

Tour THE San Dieguito



Up the Coast... Along the King's Highway (El Camino Real)... where the Romance of Old California Blends with the Beauty of the New.

A 60-Mile Trip Packed Full of Thrills—A Sparkling Coastline... Historic Ranchos... Superb Bathing Beaches... An Excellent Golf Course... Subtropical Fruits... Gorgeous Flower Gardens... Attractive Towns... Magnificent Country Estates of Nationally Prominent People.

California at its best



La Morada, restful Spanish Inn at Rancho Santa Fe.

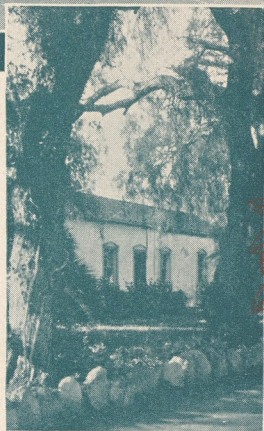
TWO hours from your hotel will complete for you the most interesting short trip out of San Diego. Be sure to take it. Get out into the lovely San Dieguito District. Taste the natural lure of the Golden State. See and feel the atmosphere and charm that have thrilled all visitors since Balboa.

Just follow the route given on the map. At Del Mar, Rancho Santa Fe, Solana Beach, Cardiff and Encinitas, look for the signs "San Dieguito District INFORMATION"; at each of these offices, questions will be courteously answered, and points of interest impossible to cover in this folder will be explained. Meanwhile, here are a few of the things you will enjoy:

Rose Canyon. After skirting Mission Bay . . . continue straight ahead through Rose Canyon. Or, if you wish to pass through La Jolla, turn left at Pacific Beach as you leave the Bay and connect with the main highway again on

Torrey Pines Mesa. At the junction of the Rose Canyon and La Jolla routes begins Torrey Pines Mesa from which one views to the left a breath-taking marine panorama, and to the right a gorgeous expanse of colorful mesa and mountain terrain. Near the North end of the Torrey Pine ridge you will see on the seaward side a group of Torrey pines, trees of strange beauty, native here only.

Del Mar Beach . . . one of the finest in Southern California.



Bing Crosby's country-place.



Looking across the lake to the 300-acre Valencia orange grove of Douglas Fairbanks on his Rancho Zorro.

Then crossing Sorrento Valley, and over the top of the next hill, you will come to a sign guiding you to the right to

Del Mar Scenic Drive. Leave the main highway here and follow the route indicated. You are now in Del Mar, and from this high road will behold vistas of beauty scarcely rivalled by the splendors of the Riviera—beautiful homes—glimpses of a placid ocean through eucalyptus trees—flower gardens—restful patios.

Del Mar Hotel. Your route now returns you to the main highway in front of the Del Mar Hotel, a delightful hostelry where you may be sure of the very finest service for lunch, dinner, or overnight. Below the hotel is a spotless bathing beach and an outdoor salt water plunge in connection with the well-equipped bath house.

Rancho Santa Fe. Just North of the Del Mar Hotel, before crossing the railroad viaduct, a right hand roads leads to Rancho Santa Fe, a unique community of country estates founded by a subsidiary of the Santa Fe Railroad. Or you may continue two miles farther North on the main highway to Solana Beach, then turn right to Rancho Santa Fe. Here Douglas Fairbanks owns a 3000-acre ranch. Here Bing Crosby has his country seat, originally the hacienda of Don Juan Maria Osuna, first mayor of San Diego. His 100-year-old adobe, with walls three feet thick, is a part of the spacious modern mansion and grounds contrived by the radio star. Numerous men and women prominent in finance and industry all over America own estates in this 9000-acre community, with beautiful homes, smiling orchards of

Rancho Santa Fe's challenge to golfers.



*Del Mar Hotel, rendezvous
of winter and summer
vacationists.*



*Oranges, sunshine, ocean
breezes and beauty.*

oranges, lemons and avocados. **La Morada Hotel**, around which is built the Civic Center with its delightful Spanish atmosphere, is a most attractive place to have lunch or spend the night. **Rancho Santa Fe 18-Hole, All Grass Golf Course** is rated one of the six best in California. It was designed by Max Behr and cost \$250,000. Visitors to the San Dieguito District are welcome. Greens fees \$1.

Encinitas. From Rancho Santa Fe, you may return to the Coast Highway at Solana Beach and follow it North to Encinitas, or you may cross Olivehain Valley directly to Encinitas. Here, because of the remarkably equable climate that prevails throughout the San Dieguito District, flowers abound. Brilliantly-tinted gladiolus, gerberas, roses, petunias, and many rare flowers grow here in the open the year 'round. There is one field of poinsettias of 160 acres. The main field of gerberas is said to be the largest in the world. Flowers and bulbs are shipped by carloads annually to all markets of the United States. The National Mid-Winter Flower Show attracts thousands.

Cardiff-by-the-Sea. Returning toward San Diego, the first town South of Encinitas is Cardiff, a pleasant village of small homes, surrounded by avocado groves, commercial flower and vegetable gardens. "George's" on the beach, is famous for lobster and steak dinners.

Solana Beach. The next town South is Solana Beach, the commercial center of the South end of the District. Civic pride is evidenced by the attractive homes, surrounded by flourishing groves of avocados. Each little byroad affords an intimate view of the ocean.

*A gladiolus field near
Encinitas . . . where
flowers are not only
beautiful but
profitable.*

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Solana Beach, California, as a con-
tribution to the pleasure and en-
lightenment of all who visit San
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