



Southern Pacific

NEWS SERVICE

Mission Santa Barbara, Santa Barbara, California. One of the best preserved of the California Missions, it stands today almost as originally constructed. Its original sanctuary light never has been extinguished.

NEWS SERVICE

The Train Salesman who will distribute this pamphlet for your information and guidance is on the train to serve you. He is an employee of the Southern Pacific Company, and as such is keenly interested in doing his part towards making your trip a pleasant one.

From time to time during the trip he will pass thru the train offering for sale his wares — and he will be pleased to cater to your wants. Any information regarding points of interest, etc., will be cheerfully given and you should feel free to ask the salesman for such information at any time without obligating yourself in the least.

SOUVENIR PLAYING CARDS

These playing cards are manufactured expressly for the Southern Pacific Company and each card has a different view of some point of interest along the lines of the Southern Pacific. Cards are gilt edge, of finest quality obtainable, and are encased in substantial telescope box. Each deck includes a small booklet describing the pictures in detail. Price \$1.25; if mailed \$1.35.

A very practical present. Send some to your friends.

INDIAN JEWELRY, ETC.

Agent will be pleased to show you his stock of Genuine Sterling Silver (Indian made) Rings, Bracelets, Earrings, Pins, Tie Clasps, etc. A large variety of styles and prices to choose from. Many are set with turquoise. These make interesting presents to send your friends in the East.

ART FOLIOS

Art Folios — each consisting of 16 colored views 8 x 10 inches, suitable for framing. Choice of six sets of views.

75c per set

1. *Coast-Valley Route*
2. *Golden State-Sunset Route*
3. *Sbasta Route*
4. *Overland Route*
5. *San Francisco*
6. *Los Angeles-Hollywood*

Packing and mailing anywhere in the United States, 10 cents per set additional

PLASTIC TABLECLOTHS

Superior quality, with hand silk screen printed map of California.

Because of its electronically heat sealed edges there are no threads to break and no needle holes to start to rip.

The design is everlasting. Cloth will not fade, crack or peel.

Non-inflammable, waterproof, mildew proof.

Easily wiped fresh and clean with a damp cloth.

Just put an extra plate or pad under extremely hot objects.

Quickly saves its cost in laundry bills.

Size 48 x 48 inches.

Not only a good souvenir but also a practical gift to send to your friends.

Price \$2.50

Packing and mailing anywhere in the United States, 20 cents additional

APLETS OR COTLETS

From a tiny vale tucked away among the foothills of the Cascade Mountains, come these confections

that taste different, and are different. These luscious sugar-flecked nuggets are created from the rich golden juice of the apricot or world-famous Pacific Northwest apples, fresh Pacific Coast walnuts, and other choice ingredients — combined with exotic flavors, to produce a new taste delight. Truly pure and wholesome sweet-treats. Especially fine for children. To appreciate the distinctiveness of Applets or Cotlets you've only to taste them.

Half-pound Box — 75c

Packing and mailing anywhere in the United States, 15 cents per box additional

CACTUS CANDY

*A Product of the Desert in Attractive Packages
Pure and Wholesome*

As the ingredients from which this candy is made are of the purest and most carefully selected, it can be eaten by old and young, without harm to delicate digestive systems.

Typical of the Southwest

There is nothing more typical of the Southwest than this delicious confection. Therefore, a package of Cactus Candy will make a very suitable souvenir to send back home where it is not widely known. It is something you can send to relatives and friends with the assurance that they will enjoy and appreciate it, not merely as a gift, but because of its unique qualities.

Half-pound Box — 75c

Packing and mailing anywhere in the United States, 15 cents additional

If any article purchased is not entirely satisfactory the Southern Pacific Company will be glad to make an exchange, or refund the purchase price.

Dates

Where once a meager growth of sagebrush mottled the desert wastes, stately palms now filter the desert sunlight into lacy shadows.

COACHELLA VALLEY, which lies many feet below sea level, was the birthplace of the American Date industry. Until the first deep well demonstrated that this valley was underlaid with an abundant supply of pure Artesian water, the entire valley was regarded as useless waste land. But within the last quarter of a century, men of science, men of enterprise, and men of foresight have joined in the transformation which has already made this ancient seabed the winter playground of America.

That the landscape value of our Date Palms is rapidly approaching fruition, is indicated by the increasing number of pretentious winter homes that are being built within the shelter of their spreading crowns.

From the forty-six hundred acres already planted with palms of various ages, there is an annual production of approximately thirty-five million pounds.

The Deglet Noor—"The Date of Light"—is the supreme date of commerce in North Africa.

Half-pound package — 50c

Packing and mailing anywhere in the United States, 15 cents additional

Travelers on our trains can help maintain Southern Pacific standard of service by reporting acts of unusual courtesy or efficiency on the part of Train Salesmen so that suitable recognition may be given.

Should you desire to have any item of merchandise mentioned in this pamphlet, delivered by mail or express to any address, the Train Salesman will take your order, or you can fill in order blank below and mail, enclosing check or money order payable to Southern Pacific Company covering the cost.

HARRY A. BUTLER, Manager
D. C. H. R. & N. S. Department
Southern Pacific Bldg., San Francisco, California

(Please Write Clearly)

Date _____

Ship to _____

Street _____

Town _____

State _____

Article _____ \$ _____

Article _____ \$ _____

Article _____ \$ _____

Article _____ \$ _____

Article _____ \$ _____

Article _____ \$ _____

Article _____ \$ _____

Article _____ \$ _____

Total \$ _____

Purchaser's Signature
and Address _____

Train Salesman's
Signature _____