

NEW

Meet the CALIFORNIAN

A new, fast **ECONOMY TRAIN** between Chicago and Los Angeles
for coach and tourist passengers exclusively

Features of the new train

★

ECONOMY MEALS
in the dining car

BREAKFAST . . . 25c
LUNCH 30c
DINNER 35c

Low a la carte prices too!

★

FAST SCHEDULE

★

AIR-CONDITIONED

★

FREE PILLOW SERVICE

★

DE LUXE
RECLINING CHAIR CARS
Lights Dimmed at Night

★

SPECIAL CHAIR CAR
for Women and Children

★

TOURIST SLEEPING CARS

★

PORTER SERVICE

★

LARGE WASH ROOMS

★

5¢ and 10¢ TRAY SERVICE

Southern Pacific and Rock Island want you to meet a new train called the *Californian*. In daily service, between Chicago and Los Angeles over the direct Golden State Route, it is designed solely for coach and tourist passengers. It carries de luxe reclining chair cars, tourist sleepers and a diner. *No standard Pullmans*.

Here are some of the features of the new train. It is completely air-conditioned, *every car*. It runs on a fast, limited schedule. Special "economy meals" are served in the diner. (Breakfast 25¢, luncheon 30¢, dinner 35¢). Also low-priced a la carte service. In addition, our famous "5 and 10" tray service (sandwiches 10¢, coffee or milk 5¢, etc.) is available on the train.

The *Californian* is a *comfortable* train. Free pillow service is provided. Courteous porters are in attendance. Everything (including wash rooms and smoking rooms) is neat and clean. Berths in the tourist sleepers are standard size. Reclining chairs in the cars may be adjusted for reading or sleeping. There is a special chair car for women and children. Free drinking cups.

Lowest Fares

The regular low one-way and roundtrip coach and tourist fares are good on the *Californian*. For example:

BETWEEN CHICAGO AND LOS ANGELES

\$34.50 one way in de luxe reclining chair cars.
57.35 roundtrip in de luxe reclining chair cars.
44.36 one way in tourist sleeping cars.
68.80 roundtrip in tourist sleeping cars.
6.80 upper tourist berth.
8.50 lower tourist berth.

All-Pullman Golden State Limited

The *Golden State Limited* is now an all-Pullman train with both lounge car and observation car. In addition, its westbound schedule is now 35 minutes faster.

The *Apache*, another Golden State Route train, has inaugurated a new low-priced coffee shop meal service and is also operated on a faster schedule.

Southern Pacific-Rock Island

Route of the CALIFORNIAN

The Golden State Route between Chicago and Los Angeles is one of the most colorful rail lines in the world. Along its right-of-way is a constantly-changing panorama of great plains, mountain peaks, red mesas and deserts, cactus and palms, grand cities and solitary landscape. At El Paso, near the halfway point of your trip, you will find a popular stopover point; many passengers taking the one or two day sidetrip to Carlsbad Caverns, or across the Rio Grande to Juarez, largest Mexican city on the border. Another sidetrip is found in Arizona where the Apache Trail Tour shows you crumbling cliff dwellings and the majestic scenery of the region. Golden State Route trains serve the cowboy and dude ranch country of Arizona (Phoenix, Tucson, Douglas and Chandler), the prosperous cities of Topeka and Kansas City and the wintertime desert resorts at Palm Springs. In addition to the *Californian*, other trains are the *Golden State Limited* and *Apache*.

Schedule of the Californian

Westbound

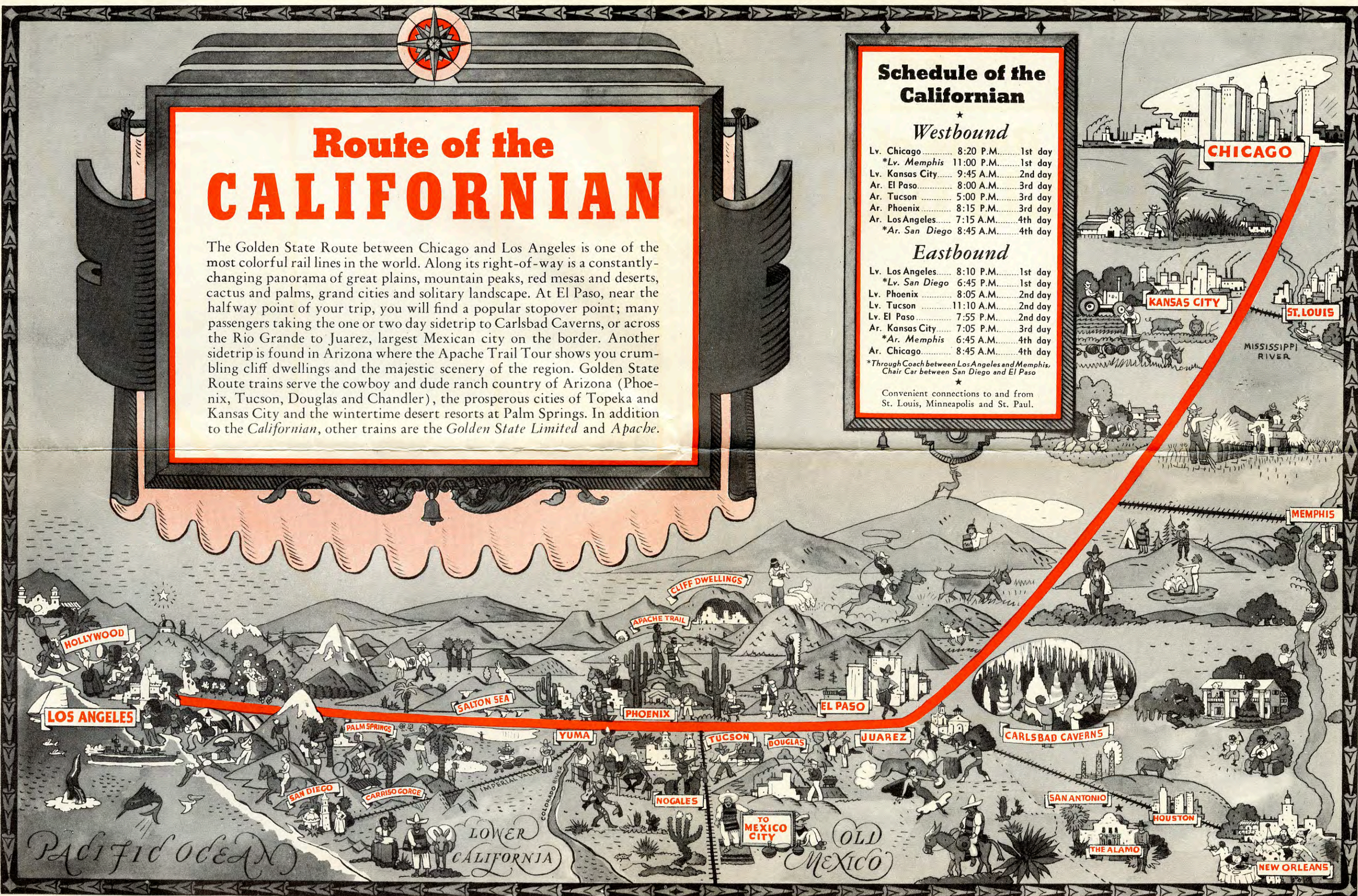
Lv. Chicago 8:20 P.M. 1st day
 *Lv. Memphis 11:00 P.M. 1st day
 Lv. Kansas City 9:45 A.M. 2nd day
 Ar. El Paso 8:00 A.M. 3rd day
 Ar. Tucson 5:00 P.M. 3rd day
 Ar. Phoenix 8:15 P.M. 3rd day
 Ar. Los Angeles 7:15 A.M. 4th day
 *Ar. San Diego 8:45 A.M. 4th day

Eastbound

Lv. Los Angeles 8:10 P.M. 1st day
 *Lv. San Diego 6:45 P.M. 1st day
 Lv. Phoenix 8:05 A.M. 2nd day
 Lv. Tucson 11:10 A.M. 2nd day
 Lv. El Paso 7:55 P.M. 2nd day
 Ar. Kansas City 7:05 P.M. 3rd day
 *Ar. Memphis 6:45 A.M. 4th day
 Ar. Chicago 8:45 A.M. 4th day

*Through Coach between Los Angeles and Memphis,
 Chair Car between San Diego and El Paso

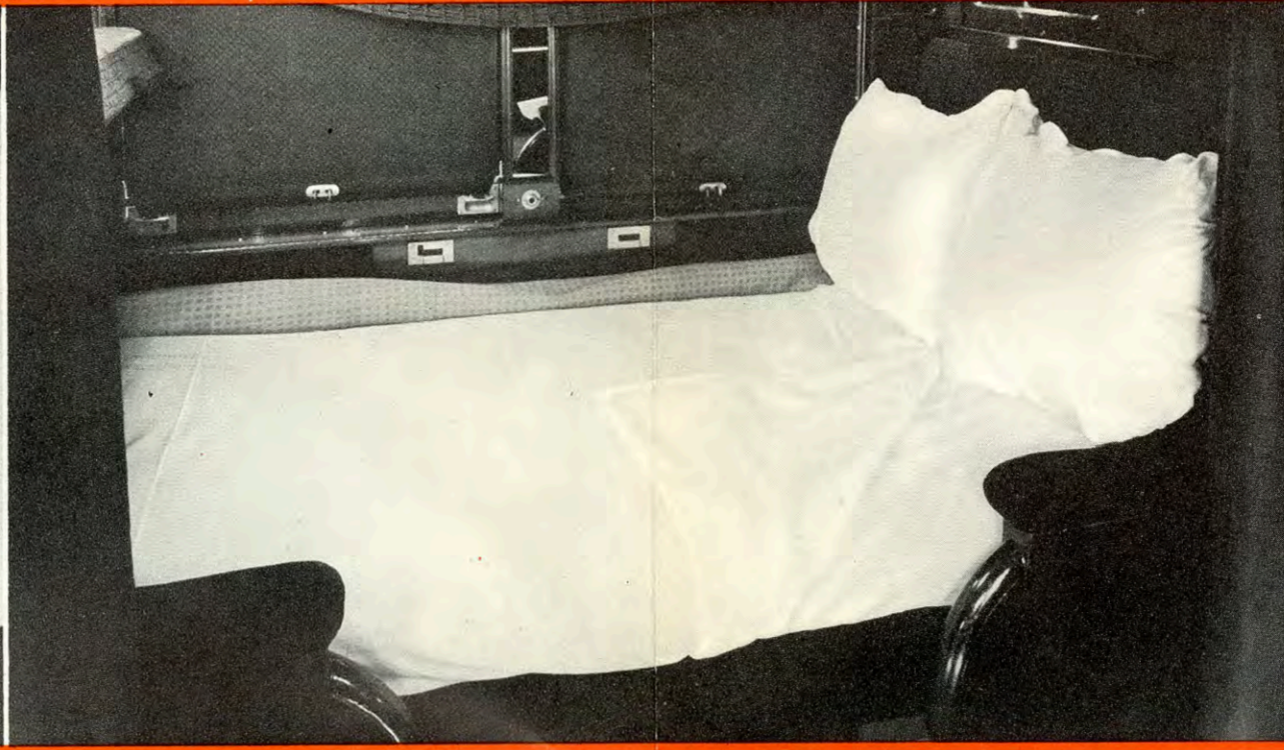
Convenient connections to and from
 St. Louis, Minneapolis and St. Paul.



The CALIFORNIAN



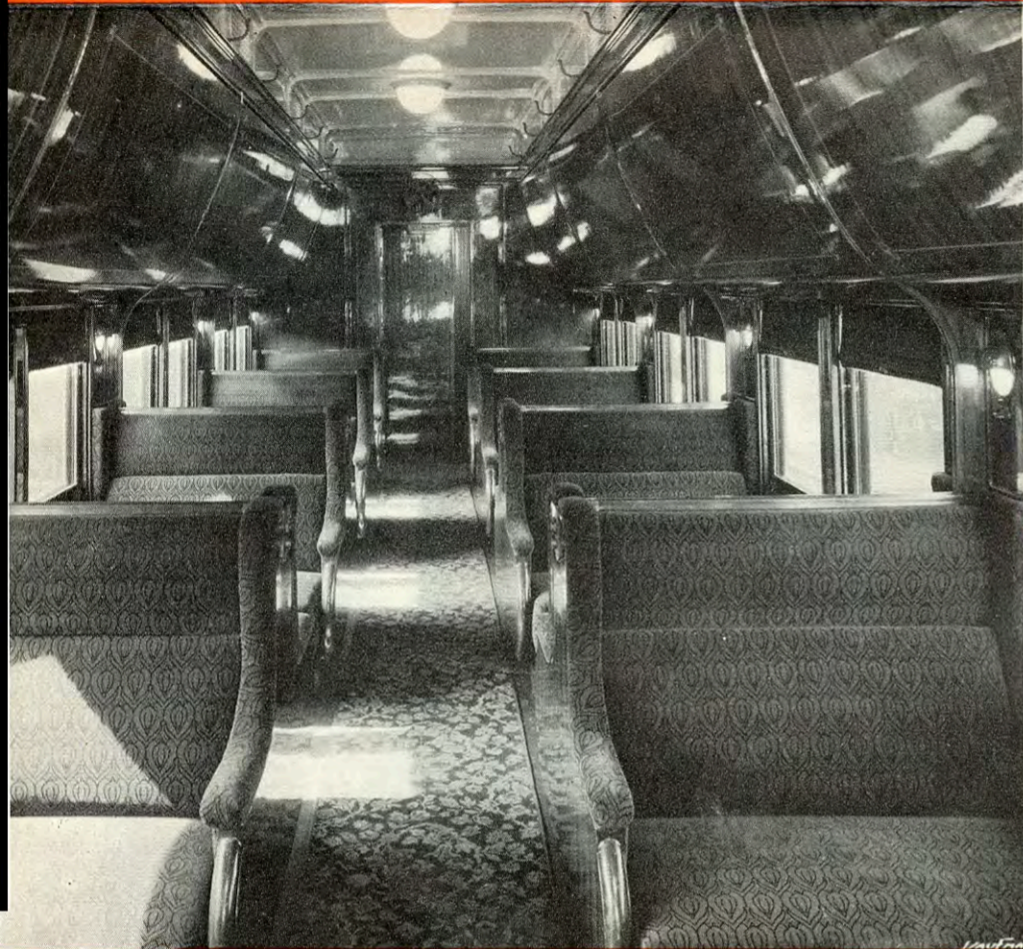
Have a sandwich? They are only 10c when you buy them from the man with the tray. Scene is in the de luxe reclining chair car.



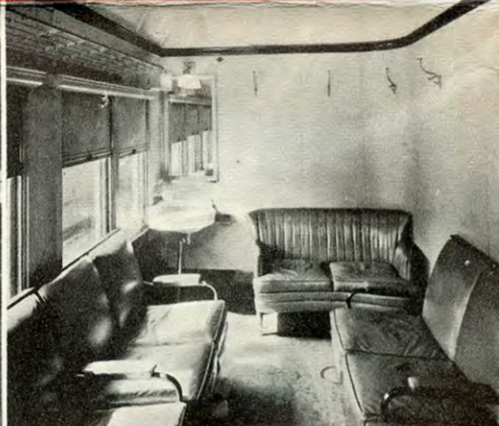
White, clean and soft, the berths in the Californian are exactly the same size as standard Pullman berths (six feet, three inches long; three feet, one inch wide).



Children have a barrel of fun on the Californian. And parents appreciate saving money for food and accommodations.



Shown above is the full view of a tourist sleeping car on the new train. Porter in charge keeps the cars clean and neat.



The men's wash room. Ladies' room is just as nicely arranged.



Reclining chairs may be adjusted for individual comfort.



Informality and friendliness are features of an all-tourist train. Here, four passengers on the Californian enjoy a bridge game.



Looking down the aisle of the de luxe reclining chair car. Plenty of room to move around, stretch out, or doze as the miles go by.



25c is all it costs for this kind of a breakfast: ham or bacon, one egg, toast, and delicious coffee or milk.



30c buys this tasty lunch: braised veal cutlet, spaghetti, vegetable, bread, butter, coffee, tea or milk.



35c for a dinner like this: club steak or fillet of fish, vegetable, potatoes, roll, butter, coffee, tea or milk.



Magnificent Carlsbad Caverns are a one-day sidetrip from El Paso on Golden State Route.



Cutting across the great Southwest, the Californian shows you a broad country of sage, mesquite, and chaparral with high mesas on the horizon. The plants in the foreground above are the giant schuaro cactus.



A real Mexican town is Juarez, near El Paso, on the route of the new Californian.

SOUTHERN PACIFIC REPRESENTATIVES

Your nearest Southern Pacific representative will gladly give you full information as to passenger fares, Pullman reservations, time schedules, etc. He will also attend to such details as tickets, hotel and Pullman reservations, etc., for you, or help you with your freight shipments. Southern Pacific representatives in important cities on the Pacific Coast are shown below and in addition our agents are located in practically every city and town reached by our lines as well as all large cities in the Middle West and East. They are at your service during your journey.

BERKELEY, CAL..... Shattuck Ave. & Center St. H. R. Greenrose, *Pass'r Agt.*
 EL CENTRO, CAL..... S. P. Pass'r Sta. J. W. Donohue, *Dist. Frt. & Pass'r Agt.*
 EL PASO, TEX..... 101 N. Oregon St. H. D. McGregor, *Dist. Pass'r Agt.*
 FRESNO, CAL..... Passenger Sta. W. P. Jennings, *Dist. Frt. & Pass'r Agt.*
 GLENDALE, CAL..... 106 North Brand Blvd. H. E. Pierson, *Dist. Pass'r Agt.*
 HOLLYWOOD, CAL..... 6553 Hollywood Blvd. L. D. Barham, *City Ticket Agt.*
 KLAMATH FALLS..... Passenger Station W. J. Barr, *Dist. Frt. & Pass'r Agt.*
 LONG BEACH, CAL..... 140 West Ocean Ave. L. Overman, *Dist. Pass'r Agt.*
 LOS ANGELES, CAL..... Pacific Electric Bldg. C. A. Pector, *Dist. Pass'r Agt.*
 (Or any of our five conveniently located ticket offices in Los Angeles)
 MEDFORD, ORE..... Pass'r Sta. A. S. Rosenbaum, *Dist. Frt. & Pass'r Agt.*
 MODESTO, CAL..... S. P. Pass'r Sta. G. A. Erickson, *Dist. Frt. & Pass'r Agt.*
 OAKLAND, CAL..... 13th & Broadway Garnett King, *Asst. Gen. Pass'r Agt.*
 PASADENA, CAL..... 148 E. Colorado St. G. W. Wetherby, *Dist. Pass'r Agt.*
 PHOENIX, ARIZ..... 101 N. Central Ave. S. J. Schwartz, *Dist. Pass'r Agt.*
 POMONA, CAL..... Southern Pacific Station W. E. Campbell, *Pass'r Agt.*
 PORTLAND, ORE..... 520 S. W. Yamhill Wm. Sutherland, *Dist. Pass'r Agt.*

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 J. A. ORMANDY, *General Passenger Agent*, Portland, Ore.
 F. C. LATHROP, *General Passenger Agent*, San Francisco, Cal.
 J. D. MASON, *General Passenger Agent*, El Paso, Texas.
 L. H. TRIMBLE, *General Freight and Passenger Agent*, Phoenix, Ariz.
 J. T. MONROE, *General Traffic Mgr.*, Texas and Louisiana Lines, Houston, Tex.
 W. C. MCCORMICK, *General Passenger Agent*, New Orleans, La.

RENO, NEV..... Passenger Sta. T. Bergerson, *Dist. Frt. & Pass'r Agt.*
 RIVERSIDE, CAL..... 3750 Market St. Geo. T. Brown, *Dist. Frt. & Pass'r Agt.*
 SACRAMENTO, CAL..... S. P. Pass'r Sta. C. E. Spear, *Dist. Frt. & Pass'r Agt.*
 SALEM, ORE..... Passenger Station A. F. Noth, *Ticket Agt.*
 SAN DIEGO, CAL..... 330 Broadway A. D. Hagaman, *Dist. Frt. & Pass'r Agt.*
 SAN FRANCISCO, CAL..... 95 Market St. G. B. Hanson, *Dist. Pass'r Agt.*
 (Ticket Offices also at 65 Geary St., Ferry Bldg., and 3rd St. Station)
 SAN JOSE, CAL..... Passenger Sta. E. A. Tuebner, *Dist. Frt. & Pass'r Agt.*
 SANTA ANA, CAL..... 1030 E. 4th St. E. B. Sharpley, *Trav. Pass'r Agt.*
 SANTA BARBARA, CAL..... 1131 State St. G. C. Drake, *Dist. Pass'r Agt.*
 SANTA MONICA, CAL..... 416 Sta. Monica Blvd. A. J. Rehwood, *Dist. Pass'r Agt.*
 SANTA ROSA, CAL..... N. W. P. Passenger Sta. C. S. Newberry, *Traveling Agt.*
 SEATTLE, WASH..... 1405 Fourth Ave. B. C. Taylor, *General Agt.*
 SPOKANE, WASH..... 1127 Old Nat. Bank Bldg. R. H. Holmes, *General Agt.*
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 TUCSON, ARIZ..... Passenger Sta. E. D. Rockwell, *Dist. Frt. & Pass'r Agt.*
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