

# How best to see the Pacific Coast



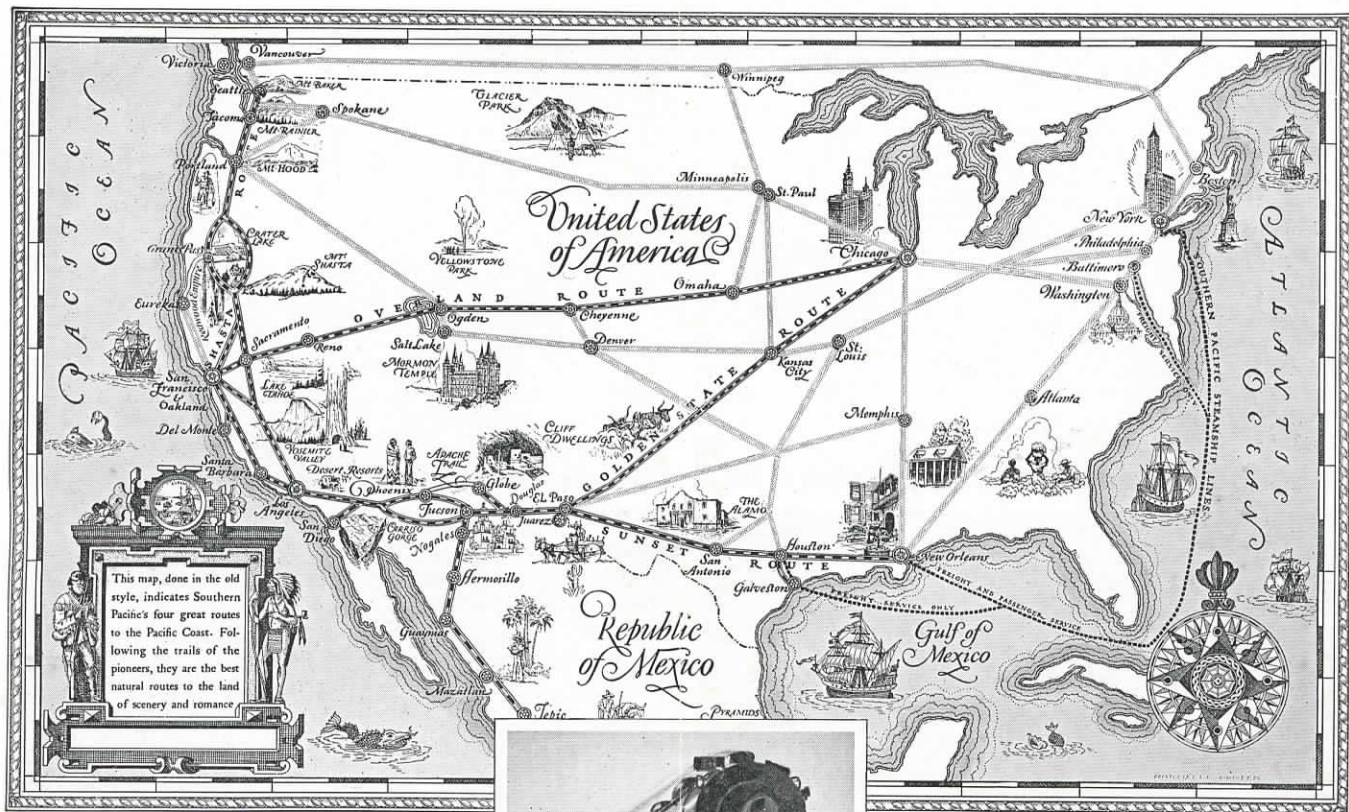
**Southern Pacific**

# 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:

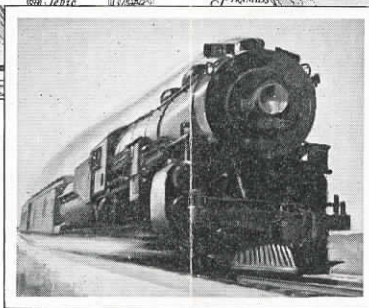
**SUNSET**—By Southern Pacific steamship from New York City, or by rail from any eastern point, to New Orleans, thence along the country's southern rim via San Antonio, El Paso and Phoenix to San Diego, Los Angeles and San Francisco.

**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 employes everywhere eager to assist you in every way that they can.

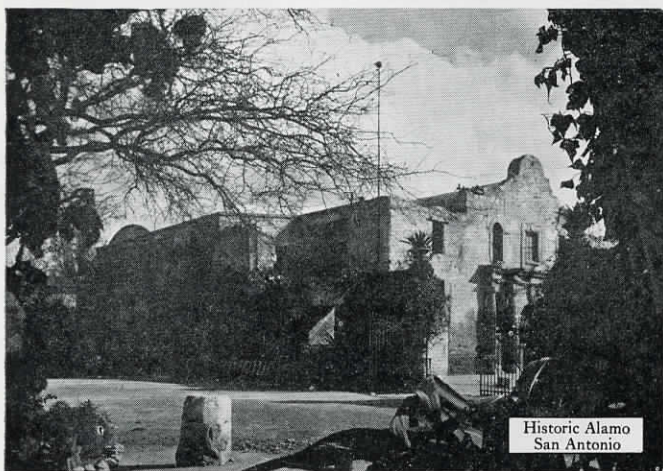
ALONG THE SUNSET ROUTE—NEW YORK CITY TO CALIFORNIA



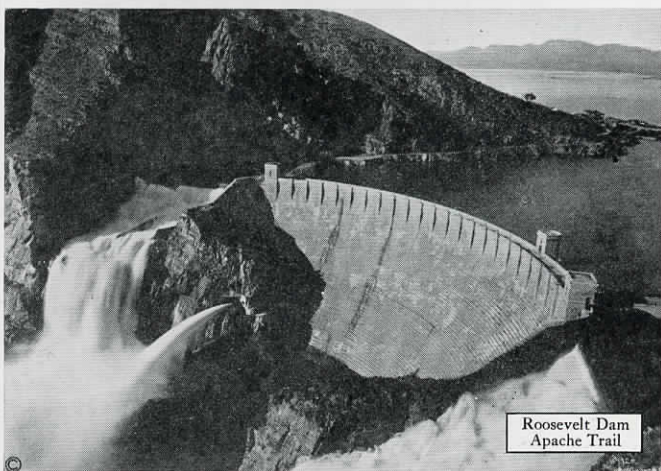
S. S. "Dixie", one of Sou. Pac. fleet



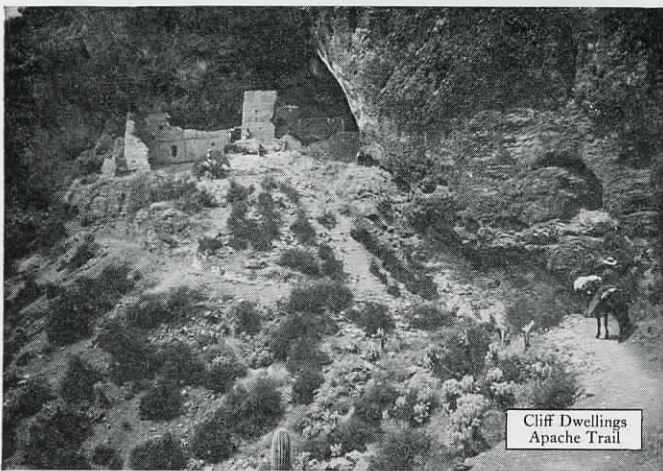
Old Courtyard New Orleans



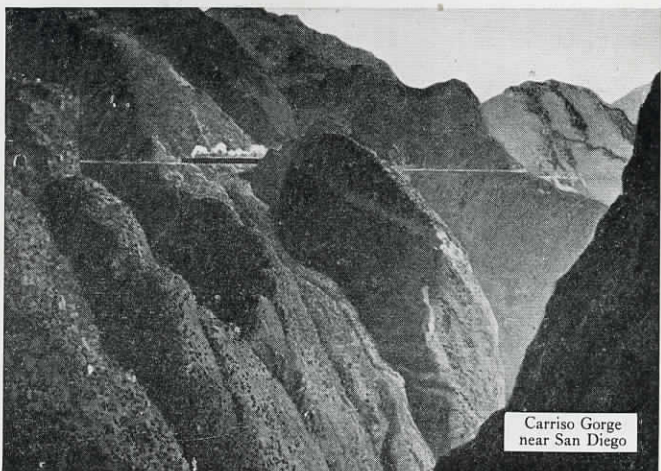
Historic Alamo San Antonio



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",