



A publication for the Pacific Southwest Railway Museum members

June 2022

FUN TIMES AT CAMPO DAYS



SD&AE Railway M.W. 1003 firetruck is on display at the Campo Depot. Photo by Jim Lundquist 4/30/22

Campo Days was held on April 30th with the four local museums in Campo hoisting thousands of visitors on a special open house event. Our railway museum joined the Camp Lockett Events and Equestrian Facility (CLEEF), the Motor Transport Museum (MTM) and the Mountain Empire Historical Society (MEHS) with special activities for everyone. It has been years since the last scheduled special event. This year's event was one day to determine the interest in the county for visitors attendance. By all accounts, it was a successful and fun day for everyone. Details are included in this issue of the *Hot Scoop*.



**Pacific Southwest Railway Museum
Association, Inc.**
WWW.PSRM.ORG

Museum and Train Operations

Campo Depot
Highway 94 at Forrest Gate Rd, Campo,
CA 619-478-9937

**La Mesa Depot Museum & Business
Office** 4695 Nebo Drive, La Mesa, CA
91941-5259 619-465-PSRM (7776)

PSRMA Board of Directors

Meetings are held on the 3rd Friday of the
month at 6:30PM, A link to join the
meeting will be provided on our website
at members.psrn.org.

Museum Officers

President: Stephen Hager
Vice President: Gabe Zorbas
Treasurer: Dave Smith
Secretary: Martin Caestecker
Equipment Dept: Robert Smith
Facilities Dept: Frank Denison
Museum Services Dept: Jarod Black
Operations Dept: Mike Edwards

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Gift Shop Mgr: Diana Hyatt
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Hot Scoop Editor: Jim Lundquist
Membership: Russel Ray
Steam Foreman: Jim Baker
Volunteer Coordinator: Gabe Zorbas
Asst. Dir. Of Facilities: Jim Lundquist
Station Master (La Mesa): Timothy Miller

Campo Days

All four non profit organizations in Campo held a special event day in Campo on Saturday, April 30th. Special advertising and promotions help get the word out. We were also very fortunate to have local Channel 8 news coverage the evening before the big day. The resulting turnout was outstanding.

At our museum site in Campo, we featured our normal four excursion train schedule plus we brought out the SD&AE M.W. 1003 firetruck for display and operation. The 1931 Ford Motor Co. Model AA is on loan from CSRM.



Ron and Ian Hyatt pump water from the firetruck. Photo by Jim Lundquist .

The CLEEF group had a large crowd and featured rodeos, local goods for sale in booths, food, drinks, shoot outs, dinner and an evening dance. MEHS had a stage coach ride on the CLEEF grounds, as well as their museum in the Gaskill Bros Stone Store on Highway 94. The MTM featured music, exhibits, pizza, a beer truck, ice cream truck and a demonstration by CDF of the jaws of life where they removed a roof and doors from an actual car. Many of the visitors were seen driving the six mile loop around Campo taking in all the sites and activities. With such a good turnout of visitors, it is anticipated that next year will feature another Campo Days with even more events scheduled. Be on the lookout for the announcement and be prepared to have fun.

Volunteer Opportunity and Request

Although the holiday season seems far away, it is indeed fast approaching!

Special Events is looking for eager volunteers willing to lead the setup and management of our two big holiday events: The Pumpkin Express and North Pole Limited.

As an event coordinator, you will have broad reign over the design, set up, and management of the event! This is a great chance for anyone wanting to have a lead role to play in the museum!

If you are interested, please let me know!

Thank You, Gabriel J. Zorbas, Vice President
Email: gzorbas@psrm.org Cell: 619-251-1954

thank you!

Operations Volunteers for April 18 to May 22, 2022

by Rich Paulus, Chief Operations Officer

Train Service - those who are certified/qualified crew members and speeder operators/crew who have helped us run 36 Golden State trains, 4 Campo Day Golden State trains, and the number of days they have volunteered through May 22: Colin Atwood 3, Jim Baker 2, Paul Bandemer 4, Jarod Black 1, Carl Brooker 3, Ken Brown 1, James Caestecker 1, Martin Caestecker 3, Kyle Cascaden 1, John Cenkner 5, Travus Clark 2, Stephen Hager 3, Randy Houk 3, Charlie Karayan 2, Jim Lundquist 1, Mike McIntyre 1, Rich Paulus 3, Rob Stebbins 2, Will Vanni 1

Yard switching - these are the volunteers who have worked in PSRM and CAM-PO yards this period: Jarod Black 1, Martin Caestecker 1, John Cenkner 2, Mike Edwards 1, Stephen Hager 1, Randy Houk 2.

This totals to 50 volunteer-days this period. Thank you for your volunteer time.

Down at the La Mesa Depot

By Timothy Miller, Station Agent

Work is continuing on the modular model layout. Stop by on Tuesday, Thursday or Saturday to visit.



The *Hot Scoop*® is a publication of
the Pacific Southwest Railway
Museum Association, Inc.

The opinions expressed in the *Hot Scoop* are those of the individual writer and do not necessarily reflect the opinion of the Pacific Southwest Railway Museum Association, Inc., (PSRMA) its officers or staff.

PSRMA Mission Statement:

PSRMA is dedicated to preserving the physical legacy and the experience of rail transportation. Programs address the historical, social, economic and technical impact of railroading with particular emphases on railroads of San Diego County and the systems with which they connected in the United States and Mexico.

PSRMA is a non-profit educational organization operating under section 501(c)3 of the tax codes. Donations may be tax deductible.

PSRMA is a member of the Heritage Rail Alliance.

Submission guidelines: All articles should be single spaced and submitted in Microsoft Word format. Photographs are also welcomed. Send all submissions to JimLundquist@gmail.com

The *Hot Scoop* is available in color via email. To receive the electronic version in PDF format, send an email to editor@psrm.org and include your name, membership number and email. Note that if you opt for the e-mail version, you will no longer receive the printed copy.

Comments are always welcome. Send your feedback to:

JimLundquist@gmail.com

Priority Projects Update

Progress on our three priority projects was made this month by our volunteers.



Glen Rogers is unloading the donated tie plates at Campo.

Photo by Jim Lundquist 5/10/22

On the yard realignment project, Jim Lundquist made contact and arrangements for the donation and transportation of 600 ties plates from the San Diego Trolley. These plates match the rail recently donated by the Trolley. Jim rented a trailer to transport the plates, with the Trolley loading them in San Diego and Glen Rogers unloading them in Campo.

On the new Early California History Exhibit featuring the mine train, Steven Pohjola and Jim Lundquist used the trailer to clean up the left over construction materials. Glen Rogers used the forklift to rearrange the large timbers. Steven Pohjola has been screwing in loose paneling and applying a preservative on the exposed wood. Glen Rogers has been making improvements to the driveway access around the mine train tracks using the backhoe.

On the Party Caboose project, Glen Rogers has completed installing the last two rails on new ties he placed. The rails and platform between the Campo Depot and the DAP Depot are now ready to accept the C&O caboose and the small diesel locomotive when they have been completed by Shop volunteers.

Kitchen Container Arrives

After several false starts, a change of companies and months of delays, the kitchen container arrived Campo on May 4th. Our thanks to Bob's Crane Service from Lakeside for their assistance in placing the container onto the concrete pads constructed by Frank Denison and Jim Lundquist years ago.

The container was placed just outside the back door on the lunch room in the Shop Building at Campo. There are plans to provide a doorway connection to the old "nut and bolt room" directly behind the container. The unfinished kitchen will be a work in progress.



Article and all photos by
Jim Lundquist 5/4/22



Installation of new roofs underway

Article and photos by Jim Lundquist 5/7/22

Thanks to the County of San Diego grant to assist in underwriting some of the costs, roofers are hard at work removing the bad plywood on the Shop Building to get ready for a new roof. Also getting a new roof will be the wood storage container, the nut-and-bolt container, the guest trailer and the restroom/entrance to the Exhibit Hall.



Exhibit Hall is the new name for the onsite museum center

Article and photos by Jim Lundquist 5/7/22

Education of our visitors in railway history is one of our Museum's prime objectives. For the past two decades, we have been upgrading our exhibits both in terms of physical improvements like electricity and concrete floors, but also with signage, displays and videos. The old Display Building has a new name to reflect these improvements, now called EXHIBIT HALL. Our visitors are still enjoying their time looking at the various things to see and do inside.

Photo at right - two visitors are standing along side SP #2353 reading two signs. One describes the purpose of the numbers on the cab, the other describes how steam locomotives work. For more information on SP #2353, go to:

<https://www.psrn.org/trains/steam/southern-pacific-2353/>



Photo at left - a family is watching the video which describes how the crossing gates work as a train approaches a grade crossing. The son was intrigued with the entire operation, and his father was at eye level with him to watch the video. The photographer observed the family watching the video and gate mechanism at least twice.

Scenes like these, where visitors and families are enjoying their day, warm this volunteer's heart. These are the moments where our volunteer time and treasury are all worthwhile!

Happy faces greet our visitors at the Campo Depot



Terresa Gonzalez and Diana Hyatt are usually the first faces our visitors see as they arrive the Campo Depot to inquire on things to see and do at our Museum or purchase entrance tickets.

On the left, Terresa Gonzalez is behind the counter ready to serve our visitors.

On the bottom photo, Diana Hyatt is using a SD&A Railway map to explain the railroad's path through the county to a visitor who inquired about the route.

Both photos by Jim Lundquist 5/7/22

PSRM LIBRARY REPORT FOR MAY

A pair of timely donations have arrived in the last 30 days that will enhance the collections. The first was an assortment of guides to railroad collectibles, most notably dining car service. This is a timely addition as we have assembled some very nice displays of dining car china and silverware and we continue to investigate the service offered by the SD&A during its first decade.

The second has an interesting back story. About 50 years ago the old SD&A freight house was being demolished to make room for new San Diego Trolley facilities. The crew tasked with removing everything from the interior of the building was being observed by PSRM member Larry Rose, who had arrived to photograph the events. He was horrified to see that old SD&A records and maps were being unceremoniously pitched out of second story windows and into dumpsters below. Hastening to a nearby location with a telephone (no cellphones in 1980!) he called every one he could find to come and help rescue the treasure. Not everything could be saved, but the amount salvaged was enough to fill the Rose garage and then some. Eventually, the contents of the garage were transferred to the PSRM library, forming what we refer to as the Dumpster Collection.

Meanwhile, back at the "then some" that wouldn't fit in Larry's garage. One of the other volunteers took the materials to his garage, stored them in a back corner and, over time, sort of forgot about them. Forward to 2022; a phone call to the library staff from this long time member arrived. He was aging along with the rest of us and decided that it was time he began finding a permanent home for the many items he had spent decades collecting. When asked what kinds of things he had, along with books, photos and other records he mentioned that there were some items from the dumpster collection that had not fit into the Rose garage. Surprise!

We are now in the process of checking and making an inventory of the initial donation. Included so far along with boxes of books are six *organized* drawers of old photos and negatives, old Santa Fe equipment records, timetables, SD&A files and ledger books, an SD&SE job numbers ledger and a book of SD&AE work order completions that extends our database through the 1940s. Two photo scrapbooks and a box of research notebooks by San Diego rail pioneer Richard V. Dodge are the icing on the cake. More on this donation to follow.



Opportunity to Donate a Park Bench for the Campo Depot and museum site

The benches at the Campo Depot, which were donated several years ago, are now ready for replacement. Each new bench will cost \$600 to cover the cost of acquisition. The donor will have the option of adding a plaque to recognize their donation and/or in remembrance of another. The benches are a similar product to the ones used for the past 10 years on the deck of the USS Midway museum, with great satisfaction.



To order yours, simply send in a check for \$600 for each bench ordered, and include the text you would like to see on the dedication plaque to our museum:

Pacific Southwest Railway Museum,
4695 Nebo Drive, La Mesa, CA 91941

Your donation will be recognized and a letter of donation will be sent to you for your tax purposes.

THANK YOU for your support of our railway museum.



Volunteers working on Coos Bay #11

Left:
Tim Wamsley

3/12/22

Right:
Rich Paulus
4/23/22

*Both photos by
Jim Baker*



As reported in January, we started disassembling the valve motion on the engineer's side of the engine. This is the mechanism that controls the valve that controls the inlet and exhaust of steam from the cylinder. We got most of this mechanism removed, except for a few stubborn parts. Then we started removing the parts on the fireman's side of the same mechanism. A few photos of these parts are attached. Volunteers that helped in this work included Rich Paulus, Bob Nickles, Tim Wamsley, Cass Witkowski, and Jim Baker.



As these smaller parts are removed, there will be lots of opportunity for doing the cleaning, which doesn't require major physical strength like most of the earlier work we have been doing. Please consider coming out to Campo and joining us.



For this coming month of June, instead of working on the Coos Bay 11, we will be giving our ex-Southern Pacific 4-6-0, #2353, its annual washing. Due to COVID, it has been several years since we did this, and it shows. On our regular June work Friday, the 10th, we will pull 2353 outside and do the actual washing. This should be done by early afternoon. We'll let her sit outside in the sun to dry, and shove her back inside late afternoon. While sitting, we'll try to get air hooked up so we can exercise the brakes, air pump, power reverse, etc. This would give any newcomers a chance to see how things work on a steam locomotive. I'd really like to

see a good turnout that day. It is pretty hard work, and with more people, we can take more breaks. Please try to schedule June 10 for 2353 work!!! On Saturday, the 11th we will get the final set up for display done, and do a final wipe down so she looks sharp. We could use some help then, too. Washing is a big job and some of us old guys are getting a bit old for climbing around up high and washing.

Our normal work days are the second Friday of the month and the next day (Saturday). For the next couple of months that will be June 10 & 11, July 8 & 9, and August 12 & 13. We will continue the disassembly and cleaning of the valve motion. For further information, contact the Steam Foreman, Jim Baker at: jimbaker2353@gmail.com



From the Back Platform

By Stephen Hager, President

As we head into June, we are entering the hottest months of the year in Campo. In a typical year, we see a corresponding drop-off in museum visitors and ridership during the summer months as temperatures peak. It can be a hard sell to convince people to visit our museum in 90° F+ weather when there are numerous beaches with temperatures up to 20° lower just an hour away. It can be equally difficult to get enough volunteers to operate our trains during these months, both due to the temperatures and the summer vacations that many choose to take.

Despite these difficulties, the flow of visitors to our museum never truly dries up. Many residents of the Imperial Valley choose to visit our museum during the summertime to escape the even higher temperatures in the valley (if that's even possible to imagine). Summertime is also the peak tourist season in San Diego County. Although Campo is far from the tourism hub of Downtown San Diego, we still get many out-of-state and international visitors during this time of year.

The challenges that the summer months pose can actually be an opportunity for us to do something different than our usual Golden State train rides to entice more people to visit. In my 12 years with the museum, it seems that we have tried different approaches nearly every year. Some years, we have operated Golden State trains with no changes from the winter schedule.

Other years, we operated only one day a weekend; sometimes opting to run Valley Flyer trains that day, other times running a combination of Golden State and Valley Flyer trains, or even running a combination of Golden State and evening trains. In other years, we ran only evening trains on Saturdays and regular Golden State trains on Sundays.

Our train operations and revenue records have consistently shown that ticket revenue is higher when we run more full-length train rides. This has informed our decision making in recent years and pushed us to keep run-

ning as many Golden State trains as possible during summer. Last year, we seem to have finally found a schedule that works well. We inaugurated a new service called the "Sunset Special". This service followed the same basic outline as the Golden State trains, but with an evening departure time so that passengers could enjoy the sunset as the train made its 45-minute round trip out and back from Campo. This service was very well-received, sometimes netting as many passengers in a single trip as the four Golden State trains earlier in the day combined!

This year, the Sunset Special trains will return, along with a few modifications to the Golden State schedule. Starting the first weekend of June, Sunset Special trains will depart from Campo at 7 PM on Saturday evenings. The Golden State trains will continue to operate with four trips a day on Saturdays and Sundays through the end of June. Starting in July and continuing through September, the number of Golden State trains will be reduced to three, with the last departure of the day eliminated in order to avoid the hottest part of the afternoon. In the month of September, the Sunset Special trains will depart Campo at 6:30 PM instead of 7 PM to compensate for the earlier sunsets later in the summer. On Saturdays, the museum grounds and Exhibit Hall will remain open until the departure of the Sunset Special train.

If you plan to visit the museum during the summer, I encourage you to visit our excursion calendar at psrm.org/tickets to verify the train departure times on the date that you plan to visit. As always, ice cream and refrigerated drinks will be available for sale in the Gift Shop in the Campo Depot to help beat the heat! If you are thinking about riding one of the Sunset Special trains, I would encourage you to arrive in Campo early and get dinner at one of the local eateries such as the Campo Café or the El Paso Taco Shop. These are both local businesses and they greatly appreciate the business from museum visitors.

I hope to see some of you on the Sunset Special trains this year. Until next time, keep it on the high iron!

May 2022 Board Briefs

By Martin Caestecker, Secretary

On May 10, 2022, the board met for a special meeting via Zoom. Board members in attendance were Hager, Zorbas, Caestecker, D. Smith, R. Smith, Denison, Black, and Edwards. The board approved a Location Agreement with Sweatpants Media to film a commercial on PSRM and MTS property. The board authorized a \$300 stipend for those work campers who had to be relocated for the shoot.

The board also authorized up to \$8,000 for incidental expenses and new fiberglass panels for the Car Shop during the reroofing process. As the roof was being repaired, several issues had been found and some additional funds were required to support its repair.

On May 20, 2022, the board met by Zoom. Board members in attendance were Hager, Zorbas, Caestecker, Black, Edwards. D. Smith and Denison joined the meeting at 6:36 PM.

D. Smith reported that overall, the Museum's accounts were healthy, even after the payment of our general liability insurance premium. New revenue reporting made available by Zorbas to D. Smith from the Gift Shop was very enlightening. The Gift Shop at Campo had an excellent month of sales in April.

I reviewed the outstanding motions with the Board. Several items were removed due to inactivity or payment.

Hager reported that all five Coaster locomotives all made it to Coast Rail Services (CRS) in Anaheim. Unfortunately, some individuals broke in to CRS's facility and stole several parts. The theft was limited to number boards and horns. Hager reported that he had a few leads on the culprit(s), but nothing firm as of the time of the meeting.

The Southern California Railway Museum (SCRM) expressed interest to Hager and Zorbas to acquire locomotive 2105 by outright purchase for approximately \$35,000. SCRM was ready to move forward on the purchase.

The Board agreed by CONSENSUS to allow Hager to negotiate the sale of NCTC 2105 to SCRM. The board had previously authorized Hager to sell the locomotives. This was just a formality.

Relocating locomotive 2103 to Campo was the last major hurdle in the project. At the time of the meeting, all of the necessary entities were ready for the move pending the processing of highway permits from CalTrans and SD County. Delivery was tentatively ex-

pected June 8/9.

Zorbas asked if CRS would scrap the remaining locomotives. Hager was unsure and, considering the locomotives were no longer owned by PSRM, did not believe it was any of PSRM's business. CRS would still have to abide by the agreements between PSRM, NCTD, CARB, etc.

Hager brought a revised list of standing rules to the Board after much research on the existing standing rules. Due to poor documentation, Hager recommended that all previous standing rules be cancelled and replaced with a fresh set of standing rules. The board agreed by consensus to revisit the standing rules at the next meeting after the board members had a chance to review Hager's recommendations. Hager reviewed PSRM's strategic planning initiatives and reviewed some task assignments with the board. Mark Landguth provided a written report on the status of the UP 576 seat restoration project. Mark Landguth was appointed the Project Manager of the UP 576 Seat Restoration and authorized to work with Museum Services, Equipment, Administration, and the Administrator of Fund Development to mobilize donation efforts and grants to fund the work. This would allow Landguth to continue the project seeking funding from multiple sources.

Hager had obtained pricing for several items from Power Rail. The Board authorized expenditure of up to \$13,000 to purchase new hand brake mechanisms for SDA 252-254, a new battery cable for SP 3709, and hand brake chain sheaves for SDA 252-254.

Denison reported that there were still many rotted railroad ties which were removed from the railroad and sitting on PSRM property. A special hazardous materials dumpster would need to be delivered, filled, and hauled away to make a dent in the rotted ties. The board authorized up to \$3,000 to dispose of railroad ties a hazardous materials dumpster.

Denison reported that PSRM needed to order some benches to replace the deteriorating wooden benches near the depot and to increase seating opportunities between the Exhibit Hall and the Campo Depot. The Midway Museum has been using a similar bench available at Home Depot which had lasted over 10 years in the sun on the deck of the Midway. The benches could be purchased for \$600 with a plaque mounted to dedicate each as a fundraiser for PSRM. The board authorized Denison to put together a donation campaign to fund the purchase of some benches.

ADVERTISING THE SD&A - PART 2: EXCURSIONS AND SPECIAL EVENTS

By Bruce Semelsberger, PSRM Archivist

As stated in part 1 of this series, the new San Diego & Arizona Railway in the 1920s advertised in the local newspapers of which there were many, including the San Diego Union and Tribune, the San Diego Sun, the National City Record, the Coronado Mercury and the Oceanside Herald to name those with larger circulations. Trips from El Centro to the big city were promoted early in local papers there with the Carriso Gorge as an added inducement.

They also ran advertisements in the press in Orange, San Bernardino, Riverside and Los Angeles counties. In addition to the regular time tables that even appeared in unlikely places such as the back of the lunch ticket at a waffle house, excursions were great publicity and were sometimes advertised as a bonus by the host party for the trip at little or no expense to the railroad. As early as 1910 there were excursions into Mexico to wherever the end of track happened to be.

One special type of excursion was the sporting event. College baseball and football in particular were just reaching the stage where people could and would often travel a long distance to root for the old alma mater. A case in point is the football game between Centre College (Danville, Kentucky) and the University of Arizona on December 26th of 1921 which was advertised in both Yuma and San Diego as a Holiday Special Event, forerunner of to-

CARRISO GORGE YACHTS
—to—
SAN DIEGO, TIA JUANA, OLD MEXICO, AND CORONADO ISLAND
SATURDAY, AUGUST 27, 1921

One of the largest affairs of its kind ever staged by any member of our race. This trip is personally conducted by Mr. M. T. Laws, one of Los Angeles' foremost promoters. For many years Mr. Laws has promoted "Bigger Things" for the pleasure of his people. If It's New and Better Pleasure—It's "Laws"



M. T. LAWS, Promoter

Personally Conducted by M. T. LAWS, Chairman of Directors E. F. Grubbs, Secy.
IF IT'S NEW AND BETTER PLEASURE—IT'S "LAWS"

CALL A YELLOW—PEEKO 2
THE CAB THAT TOOK THE TAX OUT OF TAXI

DIRECTORS:
Gus Perkins.....Director of Concessions
Wood Wilson.....Musical Director
A. M. Chism & Percy Carter.....Riverside Directors
Louis Wels, Billy Tucker, Dan Daggett
Directors of Entertainment
Mack Jones.....Chief Director
Chas. Wicks.....Director of Boat
L. Herne.....Catalina Director
C. W. Caldwell.....Santa Monica Director
Ed Wicks.....Local Director
W. Madison.....Paradena Director
J. W. Heidleburgh, B. C. Reise S. D. Directors
Lony Godwin.....Director of Baseball



TIJUANA HOT SPRINGS

Direct to Dog Track by Train.

"The Comfortable Way"

[Avoid Crowded Highways and Parking Troubles]

FREE AUTO PARK
BROADWAY AND INDIA
OPPOSITE UNION STATION

MOTOR TRAINS
FROM FIRST & BROADWAY
ON RACE DAYS
11:05 A.M.
and 1:15 P.M.

STEAM TRAINS
FROM UNION STATION
9:20 A.M. Daily
ON RACE DAYS
12:00 Noon and 12:40 P.M.

Returning from Races at Convenient Intervals

FARES

75¢ One Way ~ \$1.29 Round Trip.

Transportation at Border for Old Town
Fares One Way, via Old Town—Round Trip \$1.39
Busses meet all trains and stopovers granted at Old Town on
all Tickets purchased at San Diego Ticket Offices.

TICKETS ON SALE AT TICKET OFFICE, 324 BDWY. (GRANT HOTEL).
UNION STATION, PLAZA AND 961 FIRST ST.

San Diego & Arizona Ry.

MAIN 7111 FRANKLIN 2101

day's Holiday Bowl. The railroad invited visitors to spend the entire holiday season in San Diego for a 25% discount on a round trip excursion ticket and enjoy the "big game" at San Diego Stadium (Centre College won 38-0 if you're interested). Seeing the Carriso Gorge was also mentioned as it would be for all of the 1920s advertising.

A saving grace for the underutilized passenger service was the local traffic to the races in Tijuana. Beginning with the 1916 handouts and continuing through 1920s newspaper ads, posters and billboards, regular race

Souvenir Program

■ ■ ■

**"CABRILLO"
OCEAN VOYAGE
PARTY**

—To—



SAN DIEGO, TIJUANA, OLD MEXICO, AND
CARONADO ISLAND

SATURDAY, AUGUST 27, 1921

M. T. Laws, President and Promoter E. F. Grubbs, Sec.

trains and special multi-day extravaganzas were widely promoted. The regular trains initially ran multiple times per day on race days at a price of 50 cents. The race track business proved so lucrative that a group of self-propelled gas/electric railcars were added to the roster. The cars numbered 41-43 were acquired from the San Diego & Southeastern Railway, a Spreckels-owned consolidation of earlier San Diego local railroads, after it was merged into the SD&A in 1918. The SD&SE had used them for commuter service, but the SD&A management realized they could be used more profitably in the racetrack service and they proved to be a popular addition with the faster turn-around times. Ticket prices later increased to 75 cents for one-way with the \$1.00 round trip ticket maintaining the old price level.

The poster illustrated is typical of the Caliente racing advertising that appeared all over town, on billboards and even the entire sides of buildings. A slightly different black and white version ran in the newspapers with the SD&A promoting easy travel to "Quaint Tijuana" on its motor cars from First and Broadway. Improvements at Agua Caliente included

POINTS OF INTEREST

Leaving Wilmington, Los Angeles Harbor, viewing many points of interest: The old Spanish Lighthouse, through the breakwater into the deep sea, to the right view the hills of Catalina Island, a few miles down the coast, San Clemente Island. To the left, Long Beach, Seal Beach, Balboa Beach. For miles along the coast it is a common sight to see whales, porpoise, sharks, black fish, and a number of other miracles of the sea. See La Jolla, nearing San Diego, the historical Point Loma.

See the Government fortifications, with its great 16-inch disappearing guns. To the right Coronado Islands, Rockwell's Aviation Field, which is the largest on the Pacific Coast. Into San Diego Bay, where hundreds of ships of all descriptions anchored, among them dreadnaughts, submarines and many kinds of sea traders. Arrive at San Diego municipal pier, where you will be welcomed by the citizens of San Diego. Here we will take special train, passing through the heart of San Diego; on we go, in plain view of the silver strand. See Chulivista, which is true to its name, direct to Tia Juana, Old Mexico, where we will receive a hearty welcome from the Perfecto of Tia Juana.

a walkway from the tracks to the track that made races popular even with the new generation of independent women.

Excursions had become a popular and lucrative item for promoters soon after the first transcontinental line opened and this continued through the 1920s. Newspaper ads

promoted a variety of local events as well. The excursions into the back country that had proved so popular in the 1880s land boom days continued on a regular basis with beach outings and amusement parks garnering profits for the San Diego Electric Railway system, a Spreckels sister company, which had extended to Mission Beach and La Jolla in 1924. The SD&A promoted summer events to the east, especially Lakeside where auto races at Lindo Lake and the annual fall rodeo drew good patronage. The 1927 event offered a rodeo, barbeque and water carnival, all for a one dollar round trip fare on the special train.

Relations with the Santa Fe system were largely amenable in the 1920s and while the two systems fought for the long distance freight business they had reached an agreement regarding the local shipping which will be discussed in part 3 of this series. The good local relationship extended into the passenger business where the SD&A was the beneficiary of the huge advertising campaign waged by the Santa Fe promoting the western states to east

 **Water Carnival** + 211/27

Rodeo and Barbecue

Lakeside, Cal.

Labor Day, September 5

SPECIAL TRAIN

Lv. San Diego 10.00 A. M.
(Union Station) 9740

Returning
Lv. Lakeside 4.00 P. M.

Fare \$1.00 Round Trip
Purchase Tickets Before Boarding Train

San Diego & Arizona Railway
324 Broadway Union Station 961 First Street
Phone Main 7111 or Franklin 2101

coast markets. Independent promoters advertised many side trips from the Los Angeles area when tourists arrived on SP and ATSF trains and the Hotel Del Coronado and Tijuana were both widely promoted destinations.

One particularly interesting excursion from Los Angeles was 1921's Cabrillo Ocean Voyage Party because not only was it one of the best advertised events of the year with a six page souvenir program and ties to both ship and rail with a sporting event thrown in and all tied to a regional "holiday", but because it was organized by a black promoter and largely aimed at the black community. M.T. Laws had managed to garner support and advertising throughout the region and announced that he would personally lead the excursion. Hotels and restaurants in San Diego and Tijuana that catered to minorities and which seldom advertised anywhere were featured in the program. Black musical groups including a jazz band enticed excursionists into bars and a dance contest tested the skills of the entrants on 16 different steps including the Ragtime Schottische and the Struttin' Two Step. The final San Diego event was a baseball game between the Los Angeles Dodgers and the San Diego All Stars, a group of non-professional players from various local clubs. San Diego did not get a "professional" team until 1936 when the Padres were organized in the Pacific Coast League.

The entire back cover of the souvenir program featured the large illustration of the Carriso Gorge painting and a small map of the San Diego & Arizona Railway which supplied the special trains between San Diego and Tijuana.

YUMA, ARIZ., THURSDAY, DECEMBER 22, 1921.

CHRISTMAS EXCURSIONS TO SAN DIEGO AND RETURN

1½ times regular one way fare for round trip.

ARIZONA AND CENTRE COLLEGE
FOOT BALL BALL GAME AT SAN
DIEGO SADIUM, DEC. 26

See the wonderful Carriso Gorge

Tickets on sale Dec. 22-23-24

Good until Jan. 4, 1922

SAN DIEGO AND ARIZONA RY.

THREE TRAINS DAILY TO SAN DIEGO SEE CARRISO GORGE

Lv. El Centro 8:20 a. m. 3:45 p. m. 10:05 p. m.
Ar. San Diego 1:50 p. m. 9:20 p. m. 7:15 a. m.

Low Round Trip Fares

8.00 On Sale 9.75 On Sale
Fri., Sat., Sun. Daily 906

SAN DIEGO & ARIZONA RAILWAY CO.

Phone 14

In part 3 of this series the challenges of snaring the freight business and the activities of the SD&A "Getting Business for the Railroad" committee will be discussed.

DINING
GAITIES

Sunset Inn
DAILY
CEPT
MONDAYS

Horse Races

TIJUANA

SAT.	FEB. 19th	EL TROVADOR HANDICAP ---6 Other Thrillers!
SUN.	FEB. 20th	\$1,500.00 Speed HANDICAP ---7 Other Thrillers!
MON.	FEB. 21st	CABRILLO HANDICAP ---6 Other Thrillers!
TUES.	FEB. 22nd	\$5,000.00 San Diego Business Men's Handicap ---6 Other Thrillers!

800 America's Greatest Thoro'breds! Famous Jockeys!

7 OR MORE **RACES DAILY**

COMING:

\$5,000.00	TIJUANA DERBY	Mar. 6th
\$10,000.00	U.S. Grant Hotel Handicap	Mar. 13th
\$20,000.00	Coffroth Handicap	APRIL 3rd

New sign for our museum building

Dawn and Jim Lundquist installed our new sign on the newly renamed Exhibit Hall building. The sign is 25 feet long featuring 18 inch tall raised letters. *Photo by Jim Lundquist 5/16/22.*

