Pacific Beach Historical Society
NEWSLETTER

P.O. BOX 9200 • SAN DIEGO, CALIFORNIA • 92109 VOLUME X, NUMBER 1 JANUARY, 1988

PACIFIC BEACH, NOVEMBER 1887
A VISION OF THE FUTURE!

(Excerpted from THE GOLDEN ERA, November, 1887)

PACIFIC BEACH

A MAGNIFICENT PROJECT BY A MILLIONAIRE COMPANY -- A SUBSTANTIAL ENTERPRISE WELL UNDERWAY.

This is destined to be one of the pleasantest spots about San Diego. a drive over its spacious domain will convince any one of the fact, as it did the writer of this. It comprises about twenty-two hundred acres, with not a waste spot in it. Situated upon False Bay as well as the grand Pacific Ocean, it unites two qualities, either of which generally is considered sufficient to attract pleasure-seekers — one, a broad comprehensive smooth beach, five miles long; the other, a beautiful lake, it might be called, so far is it removed from the turmoil and unrest of the ocean, and so placid and peaceful is it in its quiet moods on these sunny autumnal days.

The lay of the land is as remarkable in some of its phases as it is beautiful. The back portion of the tract is almost perfect in its amphitheatrical form, its curves and sweeps and undulations all looking towards False Bay as its arena. But how quiet and placid that arena now! Yet it will not be long before the "white wings" of sailing vessels will be disputing with the blue heavens a place over its wavelets, and the happy laughter of children and the gay songs of "merry men and maidens" be heard in competition with the half-sorrowful note of the plover and the discordant quack of the mudhen. For this is a superb bay, and the shape of the land to its shores is beautiful and picturesque. When it shall be decorated with tier upon tier of fine residences reaching even up the miniature mountains that form the west walls of Rose Canyon, it will form a grand sight indeed. The new college building will be in the center of this vast amphitheatre, midway between the bay and the mountains, the sea and the country back. Herein and hereabouts will be built the houses of those who love the quiet, the peaceful and the idyllic.

But there are other spots, more capital and more commanding. Two or three hundred feet above the higher of the mesa slopes are others that overlook the vast plains below, the bay beyond, the illimitable stretch of sea in one direction and in the other the back country situated and rendered more emphatic by San Miguel and adjacent peaks and ranges. The sight from these beaches now is very beautiful, with the hills brown and bare from the long reign of the summer sun; and what will it be like a few weeks later, when the hills and valleys will be green from the effects of the fall rains of a few months later, when young orchards and vineyards will be starting, flowers blooming, and residences springing up all about. In a few years — ah! what a paradise it will be.

One of the singular features of the land and water formation here, as one looks over the tract on approaching from San Diego, is the similarity of False Bay to San Diego Bay proper, though the Coronado arm is absent, and the still greater similarity of the arm of land that divides the bay from the ocean to that of Point Loma, which divides the Bay of San Diego from the Pacific beyond. It is almost an exact facsimile in miniature. But this has struck many people ere this, probably, else the name of False Bay had never been given to this pretty body of water.

This arm of land is nearly two miles long, and less than two hundred feed in width, though far above the highest highwater mark, and on its ocean side for the entire distance fringed with a most beautiful sandy beach, hard and firm, over the lower part of which at low tide it is variegated by a profusion of brilliant tiny shells. From the lower point of this arm the beach reaches nearly five miles, until, indeed, the broken land begins that extends to La Jolla Park.

On this arm of land, near where it widens out into the main land, the new city will be built, the front steps of which will lead down to the beach, and the back ones to the western shore of False Bay, and to the steps of the elegant bath and boat houses which will be erected and finished at the same time. The cost of the new hotel will be about $250,000, and, though it will be architecturally complete, so to speak, it will be of such a nature that it can be added to as occasion may and doubtless will

require.

At the writing of this article the company are already beginning work, which in a very short time will take sufficient shape to show the magnitude of the undertaking, and the success which will undoubtedly crown it.

The boat-houses which the company will build upon False Bay will be large and extensive. In addition, they will build and keep ready for use on all occasions large and small boats, the queen of which will be a steam yacht of sufficient sea-going quality to round Point Loma and carry passengers to and from San Diego and Pacific Beach, the water at the entrance to the bay being fifteen feet in depth at low tide, and the inlet being about a hundred feet in width. The bay is nearly two miles long and about a mile on an average in width, with sufficient depth to carry boats of considerable size; and when its surface is dotted with the white sails of the North, and the picturesque tanned and painted sails of Southern bays and seas, its beauty can be imagined, but scarcely described.

The ties for the building of a railroad from the prospective station at Morena to the ocean front, through the company's lands, are now at the Santa Fe wharf, and a portion of the steel rails are on the road hither. Pullman car excursions are promised before the first day of December. But the company, not content to wait for this, are busy at work repairing and reconstructing the old Tom Scott grade for a motor roadway from the end of the electric system at Old Town to and directly through their grounds, which will be in operation almost immediately, and which will be used for carrying building material as well as passengers. The motor is already at work over the electric line between Old Town and San Diego, where it will run until the electrical system is ready which will be in a few weeks. At present the cars leave the foot of D Street (Broadway); but, when the electrical apparatus is in working order, the starting point will be on Fifth Street.

A contract has been made by the company to have an eighteen-inch water main laid through the entire tract to connect with the city water main at Old Town. The first shipment of pipe has been made already, and it is expected that water will be ready for use on the company's lands before the new year.

Meantime, what water is used on the tract is from a well sunk on the narrow strip of land between the Pacific Ocean and False Bay, which singularly enough, considering the near proximity of salt water on both sides, is fresh and cool. It is about on the spot, by the way, where the fine, large hotel will be erected. Near the well, a little farther south and toward the point, are two springs, each of very different quality from the other, supposed to be mineral and medicinal. An analysis will be made of the waters at an early day.

THE COLLEGE

The San Diego College of Letters, which is to be located here, will undoubtedly lend a great deal of tone to the locality. It will attract the attention of men of intellect, as the other advantages of the location will invite men of capital and standing in the world of business and the domain of society.

The location of the college buildings will be on the medium elevation, sixteen acres of the block, having been secured for the buildings and campus. It not only overlooks the entire tract above and below, but False Bay, the Pacific Ocean, and the distant mountains. The main building, which will front to the south, will be of brick with brown stone trimmings, and will be four stories in height, with a frontage of a hundred and twenty feet, and will contain the scientific department, the library, a large hall for literary exercises, recitation rooms, the lecture hall, the museum, the art gallery, laboratory, and so forth. An extension containing class rooms on either side of a wide hall, terminating in the din[ing] room which will be elliptical in form, will project from the rear; while on each side will be dormitories, one for young women, the other for young men, in the form of wings setting at an angle from the main building, so arranged to secure plenty of sunlight and ventilation, as well as to afford a picturesque and artistic effect to the entire mass of buildings.

THE CONSERVATORY OF MUSIC

This branch of the college will be arranged particularly with reference to the furtherance of these latter ideas as well as to the teaching of the art of music. The building devoted to this branch of study will be erected about a hundred feet in the rear and a little to one side, in proximity to the dormitory set apart for the use of young ladies. It will be octagonal in form, arranged in piano rooms on [the] outer edge, all opening into a a lar[ge] room in the center, which will be circular, with sides made of glass, and which will be the preceptor's room, where he can observe the movements of his pupils, who can thus practice without the crude notes of the beginners interfering with the advanced pupils. A particular feature is to be made of the musical department, correspondence being had with a large number of the notable musical instructors.

Reid Brothers, the architects of the Hotel del Coronado, have drawn the plans of the college buildings, which is a sufficient guaranty of the artistic quality to be expected of the work.

THE COLLEGE APPROACHES

When it is remembered that avenues of a hundred feet in width running north, south, east, west, and southeast, southwest, northeast,

northwest from the buildings already planned and laid out, it can be seen what a central position the college buildings will occupy, and how the town will be grouped about them.

THE COLLEGE FACULTY

Samuel Sprecher, D.D., L.L.B, upon whose enterprise and zeal Wittenberg College of Ohio was raised to its present high standing, will be the nominal head of the institution, and give it a high standing at once. Prof. Frank P. Davidson, who has a high reputation as an instructor in natural science, will become head of that department; Rev. C. S. Sprecher will occupy the chair of mental and mental philosophy; and Harr Wagner, who, as well as Prof. Davidson, were with Dr. Sprecher at Wittenberg College, will have the chair of English Literature in the new institution. There will be at least eight instructors after the chairs are fully organized, and several of them will be men of national reputation.

THE DEPARTMENT OF STUDY

These for the first year will be seen at least, and will comprise the School of Mathematics, the School of Natural Science, the School of Mental and Moral Philosophy, the School of Music, the School of Art, the School of Technical Arts, which will include instruction in mechanical arts, painting, agriculture, gardening, fruit-growing, silk culture, and so forth.

Especial attention will be paid to the study of astronomy, and an observatory will be built at an early day, and it is said that Richard A. Proctor, the celebrated astronomer, will have charge.

NATURAL ATTRACTIONS

These, as has been indicated above, are many and superlative. The soil is similar to that at Riverside; and, with a much more inviting climate, it will not be long before we shall have at our very doors one of the most beautiful spots in all Souther California — when the bloom shall follow the boom, and Pacific Beach shall not only bear fruits and flowers from seeds and cuttings from various vineyards and orchards, but fruits from dollars judiciously planted in this promising soil.

The following are the Directors of the Pacific Beach Company. Their names are a prestige of success: R. A. Thomas, President of the First National Bank; D. C. Reed, capitalist; O. S. Hubbell, cashier of the First National Bank; J. R. Thomas, D. P. Hale and Thomas E. Metcalf, of the Escondido Company; Charles Collins, capitalist, and George B. Hensley, real estate and capitalist.

Are You A Member of the Pacific Beach Historical Society?

For those of you who aren't members, weren't aware of its existence, or thought membership was by invitation only—guess again! The society actively seeks new members. We meet on the first Saturday of each month (unless it conflicts with a holiday), at 1 p.m. at the Copper Skillet Restaurant. If you've ever wondered about the history of the beach, now's the time to find out about it. A membership application is provided below.

PACIFIC BEACH HISTORICAL SOCIETY MEMBERSHIP APPLICATION

NAME _____ DATE _____

BUSINESS/GROUP _____

ADDRESS _____

CITY _____ STATE _____ ZIPCODE _____

HOME PHONE _____ BUSINESS PHONE _____

☐ - $10/Single Membership ☐ - $15/Family Membership ☐ - $20/Business/Group Membership

Send to: Membership Secretary, Pacific Beach Historical Society, P.O. Box 9200, San Diego, CA 92109

* Make checks payable to: Pacific Beach Historical Society (or P.B.H.S.)

NEXT MEETING

There will be NO MEETING IN JANUARY because of the New Year's Holiday. Mark your calendar for February 6, however. We will have a presentation on the United States Marine Corps in San Diego, and the new MCRD Command Museum from Mr. George Kordela, director of the museum.

MEMBERSHIP

Joining the society since our last newsletter were the following: Richard & Oline Rash, Richard & Sue Rummell, Joe Yoklavich, Willis H. Thompson, and SARGE'S AUTO REPAIR.

Renewing their memberships were: Emily Packer, Margaret Hansen, Randy Weston, Greg & Kristi Giddings, HOME FEDERAL SAVINGS, Thelma Labriola, Mary Truman, Helen Hull, George & Alice Simpson, Steve & Renee Morton, N. P. & Florence Gandolfi, Edna Fields, Bill & Cherry Morrison, Virginia Skinner, Harriett Hines, Jesse & Mildred Mitchell, Ben Kiegle, Mitchell, Lester & Genevieve Sjobeck, CRYSTAL PIER MOTEL, Elizabeth Ravenscroft Struthers, J. H. & Nellie Stromberg.

HAPPY BIRTHDAY!

Belated birthday wishes to our newest Nonagenerian. Lenore Carroll celebrated her 90th birthday on December 23. Howard Rozelle, our President of Vice, turned 77 on December 26, which makes him a veteran Septagenerian. He hasn't been a Sexagenerian for some time now.

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