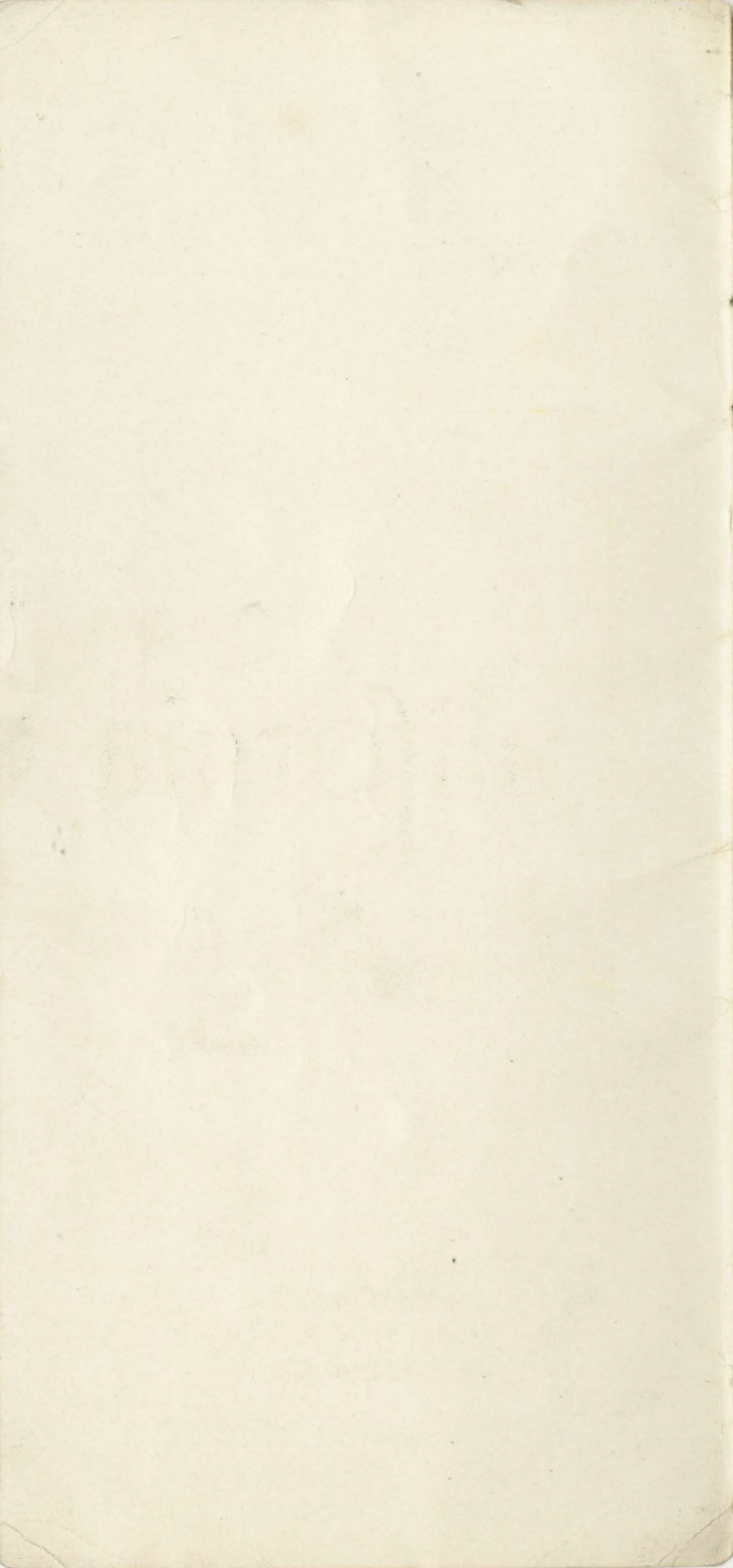


# California



**CHICAGO & NORTH WESTERN RY.**





# California

CHICAGO  
& NORTH WESTERN  
RAILWAY



THE CITY OF THE GOLDEN GATE.  
ONE OF SAN FRANCISCO'S BUSY  
AND ATTRACTIVE THOROUGHFARES



**C**ALIFORNIA—how the name awakens the thought of a Land of Perfect Desire, where every day is summer and chill winter days are unknown! A land of interesting and beautiful cities, both large and small, and ideal for winter or all-year sojourn; a land of orange groves and tropical orchards in a wonderful setting of valley, mountain and sea; a land of unequaled automobile roads, made beautiful with the overhanging of trees and bordered with the flowers of the tropics; a land of the Great Outdoors, with health-restoring air, excellent golf links, tennis courts, polo games, delightful ocean bathing, fishing and every open-air sport; a land where you may summer through the winter on any scale you choose, from the palatial hostelry to the modest bungalow; a land where golden opportunities present themselves to those who long to live amid ideal surroundings, while gathering a competency; a land far away from the gray monotony of bleak winter days, biting winds and chilling storms, yet reached quickly and with all the comforts of travel by the CHICAGO, UNION PACIFIC & NORTH WESTERN LINE.

**N**O one ever thinks of going to California without including San Francisco in their itinerary. This magic city is thoroughly metropolitan and enjoys every advantage of wealth, culture and refinement and is too well known to require any extended mention or description. It is a "city beautiful" as well as one of commanding commercial importance and is the gateway to the Orient and the Far East. Around her centers the commerce of the Pacific and ships from all parts of the globe pass through the Golden Gate into her magnificent harbor.



WHERE THE BLACK-EYED SUSANS GROW—  
CALIFORNIA



**D**IRECTLY opposite San Francisco, on the eastern shores of the Bay, are the most charming and delightful cities of Oakland, Alameda and Berkeley, the latter being the seat of the University of California. With the succession of beautiful boulevards, parks and homes, it is impossible to tell where the city limits of one ends and the other begins. One could linger in these Bay cities for weeks or months and enjoy new scenes daily as well as being in close touch with the metropolitan life of San Francisco.

On the north shore of San Francisco Bay looms the sylvan peak of Mt. Tamalpais, reached by a cog



THE SOFT SHADOWS OF THE OVERHANGING PEPPERS SHELTER EVERY AVENUE

railway that winds through shady woods towards the summit. Few tourists to California neglect to make this trip, on account of the wonderful views of the surrounding country and the novelty of the experience.

**N**INETY miles to the east is the important city of Sacramento, which also has the distinction of being the capital of the Golden State. It is situated at the head of the wonderful valley from which it takes its name and is one of the gateways to southern California, as well as to the northern part of the State. The Sacramento Valley is having a remarkable era of development and offers many attractive inducements to the homeseeker as well as to the tourist.



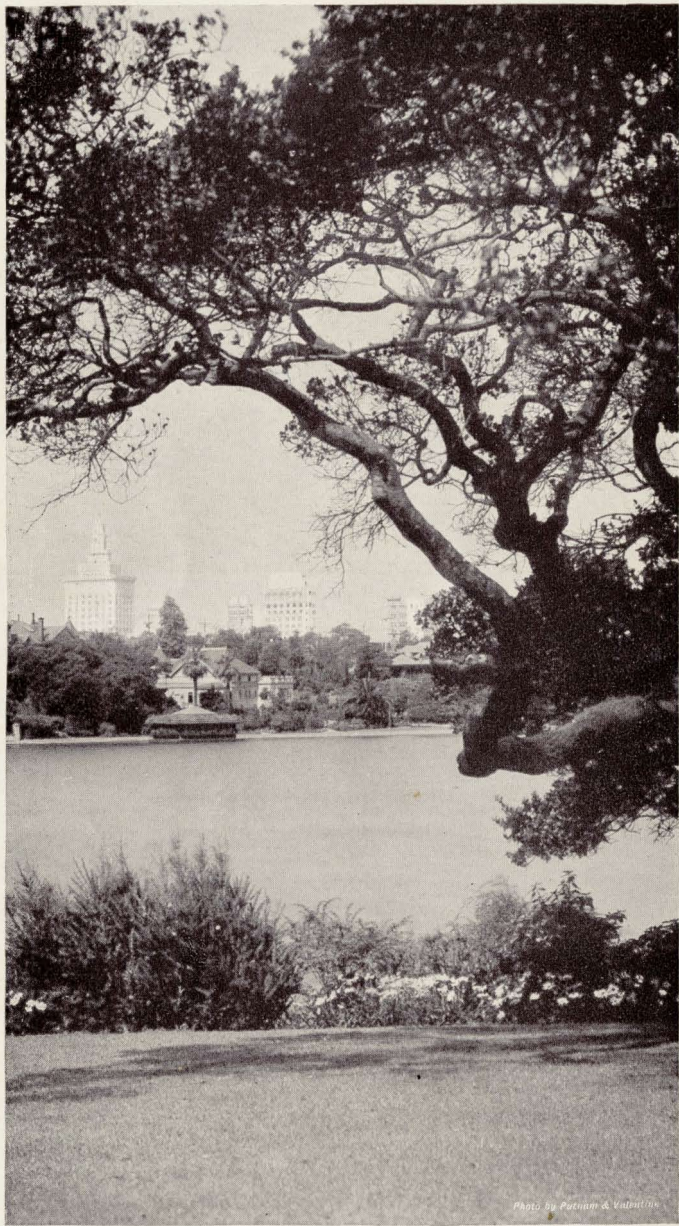
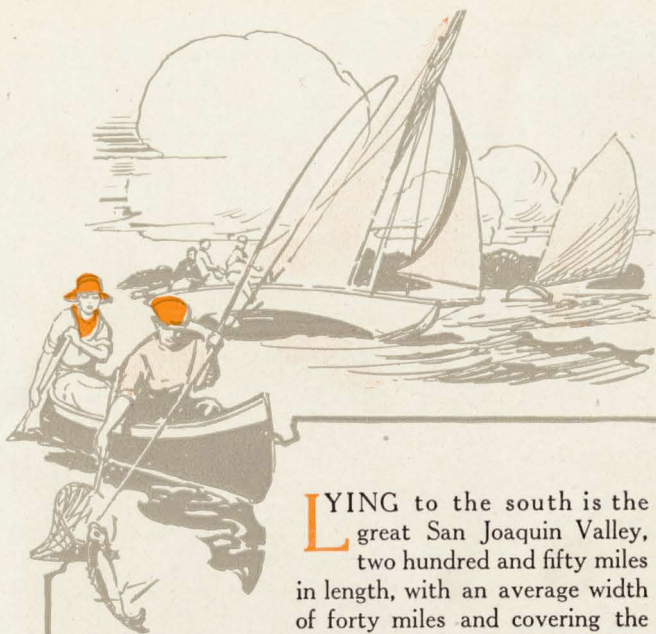


Photo by Putnam & Valentine

BEAUTY NEVER FAILS THE EYE  
IN CALIFORNIA





**L**YING to the south is the great San Joaquin Valley, two hundred and fifty miles in length, with an average width of forty miles and covering the entire central portion of the State. This valley forms a fertile basin, producing a wide range of the most profitable crops in California and includes the famous raisin region, of which the city of Fresno is the center, as well as the rich oil fields in the vicinity of Bakersfield. Throughout the San Joaquin Valley there is a wealth of development possible and the exceptional opportunities which it offers for investment and residence are attracting the attention of many newcomers.

Starting from San Francisco, on the Coast line of the Southern Pacific, for southern California, one passes through many of the most attractive urban districts of the city, which depict the atmosphere of California in the array of beautiful homes, surrounded by a wealth of foliage, fruits and flowers.

At Palo Alto is located the Leland Stanford, Jr., University, one of our foremost educational institutions, built in the Spanish style of architecture and comprising one of the most artistic groups of university buildings in the world. The university is richly endowed by the estate of former Senator Stanford in memory of his young son.

**S**AN JOSE has the honor of being the capital city of the wonderful Santa Clara Valley, which is renowned for its orchards and a delightful place of residence. Once they have seen the Santa Clara Valley, few seek further for a more delightful location. In blossoming season the orchards make a picture that is beyond the power of words to describe.



THE CHILDREN'S HOUR—AMID SUNSHINE  
AND SEA SHELLS

ONE of the most beautiful trips imaginable is from San Jose, through Santa Clara Valley, to the Lick Observatory, on the top of Mt. Hamilton.

Every mile of the distance between San Francisco, Santa Barbara and Los Angeles is intensely interesting.

The Bay of Monterey is in a distinct class of its own, for in this district is located the beautiful Hotel Del Monte, built at the cost of millions and standing in a gorgeous setting of splendid parks and gardens. Pacific Grove, near by, besides being a largely patronized resort, is famed for its Chautauqua gatherings.





THE HOTEL AND HOT SPRINGS TAKE THEIR NAME  
FROM ARROWHEAD MOUNTAIN



The town of Monterey, set at the foot of the hills, beside the famous Bay, played an important part in history during the days of Spanish and Mexican sovereignty. Here one may enjoy sports and entertainment among the relics of a wonderful past. It was here the American flag was hoisted for the first time in California.

**F**ROM Monterey the start is made on the famous seventeen-mile drive, following the shore line closely, with its rugged rock formations, crowned by large cypress trees, knotted, gnarled and swept by the sea breezes.



BEAUTIFUL LOS ANGELES—A GLIMPSE  
OF UNION PARK



**A**CROSS the Bay from Monterey is the city of Santa Cruz, with its magnificent beach, and near by is also the famous grove of Redwoods, which pierce the sky to a height of two hundred and seventy-five feet and are twenty feet or more in diameter. No one should miss the opportunity of seeing these monarchs of the forest.

Midway between San Jose and Santa Barbara are the wonderful Paso Robles Hot Springs, whose waters are possessed of healing and restorative powers equal to those of Carlsbad and other foreign spas.

Santa Barbara is one of the most charming resorts of the entire Pacific Coast, combining as it does the attractions of the mountains and the sea. Surf bathing is unexcelled and the drives through the surrounding country are a constant wonder and delight to the visitor.

The climate is one of the most equable of any resort on the Pacific Coast, there being, according to Government records, only a variation of ten degrees between midsummer and midwinter.

Its hotels are magnificent and the golf links, which are among the best appointed in the country, add to the innumerable attractions which this locality possesses.

Santa Barbara Mission, one of the oldest and best preserved in the State, is conveniently reached and is the mecca of all tourists.

An auto trip to Montecito, the near-by suburban city of beautiful homes, surrounded by palatial grounds of surpassing beauty, is a delightful experience which should not be missed.

### SOUTHERN CALIFORNIA

**L**OS ANGELES is the metropolitan center and the gateway to the countless resorts in southern California, where Nature has reached its greatest



A COMMUNION WITH NATURE



perfection. Excellent railway facilities (steam and electric), or by motor car over perfect roads, make possible more delightful one-day tours than can be made from any other city in the world.

**T**HROUGH ever-changing scenery and charming vistas of golden orange, stately palm, quaint magnolia and drooping pepper trees—past gardens blooming in a riot of color, you travel to Pasadena, Riverside, Redlands, Ontario, San Bernardino, San Gabriel Mission, Pomona, and the hundreds of other attractive places with which southern California is thickly dotted.



SERPENTINE ROADS  
WIND UP TO THE MOUNTAIN TOPS

Mount Lowe, and Mount Wilson, on whose summit is the Carnegie Solar Observatory, with the largest reflecting telescope in the world, afford one a trip of unusual diversion.

**T**HE exceptional climatic and scenic attractions of this vicinity are emphasized by the fact that many of the most prominent moving picture companies have selected southern California as the place in which to stage their principal productions.

The building of automobile roads has reached its highest state of perfection. There are thousands of miles of oiled, concrete and macadamized roads.





*Photo by Putnam & Valentine*

MOTORING IS THE NEVER-ENDING JOY  
OF OUTDOOR LIFE

They wind along the coast, through the valleys and over the mountains. "El Camino Real," the old king's highway, which in the days of Spanish sovereignty linked the missions from San Diego to Dolores, has become one of the royal motor ways of the world.

**T**HE sweep of roadway traversing the vineyards, orchards, woods and meadows of California from Mexico to Oregon, with the old missions themselves dotting its course in various states of preservation, has no counterpart.







THIS IS NOT SUMMERTIME ON THE ATLANTIC,  
BUT MIDWINTER ON THE PACIFIC

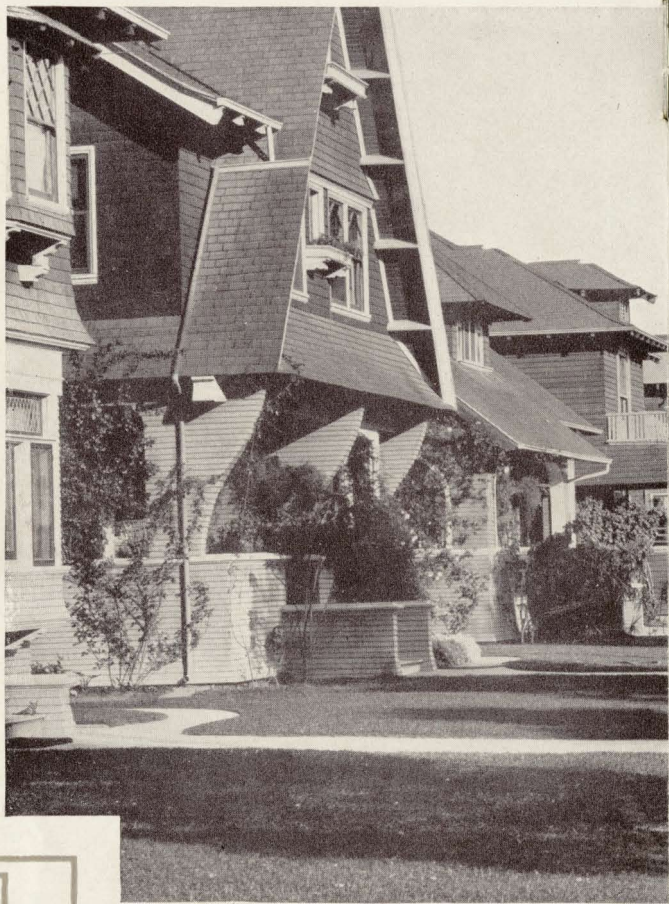
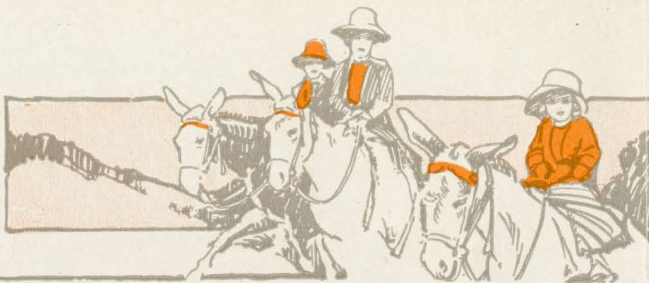


### TO THE SEASIDE

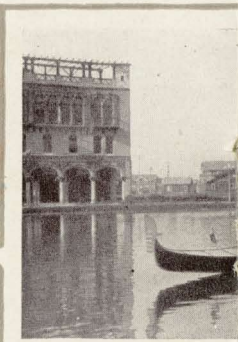
**T**HE seaside resorts, with their varied entertainments, surf bathing and fishing, prove an irresistible attraction to the visitor.

Frequent trains furnish rapid transportation from the heart of Los Angeles to the many beach resorts, with their fishing and surf bathing, and this service is amplified by electric railway and the automobile, which is used in countless numbers for sight-seeing.

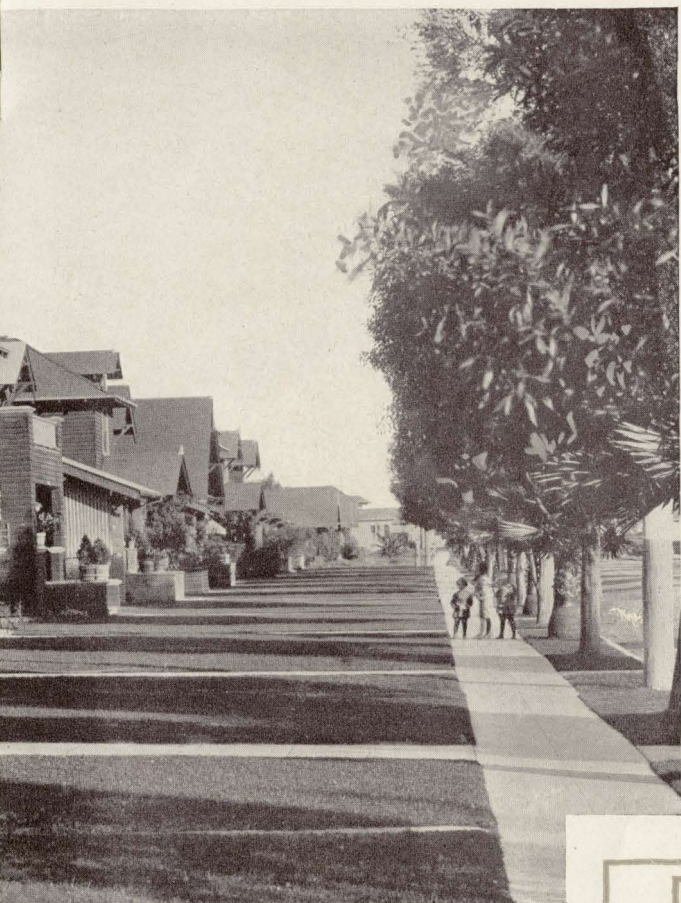
Furnished cottages and apartments on the palm-decked, geranium-bordered avenues along the shore



SUNSHINE AND FLOWERS MA



ITALIAN DAY-DREAM  
TO YOU

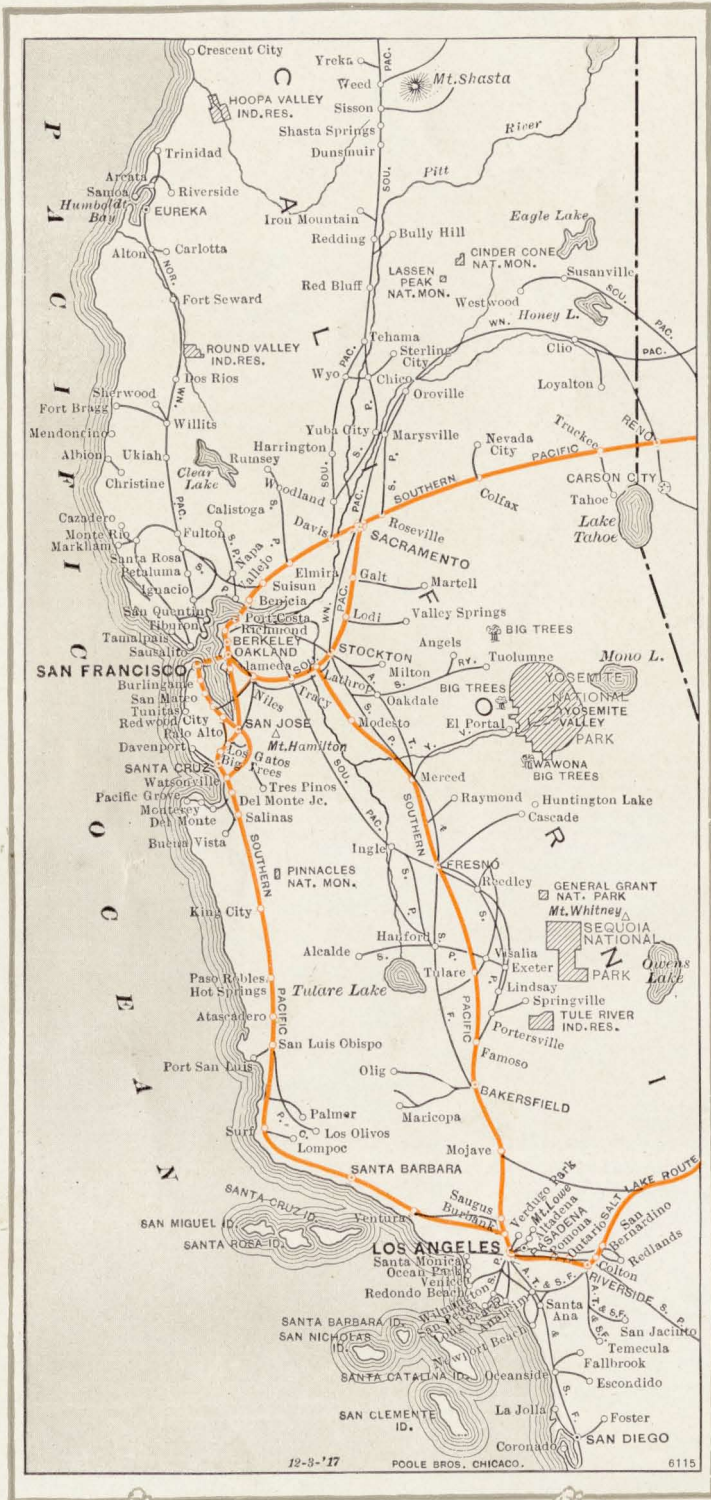


MAKE EVERY HOME A PARADISE



BOATS ARE BROUGHT BACK AT VENICE



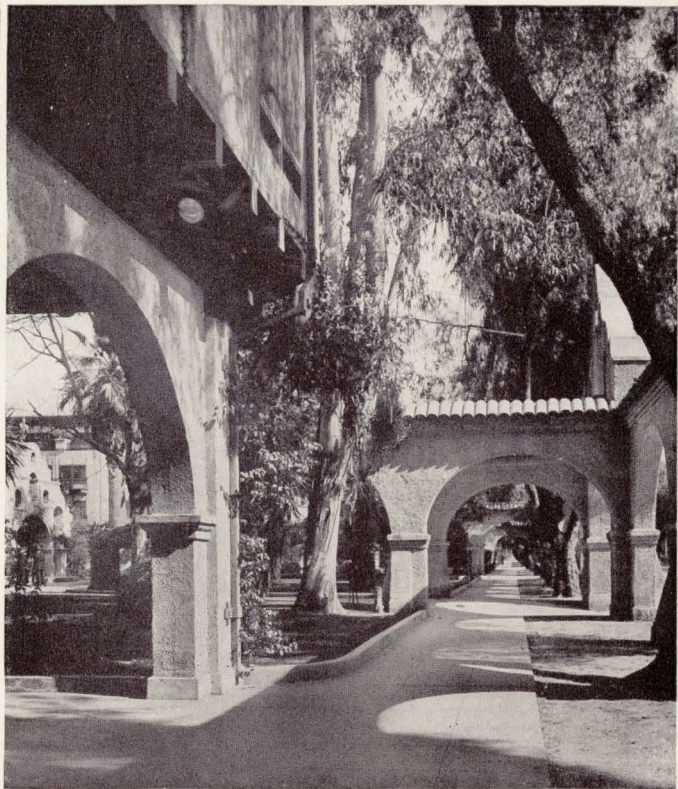


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**CALIFORNIA IS DOTTED WITH PROSPEROUS COMMERCIAL CENTERS AND DELIGHTFUL RESORTS**



AN EXCELLENT EXAMPLE OF MISSION ARCHITECTURE  
THAT PREDOMINATES IN CALIFORNIA BUILDINGS

appeal strongly to the eastern tourist sojourning for the winter.

Among these popular seaside resorts are Long Beach, Ocean Park, Venice, Redondo, San Pedro and Santa Monica, at which is located the National Soldiers' Home.

### CATALINA ISLAND

**N**O one does California completely without a trip to the far-famed Catalina, reached by a delightful ride of about two hours from San Pedro.





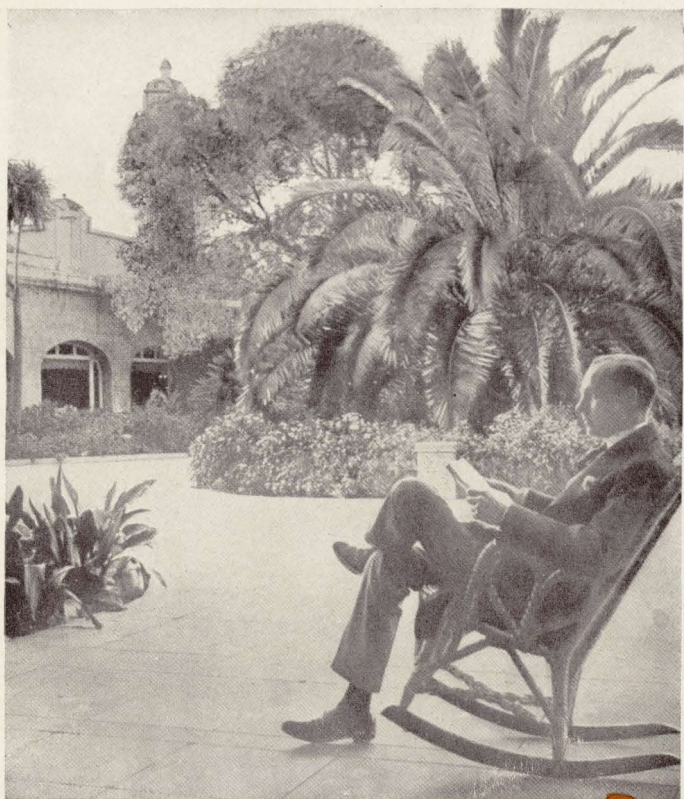
CALIFORNIA'S HOTELS ARE RIVALS OF ITS  
SUPERB CLIMATE

This mountain island, with its little town of Avalon, is world famous for its fishing, bathing, and strange marine life, which visitors may view through glass-bottomed boats.

**O**FF Catalina is the greatest game-fishing ground in the world. Here, such ocean varieties as tuna, yellowtails and rock bass are found in abundance.

Fast steamers connect the island with the main land and the trip is a never-to-be-forgotten experience.





OUT IN THE BRIGHT SUNSHINE AND AWAY  
FROM DULL CARE



### SAN DIEGO, THE BEAUTIFUL

**F**EW tourists to California overlook the delightful pleasure of a trip to San Diego, the southernmost of California's many resorts and famed for its ideal climate. It is but one hundred and twenty-six miles south of Los Angeles and the ride is through a magnificent semi-tropical landscape, dotted with the ruins of old Spanish missions and along the endless blue waters of the Pacific.

Balboa Park, the site of the Panama-California Exposition, has the well-deserved reputation of being



WHERE WATERFALLS TUMBLE FROM  
TOWERING GRANITE CLIFFS TO FLOW  
ON THROUGH PEACEFUL VALLEYS





one of the show places of California. Visitors to the Exposition will recall the unusual beauty of the architecture and grounds, and age has added to their beauty.

Coronado, across the Bay, is one of the most delightful resorts in the State and the hotel is the center of social life and the headquarters for golf, tennis and polo enthusiasts. The adjoining Tent City is another novel feature of the outdoor life.

#### CALIFORNIA'S NATIONAL PARKS

**C**HIEF among California's wonders are its National parks. Yosemite is its leading treasure house. It holds within its boundaries the wonderful Yosemite Valley, with its chain of high and rugged mountains, the highest waterfall in the world and numerous awesome canyons. The scenery cannot be surpassed in the world.

The Sequoia National Park, another of Nature's attractions, was created to preserve the famous Big Trees of California. The finest grove of these giants covers ten square miles and includes more than a million trees. It includes the greatest of all these patriarchs of the forest, the General Sherman tree, the age of which is estimated to be three thousand, five hundred years. It is two hundred and eighty feet high and nearly thirty-seven feet in diameter.

**S**ITUATED between the Yosemite and the Sequoia National parks is General Grant Park, in which is preserved as a monument to future generations, the "General Grant Tree," another of these giants, which towers to a height of two hundred and sixty-four feet and is thirty-five feet in diameter.

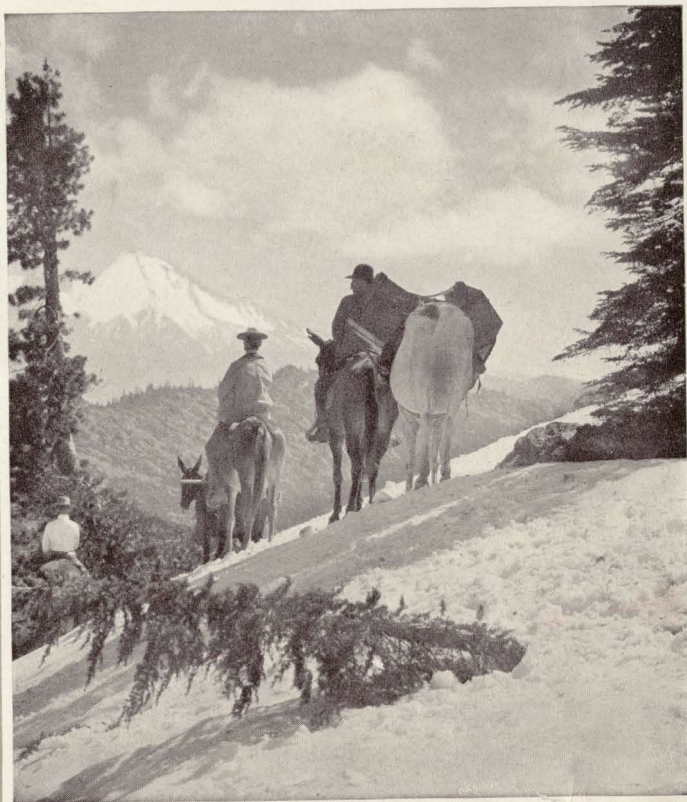


BIG TREES AND LITTLE MEN



### NORTHERN CALIFORNIA

**N**OT the least of California's countless attractions is the part of this magnificent domain which lies to the north of San Francisco and Sacramento. Here the door is thrown wide open to an empire where the latent resources await but the magic touch of the settler and husbandman to blossom into rich fortune. When it is realized that practically one-half of California lies north of this boundary, some idea may be gained of its immensity and importance. Here rapid progress is being made



"OVER THE TOP" TO MT. SHASTA

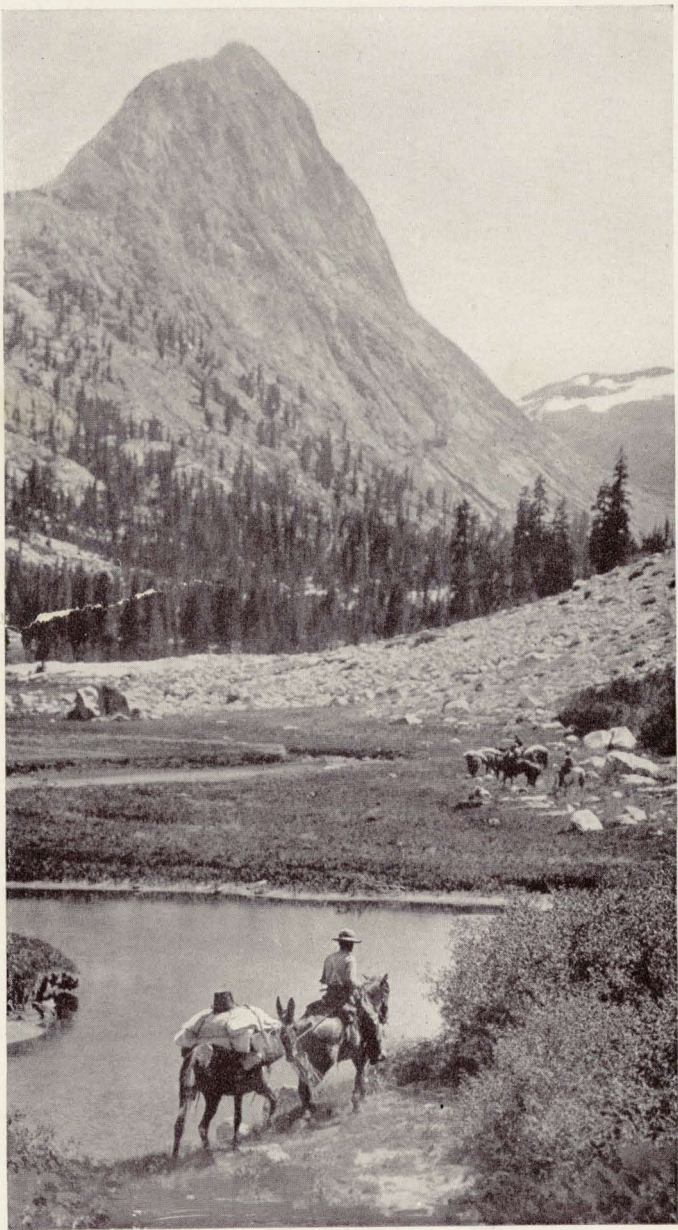
in all lines of activity. The far-seeing settler and homeseeker will not overlook this "Land of Opportunity."

**N**ORTHERN California also claims one of the greatest scenic attractions of the State in Mount Shasta, which is passed by the Southern Pacific trains en route to Portland, Tacoma and Seattle.

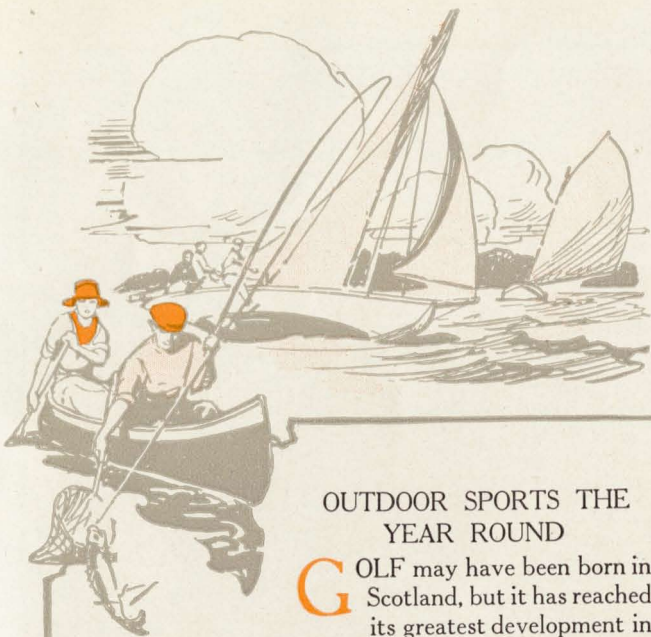
This majestic monument to Nature rises to an altitude of 14,380 feet and is visible from a radius of 200 miles.

Californians tell you "summer lasts from January 1st to December 31st—it is always summertime and every month is June."





HITTING THE TRAIL ON ROARING RIVER  
UP CLOUDY CAÑON



## OUTDOOR SPORTS THE YEAR ROUND

**G**OLF may have been born in Scotland, but it has reached its greatest development in California. Here it is played the whole year round in ideal weather on perfect links and amid wonderful scenic surroundings.

Tennis is also an attractive all-the-year pastime and polo is another sport which annually attracts thousands of enthusiasts who find in California the ideal land for this most exciting form of recreation.

## OTHER OPEN - AIR ATTRACTIONS

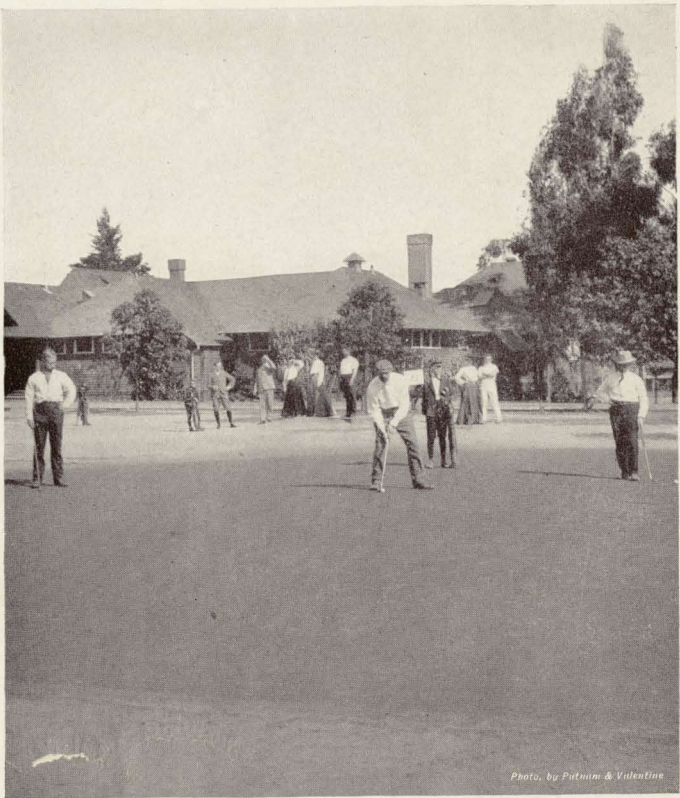
Throughout the year California offers an endless variety of open-air entertainments. There are orange shows, rose festivals, raisin days, flower carnivals and other plays—it is the great outdoor world.

## THE COST OF LIVING

**N**OWHERE on the globe does hotel life reach greater attractiveness and perfection than in California. One may have the choice of the most exclusive to the moderate family hotel or boarding-house; furnished or unfurnished apartments, bungalows and cottages.

Hotel rates and rents for apartments are about the same as in the East. Cottages and bungalows of from three to five rooms can be rented unfurnished from \$10.00 to \$30.00 per month and when furnished at from \$15.00 to \$40.00 per month and upward. Boarding-houses offer room and board at very reasonable rates.

Fruit and vegetables grow in abundance the year round and many articles of food cost less in California than elsewhere; naturally, very little fuel is required.



*Photo, by Putnam & Valentine*

**YEAR-ROUND GOLF ON THE FASTEST GREENS  
IN THE WORLD**

One of the things that instantly appeals to the family setting up temporary or light housekeeping is the unusual number of restaurants and cafeterias found in all the larger cities, at which the quality of the food is surpassingly high and the prices surprisingly low.

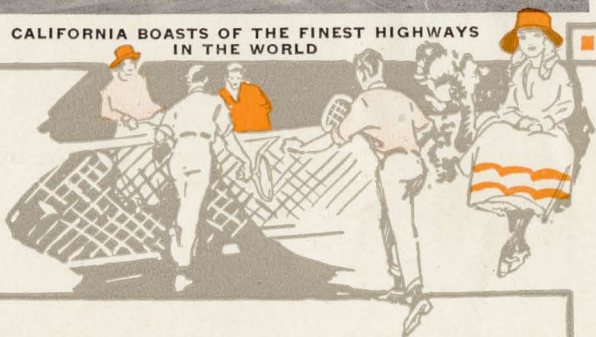
**THE WAY TO GO TO CALIFORNIA**

**T**HE Chicago & North Western Railway offers the best service to California. It is the pioneer route to the West and follows closely the historic Overland trail. Its through route has more





CALIFORNIA BOASTS OF THE FINEST HIGHWAYS  
IN THE WORLD



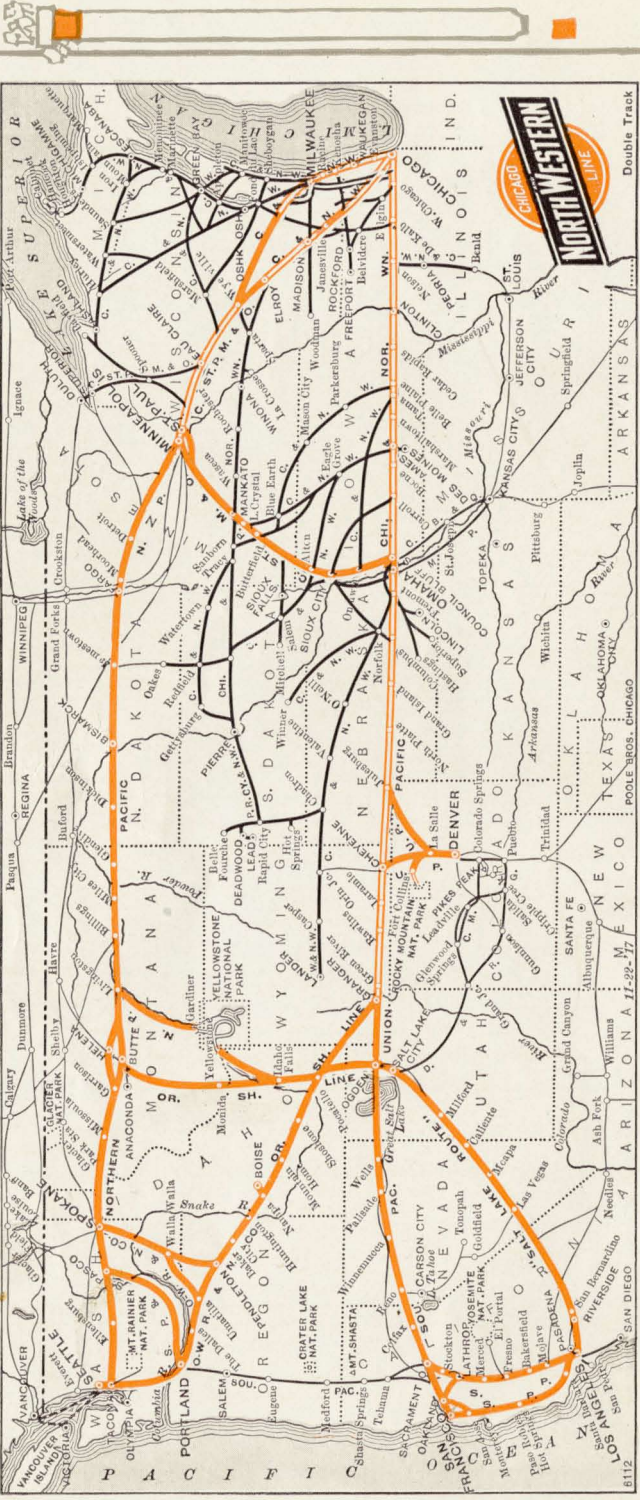
miles of double-track railroad than any other trans-continental line.

**E**LECTRIC signals guard its passengers by day and night all the way to the Coast. Its Pullman equipment is of the latest steel construction and the dining car service is of the highest excellence.

All its trains leave Chicago from the new Madison Street Passenger Terminal—the most modern railway station in the world.

All Chicago & North Western service is in keeping with its standard

“The Best of Everything.”



THE DIRECT ROUTE WITH THROUGH TRAIN SERVICE BETWEEN CHICAGO AND CALIFORNIA

Double Track

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