKELS
VICE-PRESIDENT AND }
MANAGING DIRECTOR } - - W. CLAYTON
GENERAL SUPERINTENDENT, - B. M. WARNER
SECRETARY, - - - - H. L. TITUS

LOS ANGELES AGENCY,

200 S. SPRING STREET,

H. F. NORCROSS, AGENT.

FOR FURTHER INFORMATION ADDRESS

W. E. ZANDER, MANAGER,
CORONADO TENT CITY,
CORONADO, CAL.