

# How best to see the Pacific Coast



**Southern Pacific**

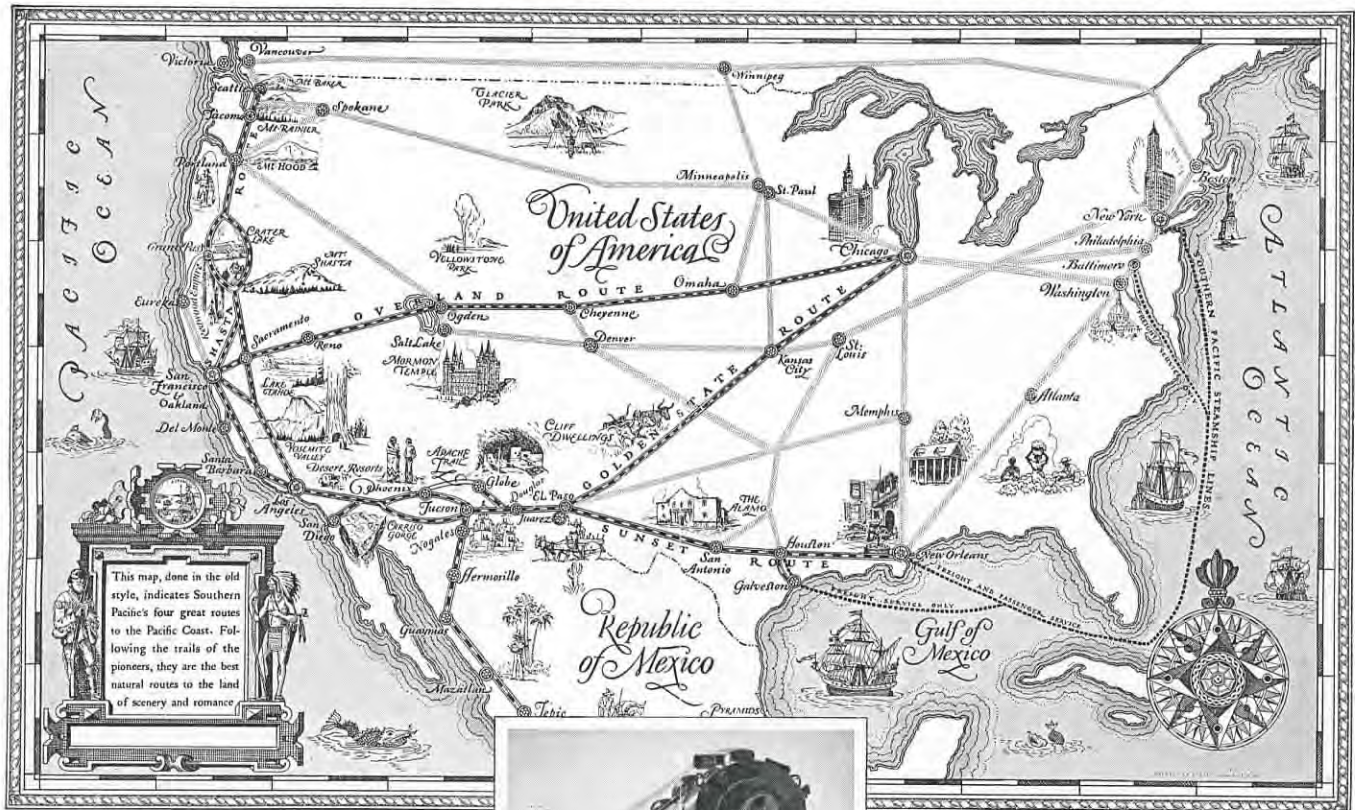
# How best to see the Pacific Coast



**Southern Pacific**



ONLY SOUTHERN PACIFIC OFFERS THIS WIDE CHOICE OF ROUTES



## Four Great Scenic Routes

Go One Way, Return Another—  
and See the Whole Pacific Coast



**S**OUTHERN PACIFIC offers to the westbound traveler a choice of four transcontinental routes:

**SUNSET**—By Southern Pacific steamship from New York City, or by rail from any eastern point, to New Orleans, thence along the country's southern rim via San Antonio, El Paso and Phoenix to San Diego, Los Angeles and San Francisco.

**GOLDEN STATE**—Chicago via Kansas City, El Paso and Phoenix to San Diego, Los Angeles and Santa Barbara.

**OVERLAND**—Direct mid-continent route, Chicago via Ogden to San Francisco—crossing Great Salt Lake.

**SHASTA**—From Portland, where connection is made with northern lines, through Western Oregon and Northern California to San Francisco.

These four routes and the 14 daily trains that run over them, with through sleeping cars without change from many

*This map with historic pictorial border, 23 x 32 inches, in full colors on parchment paper, for 25c stamps or coin, only a fraction of its actual cost. Address F. S. McGinnis, Dept. 2, Southern Pacific Co., 65 Market Street, San Francisco.*

other points to San Francisco and Los Angeles, and convenient connections elsewhere, offer the widest possible choice of service to the Pacific Coast.

Only the main stems of the principal routes and a few of the outstanding attractions are indicated on the bold outline map shown above.

Each of the Four Great Routes has its own characteristic territory and scenery. Each differs widely from the other. To get the change, variety and contrast desirable in a well-planned journey, the traveler should go West over one Southern Pacific route and return by another, using the extensive system of north and south lines of Southern Pacific to see the whole Pacific Coast.

On page 15 is a list of Southern Pacific representatives, located in nearly all large cities of this country and Europe. These men and their capable staffs will gladly help you arrange the details of your trip.

During your trip you will find Southern Pacific employees everywhere eager to assist you in every way that they can.



ALONG THE SUNSET ROUTE—NEW YORK CITY TO CALIFORNIA



S. S. "Dixie", one of Sou. Pac. fleet



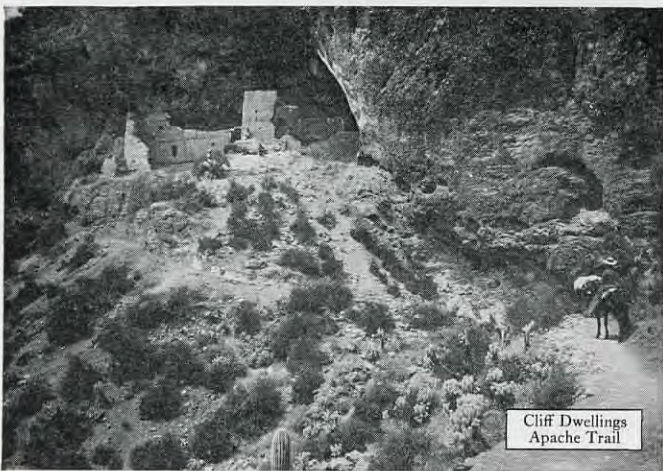
Old Courtyard New Orleans



Historic Alamo San Antonio



Roosevelt Dam Apache Trail



Cliff Dwellings Apache Trail



Carriso Gorge near San Diego



## SUNSET ROUTE

NEW YORK      NEW ORLEANS      SAN ANTONIO      EL PASO      PHOENIX      SAN DIEGO  
 LOS ANGELES      SAN FRANCISCO

*Sunset Route has color and romance. At the ends of its rails are two of America's most distinctive, most truly cosmopolitan cities—New Orleans and San Francisco. From New Orleans west, you find constant reminders that this was first the trail of the Spanish adventurers. Old Spain's influence still lives in the life, color and architecture along the way—clear to San Diego, Los Angeles and San Francisco. The sidetrip over The Apache Trail highway of Arizona is offered by this route. Sunset Route also affords through sleeping car service between St. Louis and Los Angeles, New Orleans and San Diego, New Orleans and Del Monte. The "Sunset Limited" is a train famous the world over among travelers.*

YOU have a choice of routes from New York to New Orleans—either by Southern Pacific steamship (Morgan Line) or by rail through the Old South.

By Southern Pacific steamship. Aboard the fine big steel "Dixie", "Creole" or "Momus"—"100 Golden Hours at Sea". Southward along the Atlantic Coast, 'round Key West, across the Gulf of Mexico, through the Mississippi River delta, and up the river to quaint old New Orleans. Meals and berth aboard ship are included in your through fare. By rail, direct—from New York, through Philadelphia, Baltimore, and Washington, D. C., the capital of the United States; thence over "Washington-Sunset Route" through Lynchburg, Charlotte, Atlanta, Montgomery and Mobile. Another direct route—from New York to Lynchburg, thence via Knoxville, Chattanooga and Birmingham.

New Orleans. A true city of the Old South. City of romance, of atmosphere. Here history lurks in every nook and cranny, for this seaport has lived under five flags. Stately boulevards, aristocratic homes, picturesque market places, quaint coffee shops. The old French quarter. A city of the long ago, yet progressive and prosperous.

Across the Mississippi. Through Louisiana. Live oaks and lazy bayous—touches of appealing beauty. Oil wells; cotton, rice and sugar plantations.

Across Texas, a state so broad that the previous day's "Sunset Limited" is leaving its western side as you enter at the eastern. Houston—inland seaport, made so by the Houston Ship Channel from the Gulf of Mexico. South of Houston, on the Gulf, is Galveston, famous resort city.

San Antonio. Here are the historic Alamo of Davy Crockett fame; Mission de la Concepcion, built in 1731, and six other Old Missions.

El Paso, a gateway to Old Mexico and largest city on border. Great Elephant Butte Dam nearby. Ten-day stopover privilege on all tickets, offering opportunity to visit Juarez—five minutes' trolley ride across the border in Old Mexico, where you find glimpses of a quaint civilization.

### *The Apache Trail highway of Arizona*

Bowie, where you start over branch line for the trip over The Apache Trail highway—delightful one-day break in your transcontinental journey. Globe, near which 41 per cent of the country's copper is produced. Here you start over The Apache Trail highway—120 miles by comfortable motor coach on a smooth highway through a region of weird beauty, with prehistoric cliff dwellings to be visited and inspected during the regular one-day motor coach trip. A region once the domain of the Apaches, savage rulers of this fascinating land. Prehistoric Indian pottery and strange picture carvings in rock. Mysterious ruins. Cleft peaks and shaded valleys, great cliffs, ramparts and temples weirdly painted by passing ages, canyons with bronzed walls of metallic brilliance. Huge Roosevelt Dam, keywork in a vast irrigation program. Three great man-made lakes—Roosevelt, Apache and Canyon—forming a chain that reaches 53 miles through this desert-mountain wilderness. A lush valley—The Salt River Valley, transformed by irrigation from desert into garden. In the midst of this valley—Phoenix, where you board your train again.

Also to be seen in Arizona—Chiricahua "wonderland of rocks", reached from Douglas; Tombstone, historic frontier town; Tucson and Nogales, gateways to the West Coast of Mexico; Mission San Xavier, near Tucson, one of the most beautiful churches in America; Casa Grande Ruins (prehistoric habitations). Desert winter resorts and guest ranches.

On through the "Far West"—a fabled land, a story land. Still a country of pioneers. Cowboys. Indians. A great sweep of rich new territory just opened for development with the recent completion of a new Southern Pacific main line through Southern Arizona via Phoenix.

At Yuma you can buy baskets, Indian jewelry and souvenirs for your friends.

Imperial Valley, California—another "Garden of Eden",



CALIFORNIA'S FAMOUS PLAYGROUNDS—ALONG SUNSET ROUTE



Making "movies"  
Hollywood



Beach near  
Los Angeles



Mission  
Santa Barbara



Monterey Bay,  
near Del Monte



Inspiration Point  
Yosemite Valley



Chinatown  
San Francisco



SUNSET ROUTE—Continued

wrought by irrigation.

If you wish, direct by through sleeping car to San Diego via Agua Caliente and Tia Juana, Old Mexico—enjoying wonderful Carriso Gorge enroute. Through Carriso Gorge your train runs along the edge of cliffs, from which you look down a sheer drop to the winding stream far below.

Continuing on the main line toward Los Angeles. Salton Sea, blue and deep, far below the level of the ocean. Once the northern end of the Gulf of California—but now a veritable dead sea, and strikingly picturesque.

La Quinta, Palm Springs, and other delightful desert winter resorts, served exclusively by Southern Pacific rails.

Mt. San Jacinto, Mt. San Gorgonio and adjacent mountains; in the morning and evening hours these mountains are especially beautiful.

Then the orange country—the California you've read and heard about. Green-and-gold groves, the trim trees in serried ranks. And always a background of mountains, some capped with snow. Clean, new-looking cities, contrasting with ancient missions. Dry arroyos. And then—

Los Angeles. A home city, a resort city, with a dozen famous beaches and many attractive mountain places nearby. Here you find the atmosphere of play, for Southern California is an alluring playground. Nearby—Hollywood, where "movies" are made; Mt. Lowe, Orange Empire, Catalina.

Northward to San Francisco over scenic Coast Line. In all the world no rail trip offers a greater variety of scenic, romantic and historic interest. The rails follow "El Camino Real" (The King's Highway), the route trod by the padres in traveling up and down the coast between Missions. Only Southern Pacific rails follow this trail between the Old Missions. For 113 miles of the way right along the shore of the blue Pacific. Charming cities and towns, orchards and farms, hills and broad level stretches, magnificent panoramas of mountain and seashore, smooth white beaches and rugged rock-bound bits of coast—all unfold before you from your seat on the observation platform. Enroute—lovely, alluring Santa Barbara; Paso Robles Hot Springs; Del Monte Junction, from which you may go to the famous Monterey Peninsula with its picturesque settlements—Carmel-by-the-Sea, Del Monte, Pebble Beach, Monterey and Pacific Grove; sidetrip to Santa Cruz beach, through mountains and Big Trees (*Sequoia sempervirens*); the orchards of the Santa Clara Valley; the charming cities and towns of the San Francisco Peninsula.

Or, if you prefer, from Los Angeles to San Francisco over Southern Pacific's San Joaquin Valley Line—crossing the Tehachapi Mountains over Southern Pacific's famous "loop", a railroad engineering feat.

Northward through the San Joaquin Valley which, with the Sacramento Valley to the north, forms the *Great Central Valley* of California—extending from the Tehachapi Mountains on the south to Mt. Shasta on the north, from the

Sierra Nevada Mountains on the east to the Coast Range on the west. In this Great Central Valley are millions of acres of the most productive land in the world. Orchards, gardens, farms, ranches; vast oil fields.

Nearby—Mt. Whitney, highest peak in continental United States, and Sequoia and General Grant National Parks. Also Big Trees (*Sequoia gigantea*).

Fresno, famous for its raisins and fruits, and gateway to lovely Huntington Lake.

Merced, year-round gateway to Yosemite Valley via Yosemite Valley R. R. (Through overnight sleeping cars are operated daily by Southern Pacific between Los Angeles and Yosemite, and between San Francisco and Yosemite—saving a day at Yosemite for sightseeing and pleasure). Yosemite is connected with that other Sierra jewel, Lake Tahoe, by the historic Tioga Road, over which safe, comfortable motor coaches run daily during the summer season. From Lake Tahoe you proceed, via Truckee, over Southern Pacific's Overland Route (Lake Tahoe Line) to San Francisco or other destination. (Through overnight sleeping cars are operated daily by Southern Pacific between Tahoe's shore and San Francisco during both summer and winter seasons—saving a day at Tahoe for sightseeing and pleasure).

Port Costa; then along the shore of San Francisco Bay to Berkeley, seat of the University of California, and to Oakland, great and beautiful city on the eastern shore of San Francisco Bay. Here you board a Southern Pacific ferry and cross San Francisco Bay, one of the world's great land-locked harbors, to—

San Francisco, gleaming upon its hills beside the Golden Gate. A gay city. A cosmopolitan city. A city of life and color. One of the world's most fascinating cities.

In San Francisco, charming playgrounds and scores of places of scenic and historic interest await you. On San Francisco Bay, sailing and motorboating. San Francisco is also the starting point for famous playgrounds throughout Central and Northern California, including Yosemite, Tahoe Lake Region, Redwood Empire, Monterey Peninsula, and Mt. Tamalpais and Muir Woods. It is also a gateway to Hawaii, the Orient, Australia and New Zealand.

\* \* \* \* \*

Upon arrival in San Francisco over Sunset Route, the traveler wishing to see the whole Pacific Coast has a choice of 3 itineraries—depending upon which route he wishes to use in returning east:

(1) *If he wishes to return over northern lines* (through either the United States or Canada), he may go on from San Francisco to the Pacific Northwest over Shasta Route, using either new Cascade Line or Siskiyou Line, and thence east.

(2) *If he wishes to return over Overland Route (Lake Tahoe Line)*, he may go on from San Francisco to the Pacific Northwest over new Cascade Line of Shasta Route, thence return to San Francisco over Siskiyou Line of Shasta Route, and thence east.

(3) *If he wishes to return over Golden State Route*, he may go on from San Francisco to the Pacific Northwest over new Cascade Line of Shasta Route, thence return to California over Siskiyou Line of Shasta Route, thence to Southern California over San Joaquin Valley Line, and thence east.



# SHASTA ROUTE OFFERS SIDETRIP THROUGH REDWOOD EMPIRE



San Francisco, from  
Sou. Pacific ferry



Redwood Empire



Mt. Shasta



Crater Lake,  
Southern Oregon



Orchards along  
Siskiyou Line



Columbia  
River Highway



# SHASTA ROUTE

SAN FRANCISCO

PORTLAND

PACIFIC NORTHWEST

*Shasta Route takes you from California to the Pacific Northwest. Shasta Route bears the name of one of the world's most glorious mountains—Mt. Shasta. It is the route that takes the traveler to Crater Lake, scenic wonder of the great cascade region. It also offers the Redwood Empire Tour by rail and motor coach through the forests of Giant Redwoods along Northern California's coast. Along Shasta Route you see mountains, canyons, valleys, rivers, waterfalls, springs and lakes. The "Cascade" travels over Shasta Route between San Francisco and Portland on a 22-hour schedule. Shasta Route also offers through sleeping car service between Los Angeles and Seattle.*

**Y**OU have a choice of lines between San Francisco and Oregon—either via the Sacramento Valley and the Sacramento Canyon; or the Redwood Empire Tour along the Northern California coast via Eureka and Crescent City to Grants Pass, with forests of Giant Redwoods enroute.

If you choose the Redwood Empire Tour you leave San Francisco from the Ferry Building and cross the Golden Gate on a Northwestern Pacific ferry to Sausalito, thence by Northwestern Pacific train through vast Redwood groves to Eureka, thence by Southern Pacific motor coach along the shore of the blue Pacific and through more Redwoods to Grants Pass, thence by Southern Pacific train to the Pacific Northwest.

If you go via the Sacramento Valley and the Sacramento Canyon, you leave San Francisco from the Ferry Building and cross San Francisco Bay to Oakland. Thence along the shore of San Francisco Bay to Port Costa, where your train is ferried across Carquinez Straits on the Southern Pacific ferry "Solano" or "Contra Costa", the largest train ferries in the world, to Benicia, historic capital of California in 1853-54.

Then into the Sacramento Valley. Sacramento, capital of California. Capital Park contains rare and beautiful trees and shrubs from all parts of the world.

Northward through the Sacramento Valley. On the skyline, to the east—Lassen Peak, the only active volcano in continental United States.

Through the picturesque Sacramento River Canyon, with Mt. Shasta, seen only from Southern Pacific rails, rearing its snow-mantled bulk 14,161 feet skyward—a glorious sight, for about four hours, from the train window.

Black Butte. From here to Eugene, Ore., you have a choice of two main lines—new Cascade Line, running through a vast virgin region where, until recently, deer, cougar, bear, grouse and quail lived almost undisturbed; and Siskiyou Line, through the beautiful Rogue, Umpqua and Willamette river valleys. Between these two lines, in the crater of an extinct volcano 6177 feet above sea level, lies Crater Lake, six miles across and 2000 feet deep, with precipitous walls rising over 1000 feet from the water's

edge to the rim—a mysterious and beautiful body of water of a glorious and ever-changing blue. It is reached by motor coach—from Medford on Siskiyou Line; from Klamath Falls or Chiloquin on new Cascade Line.

New Cascade Line passes through Klamath Falls and Chiloquin, on the crest of the Cascade Range, gateways to Crater Lake National Park; skirts Klamath Lake; runs along the shore of Odell Lake, crosses the Cascade Mountains, and runs down through Salt Creek Canyon to Eugene. Enroute—towering mountain peaks, lovely lakes, great forests, turbulent streams, dashing waterfalls.

Siskiyou Line—northward from Black Butte. Over the forested Siskiyou and down into the beautiful Rogue River Valley to Medford—midst orchards and farms, and a gateway to Crater Lake National Park.

Over a divide and through Umpqua Valley. Over the Calapooya Mountains and into Willamette Valley to Eugene.

Salem, capital of Oregon.

Oregon City; to west you see the Falls of the Willamette.

Portland. Southern gateway to Pacific Northwest country. Famous for its Rose Festival, held annually in June. From here you take the drive over the world-famous Columbia River Highway and visit Mt. Hood.

Northward through the Evergreen Playground. Tacoma and Seattle. Puget Sound, dotted with wooded islands; gateway to Alaska. Magnificent Mt. Rainier and Mt. Baker, with picturesque mountain lodges. Then, if you wish, on to Victoria and Vancouver, in British Columbia, with their quaint touches of Old England.

Upon arrival in the Pacific Northwest over either new Cascade Line or Siskiyou Line of Shasta Route, the traveler may return east over any one of several northern lines through the United States or Canada.

Or, if he wishes to see still more of the Pacific Coast, he has a choice of 2 itineraries—depending upon which Southern Pacific route he wishes to use in returning east:

(1) If he wishes to return over Overland Route (Lake Tahoe Line), he may return to San Francisco over the alternate line of Shasta Route, thence east.

(2) If he wishes to return over either Sunset or Golden State route, he may return to San Francisco over the alternate line of Shasta Route, thence to Southern California over either scenic Coast Line or San Joaquin Valley Line, and thence east.



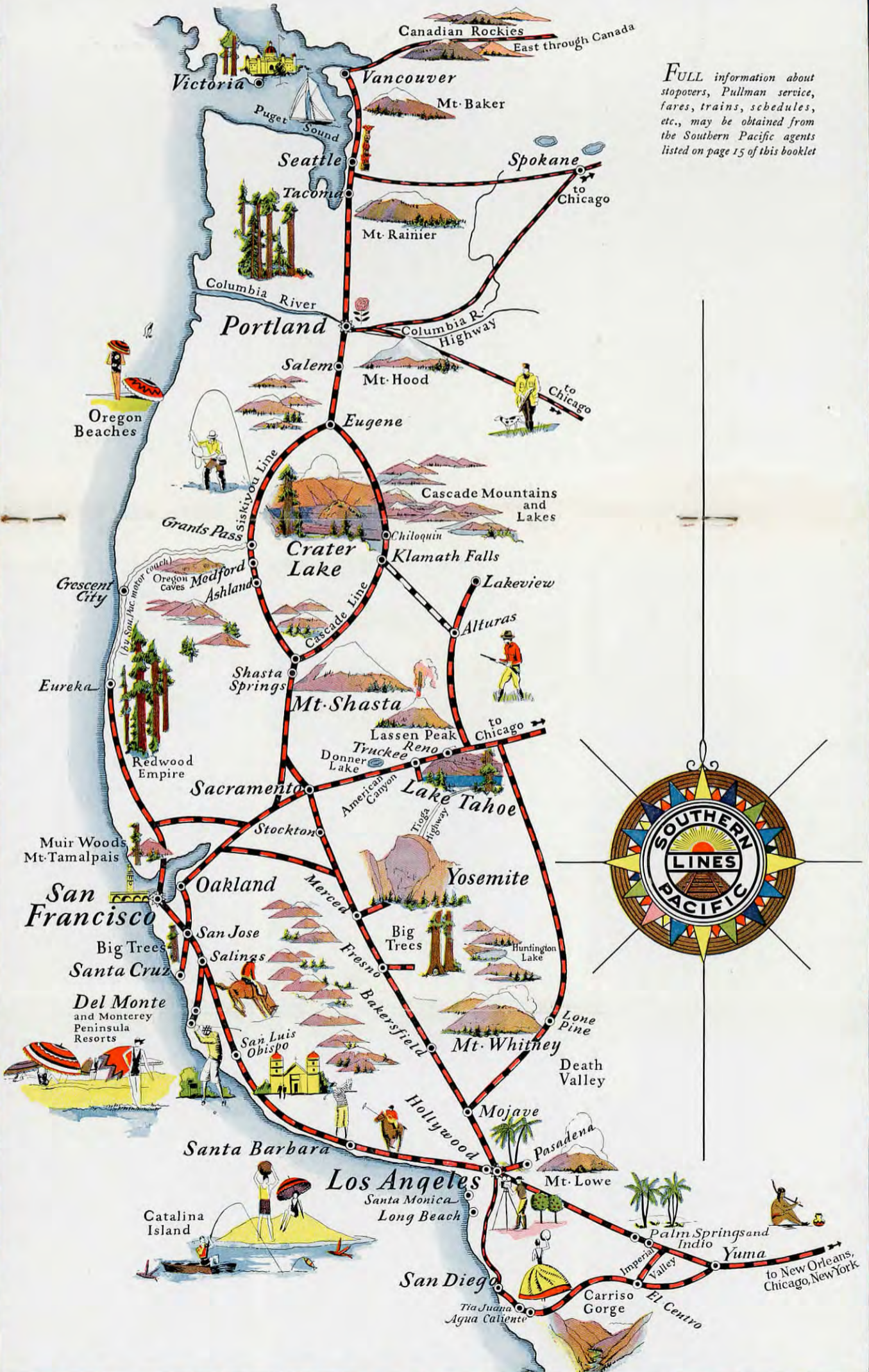
# The Best Way to See the Pacific Coast

SOUTHERN PACIFIC'S principal main lines and connections on the Pacific Coast, with a few of the chief points of interest in this region, are indicated on this pictorial map:

Two lines between Los Angeles and San Francisco—the scenic Coast Line, right along the ocean shore, serving, among other points, Santa Barbara, Monterey Peninsula and Bay resorts; and San Joaquin Valley Line, serving Sequoia, General Grant, and Yosemite National Parks; and

Two lines of the Shasta Route through Oregon—spectacular new Cascade Line via Klamath Falls; and Siskiyou Line via Medford, both having glorious Mount Shasta en-route and both serving Crater Lake National Park.

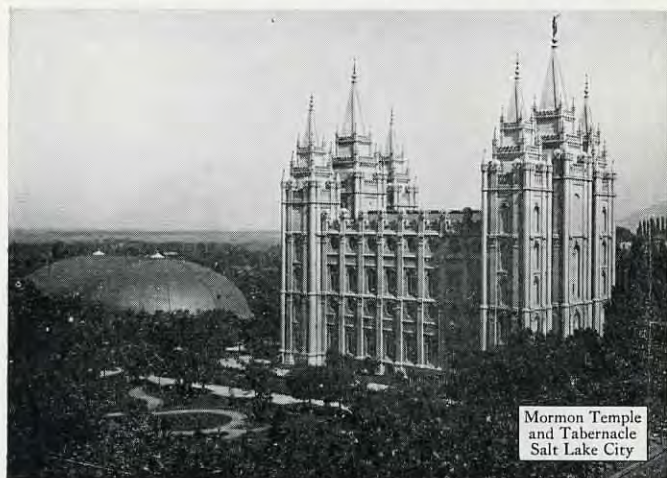
Along Southern Pacific lines, served directly or easily accessible by inexpensive sidetrip, are all of the famous resorts and scenic wonders of the Pacific Coast, only a few of which could be shown here. Playgrounds in the mountains, not served directly by Southern Pacific rails, such as Crater Lake, are reached by safe, comfortable motor coaches connecting with Southern Pacific trains. Your nearest Southern Pacific representative (see list on page 15) will arrange tickets for you, and your baggage will be checked through to your destination. With all travel details arranged for you, you are free to relax and enjoy the trip. Thus you travel the safe, quick, easy, comfortable way.



*FULL information about stopovers, Pullman service, fares, trains, schedules, etc., may be obtained from the Southern Pacific agents listed on page 15 of this booklet*



LOVELY LAKE TAHOE—ON SOUTHERN PACIFIC'S OVERLAND ROUTE



Mormon Temple  
and Tabernacle  
Salt Lake City



Crossing  
Great Salt Lake



Humboldt Mountains  
Nevada



Emerald Bay  
and Ellen's Isle  
Lake Tahoe



Mariposa Big Trees  
Yosemite Park



After the  
Pacific Coast—  
See Hawaii



# OVERLAND ROUTE [Lake Tahoe Line]

CHICAGO

OMAHA

OGDEN

RENO

SAN FRANCISCO

*Overland Route, straight across the center of the country, is the shortest and most direct route between Chicago and San Francisco. Overland Route follows the historic trail made by the covered wagons during the gold rush to California of 1849—the route of the pony express—the line of the first transcontinental railroad. The “Overland Limited” travels over Overland Route from Chicago to San Francisco on a 58-hour schedule. Overland Route also offers you through sleeping car service between St. Louis and San Francisco, Kansas City and San Francisco, Denver and San Francisco, and between Chicago and Los Angeles via San Francisco and Santa Barbara.*

**C**HICAGO. Across Illinois. The Mississippi River. Iowa and its rich farms. Council Bluffs. Omaha. Across Nebraska. Across the great plains of Wyoming.

Utah, where the Mormons have converted desert into a great empire. Ogden, near which are the picturesque Weber and Ogden canyons. Stop-over allowed on all Southern Pacific tickets for sidetrip to Yellowstone Park, a night's ride from Ogden. If you wish, a short free sidetrip from Ogden to Salt Lake City—capital of Utah. Here are the Mormon Temple, which took forty years to build, and the great Tabernacle, constructed entirely without metal nails.

Just west of Ogden you actually “go to sea by rail” over Southern Pacific's famous cut-off across Great Salt Lake. Here Overland Route offers you a strange combination of blue water sparkling in the sunshine, and desert colors and shadows playing upon the mountains that frame this great inland sea. On Antelope Island, seen from the train window, is one of the few remaining large herds of buffalo.

Nevada. Gold, silver, copper mines; desert reclaimed through irrigation. From Reno is a sidetrip along weird Pyramid Lake to Lassen Volcanic National Park in California.

Up the eastern slope of the Sierra Nevada range. Boca, favorite spot for fishermen.

Truckee, famous for its winter sports carnival; junction point for Lake Tahoe, 12 miles south, served only by Southern Pacific rails. At Truckee, in winter, are taken many of the “Far North” scenes you see in “movies”.

Lake Tahoe! A lake 6226 feet above sea level on the summit of the snow-capped Sierra range. Here, in summer, are golf, tennis, dancing, riding, bathing, aquaplaning, boating, fishing, hunting, hiking, mountain-climbing, steamer rides around the lake, and other favorite sports. In winter, a colorful carnival of winter sports.

Tahoe is connected with Yosemite Valley and the Mariposa Grove of Big Trees by a picturesque and amazing highway—the Tioga Road, over which motor coaches run daily during the summer season. From Yosemite, you may rejoin Southern Pacific's line at Merced to go on to San Francisco, Los Angeles or other destination. (See column 2,

page 5, for details of through sleeping car service between Tahoe and San Francisco, between Yosemite and San Francisco, and between Yosemite and Los Angeles).

On the Overland Route main line again. Just west of Truckee you cross the crests of the Sierra Nevada mountains. Donner Lake, scene of an historic tragedy in the days of the Overland Trail, but now another playground. American, where a 5-minute stop enables you to revel in the beauty of the American River Canyon. Down the western slope of the Sierra Nevada Range through rugged, forested country.

Then, in the foothills, come the gold fields of '49—still scarred in spots from the early mining operations. This is the land whose charm inspired Rudyard Kipling, John Muir, Robert Louis Stevenson, Bret Harte, Mark Twain, Jack London and Edwin Markham.

The descent into the Sacramento Valley. Sacramento. Benicia. Across Carquinez Straits to Port Costa. Berkeley. Oakland. Across San Francisco Bay to San Francisco.

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Upon arrival in San Francisco over Overland Route, the traveler wishing to see the whole Pacific Coast has a choice of 3 itineraries—depending upon which route he wishes to use in returning east:

(1) *If he wishes to return over either Sunset or Golden State route, he may go on from San Francisco to the Pacific Northwest over new Cascade Line of Shasta Route, thence return to San Francisco over Siskiyou Line of Shasta Route, thence to Southern California over either scenic Coast Line or San Joaquin Valley Line, and thence east.*

(2) *If he wishes to return over northern lines (through either the United States or Canada), he may go on from San Francisco to Southern California over Coast Line, thence return to San Francisco over San Joaquin Valley Line, thence to the Pacific Northwest over Shasta Route, using either Cascade Line or Siskiyou Line, and thence east.*

(3) *If he wishes to return over Overland Route, he may—*

(a) *Go on from San Francisco to the Pacific Northwest over new Cascade Line of Shasta Route, thence return to San Francisco over Siskiyou Line of Shasta Route, thence to Southern California over scenic Coast Line, thence return to San Francisco over San Joaquin Valley Line, and thence east; or—*

(b) *He may reverse this routing by first going on to Southern California over scenic Coast Line, thence return to San Francisco over San Joaquin Valley Line, thence to Pacific Northwest over new Cascade Line of Shasta Route, thence return to San Francisco over Siskiyou Line of Shasta Route, and thence east.*



GOLDEN STATE ROUTE CROSSES THE PICTURESQUE SOUTHWEST



Juarez  
Old Mexico



Broncho-busting  
in the Southwest



Yaqui Rite  
Dancers



Mission San Xavier  
near Tucson



Balboa Park  
San Diego



Southern  
California  
Orange Grove



# GOLDEN STATE ROUTE

CHICAGO    KANSAS CITY    EL PASO    PHOENIX    SAN DIEGO    LOS ANGELES

*"Golden State" means the finest service on the direct route between Chicago and Los Angeles. Golden State Route is the "low altitude" direct line over prairie and painted mesa from Chicago and Mississippi Valley cities to Southern California. It offers The Apache Trail highway sidetrip in Arizona. The "Golden State Limited" travels over Golden State Route from Chicago to Los Angeles on a 63-hour schedule. Golden State Route also offers through sleeping car service between Minneapolis-St. Paul and Los Angeles, St. Louis and Los Angeles, Memphis and Los Angeles, Chicago and San Diego, Chicago and Santa Barbara.*

**C**HICAGO. Through rich farm lands, the market basket for millions of people—across Illinois, Iowa, Missouri and Kansas.

At Rock Island you cross the Mississippi River. Here was constructed, in 1855, the first bridge to span that mighty stream. As you cross over today's modern steel structure you see a crumbling pile of masonry on the island to the north—all that remains of that first bridge.

At Kansas City you cross the Missouri River. Here through sleeping cars from St. Louis and from Minneapolis-St. Paul join us to travel over Golden State Route to Los Angeles.

Topeka, capital of Kansas.

Across the northwest corner of Oklahoma and Texas.

New Mexico. Tucumcari, where the Memphis-to-Los Angeles through sleeping car joins us. From Alamogordo, a delightful sidetrip, during summer months, to Cloudcroft, beautiful and cool resort on a forested mountain top, served only by Southern Pacific rails.

Nearby—the Mescalero Apache Indian reservation.

El Paso. From here to Los Angeles, Golden State Route is over the same rails as Sunset Route. (See Sunset Route from El Paso west, column 1, page 3, for details as to points of scenic, romantic and historic interest during the remainder of your journey over Golden State Route).

Over Golden State Route you have the same options given in Sunset Route as to the sidetrip over The Apache Trail highway of Arizona, and the trip through spectacular Carriso Gorge to San Diego.

And if you wish, you may go on from Los Angeles to Santa Barbara, served only by Southern Pacific rails, direct by through sleeping car over Southern Pacific's scenic Coast Line, with your train running along the shore of the blue Pacific during the last 28 miles of the way.

## *Through a Rich New Territory*

Also, in traveling over Golden State Route, you have the same opportunity as travelers over Sunset Route to see the great sweep of rich new territory thrown open for development with the recent completion of a new South-

ern Pacific main line through Southern Arizona via Phoenix. This new Southern Pacific main line gives easy access to a part of Arizona that was unknown until recently to all but a few mining prospectors and other adventurous souls to whom lack of trails presented no obstacle to travel. It also traverses a most picturesque section of Arizona—land of desert and fertile farms, prehistoric cliff dwellings and modern tourist hotels, resorts and guest ranches; forests, mines, and stock ranches; cowboys, Indians and mining prospectors; Old Missions and alert, progressive cities and towns; fish and game, unique scenery; opportunity for the settler, the colonist, the seeker after health; and last, but by no means least, the colorful Apache Trail highway.

At the end of Golden State Route is the great playground of Southern California—Santa Catalina Island, the Orange Empire, Mt. Lowe; "Rim of the World Drive"; Pasadena and Beverly Hills; Hollywood, where "movies" are made; the beaches at Santa Monica, Venice, Playa del Rey, Hermosa Beach, Redondo Beach, Long Beach, Newport, Laguna Beach. With Los Angeles city as a starting point, the traveler may spend many delightful days in this region. The Pacific Electric Railway and fine paved highways lead in all directions.

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Upon arrival in Southern California over Golden State Route, the traveler wishing to see the whole Pacific Coast has a choice of 3 itineraries—depending upon which route he wishes to use in returning east:

(1) *If he wishes to return over northern lines* (through either the United States or Canada), he may go on to San Francisco over either scenic Coast Line or San Joaquin Valley Line, thence to the Pacific Northwest over Shasta Route, using either new Cascade Line or Siskiyou Line, and thence east.

(2) *If he wishes to return over Overland Route (Lake Tahoe Line)*, he may go on to San Francisco over either scenic Coast Line or San Joaquin Valley Line, thence to Pacific Northwest over new Cascade Line of Shasta Route, thence return to San Francisco over Siskiyou Line of Shasta Route, and thence east.

(3) *If he wishes to return over Sunset Route*, he may go on to San Francisco over scenic Coast Line, thence to Pacific Northwest over new Cascade Line of Shasta Route, thence return to San Francisco over Siskiyou Line of Shasta Route, thence to Southern California over San Joaquin Valley Line, and thence east.



EVERY TRAVEL CONVENIENCE IS YOURS ON SOUTHERN PACIFIC





# LET THE SOUTHERN PACIFIC AGENT HELP YOU PLAN YOUR TRIP

## Accommodations

Over each of its four great scenic routes Southern Pacific runs a premier train and other fine trains daily, with Southern Pacific's distinctive dining service a feature of each train. The premier trains—none finer anywhere—offer every modern refinement of service, including club car, observation car, ladies' lounge, shower baths, private rooms en suite, and services of ladies' maid, barber and valet. Other good comfortable trains are especially designed for the traveler whose chief desire is to get to his destination with the greatest economy. These trains carry coaches, all-day lunch cars (cafeteria style), or tourist sleeping cars. In all trains, and in all cars on all trains, the same spirit of Southern Pacific service is found—a friendly, sincere interest in administering to the comfort and pleasure of the traveler throughout his entire journey.

### Sunset Route

**TRAIN ACCOMMODATIONS:** "Sunset Limited"—Barber, valet, ladies' maid; shower baths; standard sleeping cars, observation sleeping car, club car, dining car. "Argonaut"—Standard sleeping cars, observation sleeping car, tourist sleeping car, dining car, coaches, smoker.

**Note:**—Through tourist sleeping car is operated from Washington, D. C., via New Orleans on "Argonaut" to Los Angeles—without change of cars enroute. It will save you money.

**STEAMSHIP ACCOMMODATIONS:** On Southern Pacific steamships, New York to New Orleans, are the following accommodations: Steamship "Dixie"—first-cabin and third-class; de luxe suites consisting of sitting room, twin-bed room, toilet and bathroom; connecting rooms arranged en suite with toilet and bathroom; rooms with toilet and bath; rooms without toilet and bath. Steamships "Momus" and "Creole"—first- and second-cabin and third-class; suites consisting of sitting room, double bed room, toilet and bathroom; two-berth staterooms without toilet and bath.

### Shasta Route

"Cascade"—Barber, valet, ladies' maid; shower baths; standard sleeping cars, observation sleeping car, club car, dining car. "Shasta"—Barber, valet; shower baths; standard sleeping cars, observation-lounge, dining car, coaches. "West Coast"—(runs from Los Angeles via San Joaquin Valley Line to Sacramento, thence over new Cascade Line of Shasta Route to Pacific Northwest)—Standard sleeping cars, observation sleeping car, tourist sleeping car, dining car, all-day lunch car, coaches, smoker. "Oregonian"—Standard sleeping cars, tourist sleeping car, dining car, coaches. "Klamath"—Standard sleeping cars, tourist sleeping car, dining car, coaches, reclining chair cars, all-day lunch car.

### Overland Route (Lake Tahoe Line)

"Overland Limited"—Barber, valet, ladies' maid; shower baths; standard sleeping cars, observation sleeping car, club car, dining car. "San Francisco Limited"—Barber, valet, ladies' maid; shower baths; standard sleeping cars, observation-lounge car, dining car. "Pacific Limited"—Standard sleeping cars, observation sleeping car, tourist sleeping car, dining car, all-day lunch car, coaches, smoker. "Gold Coast"—Standard sleeping cars, dining car, tourist sleeping cars, coaches, smoker.

### Golden State Route

"Golden State Limited"—Barber, valet, ladies' maid; shower baths; standard sleeping cars, observation sleeping car, club car, dining car. "Apache"—Barber, valet, ladies' maid; shower baths; standard sleeping cars, observation car, club car, tourist sleeping car, dining car, coaches, smoker. "Californian"—Standard sleeping cars, dining car, coaches, smoker.

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## At Your Service

Listed in the next column on this page are Southern Pacific representatives, located in nearly all large cities throughout this country and Europe, who are at your service while you are on your journey.

You are especially invited to use the centrally-located ticket offices in Chicago and New York City; you may meet friends there, and there you will find facilities for writing letters or telephoning.

## Southern Pacific Representatives

Your nearest Southern Pacific representative will 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 freight shipment. If there is a Southern Pacific agent in your city, he will gladly call at your office or home and personally help you arrange your trip. Phone or write him.

ATLANTA, GA., 216 Hayley Bldg.	D. Ashby, General Agent
ALEXANDRIA, LA., Second and Cannon Sts.	L. A. Vezev, Division Freight and Passenger Agent
AUSTIN, TEX., 702 Congress Ave.	W. R. Smith, Division Freight and Passenger Agent
BALTIMORE, MD., 209 Morris Bldg., N. W. Cor. Charles and Saratoga Sts.	W. B. Johnson, General Agent
BALTIMORE, TEX., Sunset Bldg., 450 Pearl St.	R. L. Stinson, Division Freight and Passenger Agent
BALTIMORE, MD., 427 Woodward Bldg., 1914 First St.	S. J. Brown, General Agent
BOSTON, MASS., 294 Washington St., Room 209	E. S. Leavitt, General Agent
BOWWATER, TEX.	M. L. Love, General Agent
BUENOS AIRES, 204 Elliott Square Bldg., 397 Main St.	G. H. Vogel, General Agent
CHICAGO, ILL., 33 West Jackson Blvd.	J. H. Debuson, General Agent, Passenger Department
CHICAGO, ILL., 33 West Jackson Blvd.	A. C. Hedlund, General Agent, Freight Department
CINCINNATI, OHIO, 205 Dixie Terminal Bldg., Fourth and Walnut Sts.	Robt. McDowell, General Agent
CLEVELAND, OHIO, 1116 Hippodrome Bldg., 720 Euclid Ave.	E. G. Cook, General Agent
CORPUS CHRISTI, TEX., 429 Peoples St.	A. E. Weymouth, General Agent
CORPUS CHRISTI, TEX., East Collins Ave. and North Tenth St.	J. H. Everts, Commercial Agent
DALLAS, TEX., 1313 Commerce St.	J. E. Blescoe, Division Passenger Agent
DENVER, COLO., 105-13 Bacon Bldg., Seventeenth and Champa Sts.	E. H. Williams, General Agent
DETROIT, MICH., 205-7 Majestic Bldg., cor. Woodward and Michigan Aves.	S. C. Plummer, Division Freight and Passenger Agent
EI CENTRO, CAL., Southern Pacific Passenger Station	J. W. Donohue, Division Freight and Passenger Agent
EL PASO, TEX., 1st Nat. Bank Bldg., 101 North Oregon St.	J. E. Monroe, Division Freight and Passenger Agent
EUGENE, OREG., 616 Willamette St.	L. L. Graham, Division Freight and Passenger Agent
FORT WORTH, TEX., 116 East Ninth St.	E. A. Pennington, Division Freight and Passenger Agent
FREIGHT CAR, cor. H. & Main Sts.	W. T. Plummer, Division Freight and Passenger Agent
GALVESTON, TEX., 204 Market St.	H. C. Franks, Division Freight and Passenger Agent
GENEAUX, CAL., 106 North Brand Blvd.	H. E. Plenson, Division Freight and Passenger Agent
HONOLULU, HAWAII, 209-13 Jackson St.	W. J. Carter, Assistant General Freight and Passenger Agent
HONOLULU, HAWAII, 213 Texas Ave.	E. J. Peters, Division Passenger Agent
HOUSTON, TEX., 189, 418 Merchants Bank Bldg., 11 South Main St.	L. W. Plummer, General Agent
KANSAS CITY, MO., 113 Railway Exchange Bldg., 795 Walnut St.	F. W. Sedgewick, General Agent
KLAMATH FALLS, OREG., 515 Main St.	A. S. Rosenbaum, General Agent for Southern Oregon
LAKE CHARLES, LA., Malentic Hotel	J. J. Miller, Division Freight and Passenger Agent
LAKE BEACH, CAL., 140 West Ocean Ave.	Jon Spent, Assistant General Freight and Passenger Agent
LAKE ANGELES, CAL., Pacific Electric Bldg.	H. P. Monahan, Division Passenger Agent
MADISON, OREG., 204 Melford Nat. Bank Bldg., North Central Ave.	A. S. Rosenbaum, General Agent for Southern Oregon
MIDWICH, TEXAS, 718 Exchange Bldg., 120 Madison Ave.	C. A. Bestis, General Agent
MINNEAPOLIS, MINN., 1620 Metropolitan Life Bldg., 125 South Third St.	R. K. Smith, General Agent
MODESTO, CAL., Southern Pacific Passenger Station	L. T. Sparks, Division Freight and Passenger Agent
NEW ORLEANS, LA., 266 Whitney Cent. Bank (Poydras Br.) Bldg., Camp and Poydras Sts.	A. C. Zagan, Division Passenger Agent
NEW YORK, N. Y., 571 Fifth Ave. (at 44th St.), Room 1012	Haley M. Clark, General Agent, Southern Pacific Steamship Lines
NEW YORK, N. Y., 571 Fifth Ave. (at 44th St.)—Southern Pacific Uptown Ticket Office	John N. Field, Division Passenger Agent
NEW YORK, N. Y., 105 Broadway (20th Floor)	H. H. Gray, General Agent, Passenger Department
NEW YORK, N. Y., 105 Broadway	S. C. Childs, General Agent, Freight Department
OKLAHOMA, CAL., Thimeroth and Broadway	L. E. Hudson, Division Freight and Passenger Agent
ORIGIN, UTAH, 52 David Eccles Bldg., 377 Twenty-fourth St.	F. G. Rutherford, Division Freight and Passenger Agent
OKLAHOMA CITY, OREG., 924 Perrine Bldg., 116 North Robinson St.	J. A. Eads, General Agent
PALM BEACH, CAL., 148 East Colorado St.	G. W. Wetherby, Division Passenger Agent
PALM BEACH, FLA., 726 Packard Bldg., 414 South Fifteenth St.	P. T. Brooks, General Agent
PASADENA, ARIZ., 191 North Central Ave.	S. J. Schwartz, Division Passenger Agent
PITTSBURGH, PA., 205 Park Bldg., 355 Fifth Ave.	H. F. Starke, General Agent
PORTLAND, OREG., Fourth St. at Stark	J. A. Haggood, Division Passenger Agent
RIHO, NEV., Commercial Row and Lake St.	Theodore Benjamin, Division Freight and Passenger Agent
REDFORD, CAL., 775 Market St.	R. D. Downey, Division Freight and Passenger Agent
SACRAMENTO, CAL., Southern Pacific Passenger Station	D. R. Owen, Division Passenger Agent
SALINA, OREG., 184 North Liberty St.	A. A. Mickel, Division Freight and Passenger Agent
SALT LAKE CITY, UTAH, 413 South Main St.	Press Bancroft, General Agent
SAN ANTONIO, TEX., 61 1/2 Navarro St.	Tom Hook, Assistant General Passenger Agent
SAN DIEGO, CAL., 677 Spreckels Bldg.	A. D. Haganman, Division Freight and Passenger Agent
SAN FRANCISCO, CAL., 741 Market St.	C. J. Sunilberg, Division Passenger Agent
SAN JOSE, CAL., Second and San Fernando Sts.	Geo. B. Hanson, Division Passenger Agent
SANTA ANA, CAL., 222 West Fourth St.	L. B. Valla, Division Freight and Passenger Agent
SANTA BARBARA, CAL., 187 State St.	G. C. Drake, Division Passenger Agent
SANTA MONICA, CAL., 416 Santa Monica Blvd.	A. J. Rehwood, Division Passenger Agent
SANTA ROSA, CAL., 210 Rosenberg Bldg., 306 Mendocino St.	R. B. Houston, Division Freight and Passenger Agent
SEATTLE, WASH., 1402 Fourth Ave.	C. M. Biggs, General Agent
SHREVEPORT, LA., 325 Market St.	M. J. Dunley, Division Freight and Passenger Agent
ST. LOUIS, MO., 204 Carleton Bldg., 308 North Sixth St.	L. B. Banks, General Agent
SPECTON, CAL., Main and San Joaquin Sts.	S. C. Beane, Division Freight and Passenger Agent
TERRELL, ARIZ., Score Bldg., 231 East Congress St.	Dick Smith, Division Freight and Passenger Agent
WACO, TEX., 112 North Sixth St.	Wade Cunningham, Division Freight and Passenger Agent
WASHINGTON, D. C., 402 Southern Bldg., 1515 Fifteenth St., N. W.	A. J. Poston, General Agent
WASHINGTON, D. C., 1510 H St., N. W.	G. V. McArt, Agent, Washington-Sancti Route

## Foreign Agents

GENOA (A), ITALY, Via Roma 14	Brizozoli, Kennedy & Millburn, General Agents for Italy, Greece, Palestine, Turkey and Africa
MILAN, ITALY, Via Doria, 14	
ROME, ITALY, Piazza de Spagna, 28	
TURIN, ITALY, Via La Grange, 23	
HAMBURG, GERMANY, 18 Glockengieβerwall	G. Rühr, General Agent for Germany, Austria, Hungary, Switzerland, Poland, Roumania, Denmark, Norway, and Netherlands
HAVANA, CUBA, Room 307 Manera de Gomez (Central Park)	R. Menendez, General Agent for Cuba
LIVERPOOL, ENGLAND, 21 Water Street	Victor Mylrea, Division Agent, Liverpool
LONDON, ENGLAND, 42 Leadenhall Street	A. B. Reynolds, General Agent for Great Britain
MEXICO CITY, MEX., Avenida Cinco de Mayo, No. 31	J. R. Bonar, Division Passenger Agent
MONTREY, MEX., Langstaff Bldg.	F. V. Stark, General Agent for Southern Mexico
PARIS, FRANCE, 1 Rue Fochet	Alfonso Marquez, General Agent for Northern Mexico
PARIS, FRANCE, 1 Rue Fochet	H. Demitri, General Agent for France, Belgium, Portugal and Spain
VANCOUVER, B. C., 385 Granville St.	E. J. Hensley, General Agent for Western Canada

E. W. CLAFF, Traffic Manager, Chicago, Ill.

W. SIMMONS, Traffic Manager, Southern Pacific Steamship Lines, New York, N. Y.
J. C. GILPIN, General Passenger Agent, Southern Pacific Steamship Lines, New York, N. Y.
C. S. FAY, Traffic Manager, Texas and Louisiana Lines, Houston, Tex.
I. T. MORROW, Assistant Traffic Manager, Texas and Louisiana Lines, Houston, Tex.
W. C. MCCORMICK, General Passenger Agent, New Orleans, La.
J. F. SULLIVAN, General Passenger Agent, Houston, Tex.
J. D. MASSON, General Passenger Agent, El Paso, Tex.
J. H. McCLELLAN, General Freight and Passenger Agent, Phoenix, Ariz.
L. G. HOFF, Traffic Manager, Mexican Lines, Guadalajara, Mex.
C. L. McFAUL, Assistant Passenger Traffic Manager, Los Angeles, Cal.
J. A. O'BANION, Assistant Passenger Traffic Manager, Portland, Ore.
F. S. McGINNIS, Passenger Traffic Manager, San Francisco, Cal.