

**CALIFORNIA**



Published by  
E. L. Pardee  
Passenger Traffic Manager  
Chicago and North Western System  
Chicago 6, Ill.

© G. MOULIN

The San Francisco-Oakland Bay Bridge—breathtaking in its immensity



Looking to-  
ward the Yacht  
Harbor from  
St. Catherine  
Hotel, Catalina  
Island





# California

## LAND OF ROMANCE

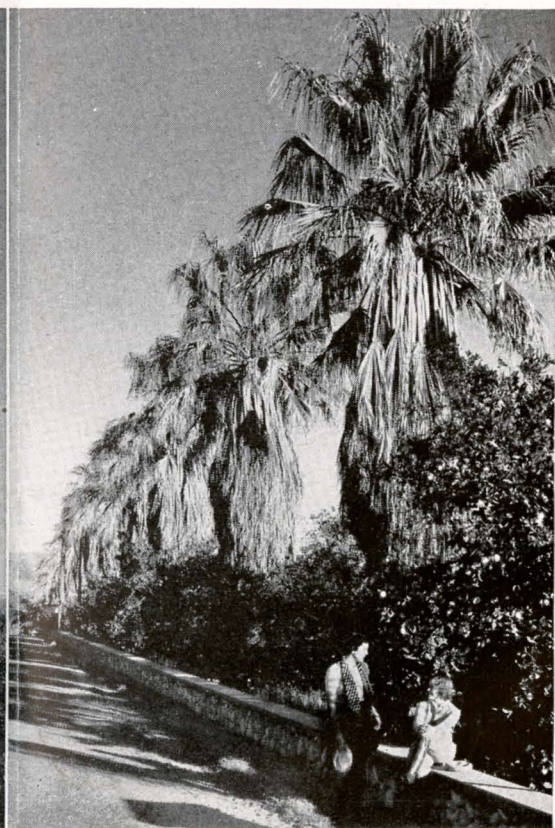
*What's in a name . . . ?* The name "California" comes from a romantic old book by a Spaniard, Ordenez de Montalvo. It was an invented name applied to a purely imaginary island "to the right of the Indies and very close to the terrestrial paradise . . . and in the whole island there is no metal but gold."

No region in the new world arouses so much enthusiasm as the modern counterpart of that land which Montalvo imagined as "very close to the terrestrial paradise." Every day brings new surprises to the visitor. One finds a variety of scenery, of activity, of people that one never imagined possible. Within a half day's journey you may often pass through a series of regions that are definitely reminiscent of the Malay

Coast, the Alps, the Riviera, the English Coast, the Holy Land, the Dead Sea, the Sahara Desert and many others.

But this is only one part of the State's charm. The wholesome, all-year 'round outdoor climate; the opportunities for enjoying all kinds of sport; the rare beauty of its mountains, deserts and seashore; the flaming sunsets; the wealth of flowers at all times; the colorful charm and sophistication of its cities, the friendliness and cheerfulness of its citizens all help to make California a delightful place. And for the tourist there is the added advantage of reasonable travel costs.

Yes, it is in many ways "very near to the terrestrial paradise." *Let's have a look at it.*



Palms, Orange Groves and Snowy Mountains in Southern California



## **A BIRD'S-EYE VIEW OF THE WHOLE STATE...**

The physical characteristics of California are significant and have had a far-reaching influence in making the state the charming and livable place it is today. Let us get up high, figuratively speaking—higher than any stratosphere balloon has ever ascended and get a quick glimpse of the whole region. We note first the long coast line and the mountains. Those are the two dominant features. There are mountains almost everywhere in the State but there are two natural groupings—the Coast Range runs along the coast for hundreds of miles, hugging the shore—and the Sierra Nevada Mountains in the east. Separating them is a great valley, that of the Sacramento and the San Joaquin Rivers.

Westerly breezes blow almost constantly off the Pacific and bring the tempering effect of water. Consequently, California's summers are

cooler and her winters warmer than those of inland regions of the same degree of latitude. Much of California has a "Mediterranean" type of climate—that is, cool, dry summers and mild winters such as you find in Italy, Greece, Palestine, North Africa and other Mediterranean lands. A dry climate means cloudless skies and plenty of sunshine—opportunity to soak up as many of the ultra-violet rays as possible—warm sunshine that draws almost two million visitors a year to California.

### **CALIFORNIA THAT WAS ...**

California one hundred years ago was one of the most unpromising regions on the continent. The Spanish colonial settlements were few and far between and even the Indians were not numerous.

The reason for the scarcity of population was lack of food. The windward side of the Coast

California today takes pride in its fine homes







A Glimpse of Balboa Park, San Diego





A Home in the Orange Groves near Redlands, California

Range and the higher altitudes of the Sierras squeezed the sea breezes dry, producing dense forests in some places and leaving the rest of the State a virtual desert and it would still be a waste land but for irrigation.

As one rides through mile after mile of the most beautiful groves and vineyards to be seen anywhere on earth—through orchards and grain fields and truck garden lands of unbelievable productiveness—it is hard to realize that this was once a barren waste. The Imperial, Santa Clara, San Joaquin and Sacramento Valleys now “blossom as the rose,” due to man’s irrigation ditches and dams.

The mountains have had still another effect on the history of the State. They isolated California from the rest of the country and in the early days of its settlement California’s growth was only slightly influenced by that of other states. She grew according to a pattern—compounded of Spanish, Mexican, Yankee, western pioneer and oriental influence.

Consequently, California *is* different. People there are full of hope and energy. You feel that it is really a *new* land. It is not built upon the ruins of some past civilization. There never was a civilization here before, but there is one here *now* and there is going to be a greater one in the future. You see promises of it on every hand—from the fabulous bridges arising from San Francisco hills to the mighty aqueducts and power lines leading from Hoover Dam.

But now let us have a closer and more intimate look at California.

**ENTERING CALIFORNIA . . .** One very good way of entering California is from the south via the North Western-Union Pacific, and this is a thrilling and unforgettable experience, no matter whether you come in on one of the beautiful Streamliners, “City of Los Angeles,” the luxurious Los Angeles Limited, or The Pacific, which feature travel comfort and convenience at a reasonably low cost.





The lure of the desert in bloom, Joshua trees and snow capped peaks

The morning arrival is perhaps the more dramatic. You go to bed the night before somewhere on the plateaus of Nevada and when you wake up in the morning you're in the vicinity of San Bernardino. Looking out of your car window, you catch your breath at the sight of the strange new world about you—the waving palms, the tall feathery eucalyptus, the long straight rows of orange or walnut or avocado trees, the amazingly purple mountains in the background—everything much more beautiful than you had pictured!

The entrance by day is thrilling, too. In the morning you pass through Las Vegas, Nevada, the stopover point for Boulder Dam. Late in the day you cross the last stretches of the Mojave and your air-conditioned train climbs up spectacular Cajon Pass and then glides down to San Bernardino and the beautiful garden-like valley at the foot of the mountains. You'll remember it as long as you live.

**SAN BERNARDINO AND RIVERSIDE . . .** The city of San Bernardino lies at the foot of a mountain wall called "The Rim of the World." It is a mile and a half high, with snow-capped Mt. San Gorgonio, Mt. San Bernardino, Mt. San Jacinto and "Old Baldy" outlined against a sky of vivid blue. Not far from the city is Lake Arrowhead, one of the most popular summer playgrounds in Southern California.

Ten miles south of San Bernardino, on the Union Pacific, is Riverside, in the heart of the orange country. There you find broad avenues shaded with palms and eucalyptus and feathery pepper trees. One of the most famous hostelrys in the civilized world is located there—the Mission Inn. Its guest book boasts world famous signatures—and rightly, for the Inn is a beautifully proportioned building in Spanish colonial style, containing hundreds of art treasures and historical relics. Near by is Mt. Rubidoux, famed for the Easter Sunrise services held there.



Next come Ontario and Pomona, each noted for citrus orchards. Pomona each year holds the Los Angeles County Fair, largest of its kind in the United States. To the west and north are Pasadena and Glendale. Near by are a group of beautiful little cities, Whittier, Alhambra, Highland Park, La Habra, Fullerton and Anaheim; and further west along the ocean front, Long Beach and San Pedro. All of these cities are closely linked with North Western-Union Pacific's trans-continental trains by Union Pacific buses which meet east and westbound trains at East Los Angeles. Travelers going direct to or from one of these places find this service convenient and time-saving for they avoid the congestion of downtown Los Angeles. Regular California rail tickets are honored on the buses without extra charge.

On through orange groves and vineyards speeds your train until finally you arrive in Los Angeles. Let us postpone our sightseeing of Los Angeles until later and continue southward at once to the cradle of California's civilization.

**SAN DIEGO . . .** It was here that California began, in 1769, when Father Junipero Serra, with the first group of colonists sent out from Mexico, founded the San Diego Mission. After San Diego was started Father Serra moved northward and established some 21 missions in all. They were stretched in a chain along the *El Camino Real*, the "King's Highway," which followed the coast from San Diego all the way to San Francisco.

In the immediate vicinity of San Diego are

Mission Inn, Riverside, California





more than five hundred points of historic and sightseeing interest; and every known means of sport and recreation stimulate the joy of living. The City boasts the most equable year 'round climate in California.

The giant promontory of Point Loma protects San Diego's landlocked harbor. On North Island is one of the great naval air bases of the West Coast. San Diego is the home base for the submarines, destroyers and light cruisers of the Pacific fleet.

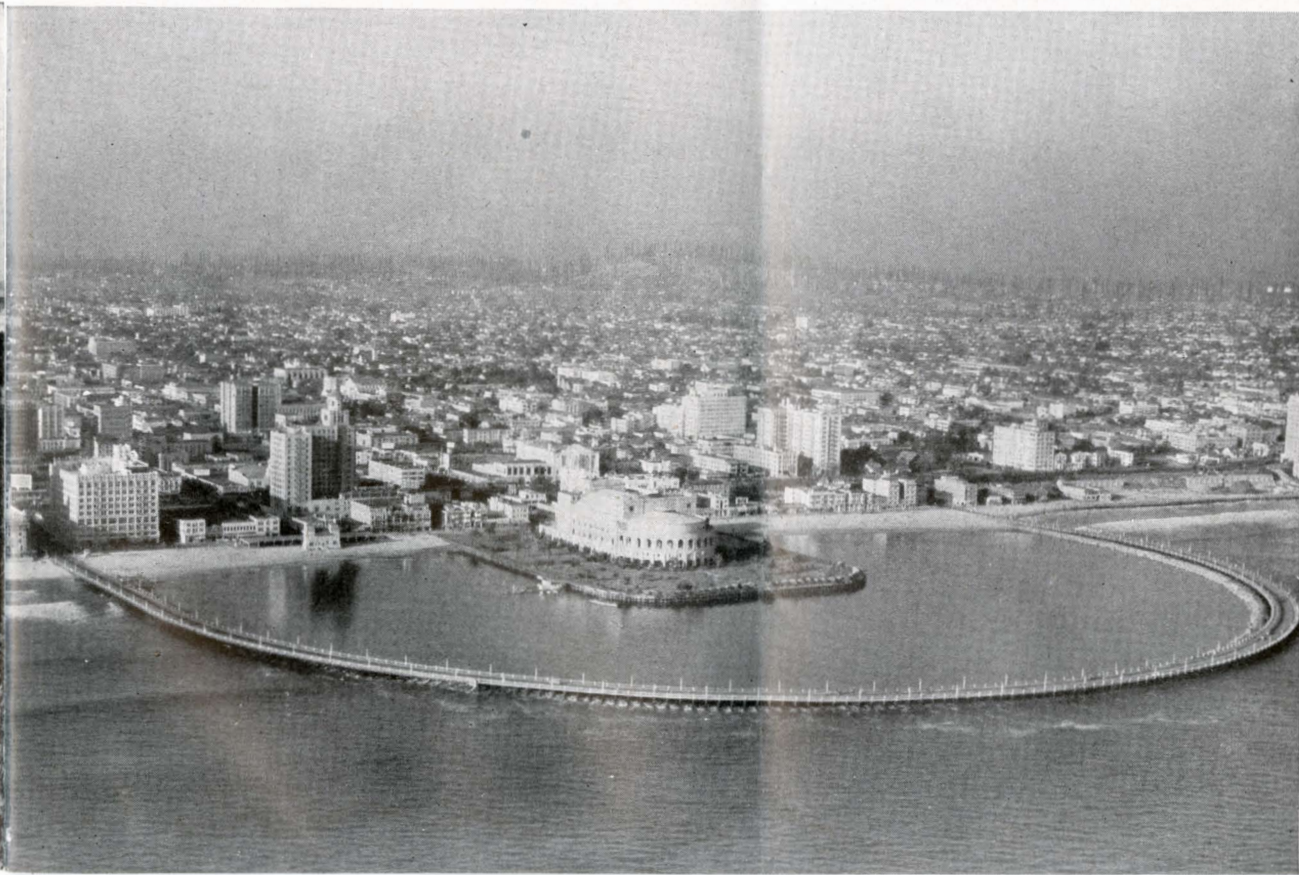
You will want to visit the Mission Hills residential section, Old Town, the birthplace of California, Ramona's Marriage Place and "Wishing Well," Point Loma, Sunset Cliffs, the Army and Navy reservations, and many other places. In Balboa Park, a botanical fairyland, are the beautiful Spanish type buildings that

have housed three World's Fairs. Across the bay is glamorous Coronado, a beautiful and fashionable beach suburb, noted for its palm-lined streets and exquisite ocean sunsets. In a lovely garden setting is famous Hotel Del Coronado on the Silver Strand.

Just 30 minutes down the Silver Strand, the beach highway leads to romantic Old Mexico. "Across the line," or International Boundary, is the colorful Mexican resort and "free trading zone" of Tijuana, and 65 miles farther south is the newer resort hotel and casino of Playa Ensenada.

**THE COAST CITIES . . .** Coming northward from San Diego you may take the train or enjoy a more leisurely journey by motor. Your route takes you through as complete a

Long Beach—in the foreground Rainbow Pier, lagoon and Municipal Auditorium









variety of scenery as one can find anywhere in so short a time. Sometimes your road takes you inland through fertile regions that help to supply so many of the fruits and vegetables that enrich America's tables, for this is a garden spot, and Los Angeles County, which we are approaching leads the country in the value of its farm products.

The towns en route are enchanting places you will long remember—Point Loma, lovely La Jolla, Del Mar, the old San Juan Capistrano Mission, rocky Laguna Beach, Balboa, Orange, Santa Ana, and Long Beach.

Long Beach, with a population of 265,000, is the second largest city in Los Angeles County. While it is noted as one of California's finest beach resorts, it is, as well, a city of beautiful homes and of importance as a commercial and industrial center. Here the visitor will find miles of white sandy beaches, long fishing piers, a splendid yacht harbor, a huge Municipal Auditorium and the famous 3,800-foot Rainbow Pier forming a still-water lagoon. Long Beach is also nationally known for its mile-long amusement center known as "The Pike." Free concerts daily by the famous Long Beach Municipal Band.

## **IN AND ABOUT LOS ANGELES . . .**

There are few cities better known than Los Angeles. Perhaps because of the movies. This is in every sense their home. Producers have for their pictures an almost worldwide variety of scenery within a radius of 200 miles, and of sunshine for photography and balmy weather for outdoor acting.

A trip through Hollywood, where most of the movies are made, is something every one enjoys. Those who come to the city as casual visitors will find excellent tour parties that enable them to see the smart shops in the Holly-

wood Boulevard district, the palatial homes of the stars, and the studios.

Los Angeles is now the fifth largest city in the United States. It has an extensive chain of fine boulevards and parks that afford an amazing wealth of beauty and interest. For exotic color there is Olvera Street, located just off the Plaza on the edge of the downtown business district. There, within the shadow of the towering City Hall, are native Mexican shops and cafes with old world wares and entertainment. Nearby is fascinating China City, equally delightful.

If you are planning on a long stay or on making your residence there, you will thoroughly appreciate the fine opportunities to indulge in sport. The variety is almost inconceivable. You can, for instance, enjoy mountain and beach sports on the same day!

Los Angeles is, in a sense, the entertainment capital of the world. A number of its smart night clubs are known from coast to coast and some of the finest restaurants in the land are located there.

The cultural and religious sides of the City's life are worthy of mention. Los Angeles has many fine churches and perhaps more kinds of churches than any other city in the world. It has also become a great educational center with several fine universities of top rank, especially in the field of scientific research. The Huntington Art Gallery, near Pasadena, and Exposition Park, Los Angeles, possess some of the most valued paintings and art treasures in America.

The suburbs of Los Angeles are charming towns easily reached by motor and electric line. Pasadena is especially noted for its New Year's Day Tournament of Roses and Championship East-West football game. Near by also are Alhambra, Pomona, Glendale and Monrovia. To the south are Pico, Whittier, La Habra, Fuller-



ton, Anaheim, Santa Ana, Long Beach and San Pedro.

Almost a part of Los Angeles are Malibu, Santa Monica, Ocean Park, Venice, Hermosa, and Redondo, charming beach cities. Miles and miles of beautiful sandy beaches, amusement parks, board walks, stretch along the ocean front and offer wholesome recreation to many thousands. In the Los Angeles harbor (San Pedro) you will see great ships loading and unloading their cargoes and at times you may see also a goodly part of our Pacific Fleet riding at anchor.

Twenty-five miles offshore is famous Santa Catalina Island, a two-hour ocean voyage by steamer from Wilmington. There in Avalon is the Wrigley estate, and the spring training park of the Chicago Cubs, a million-dollar casino with theatre and ballroom, the submarine gardens viewed from glass-bottomed boats, a coun-

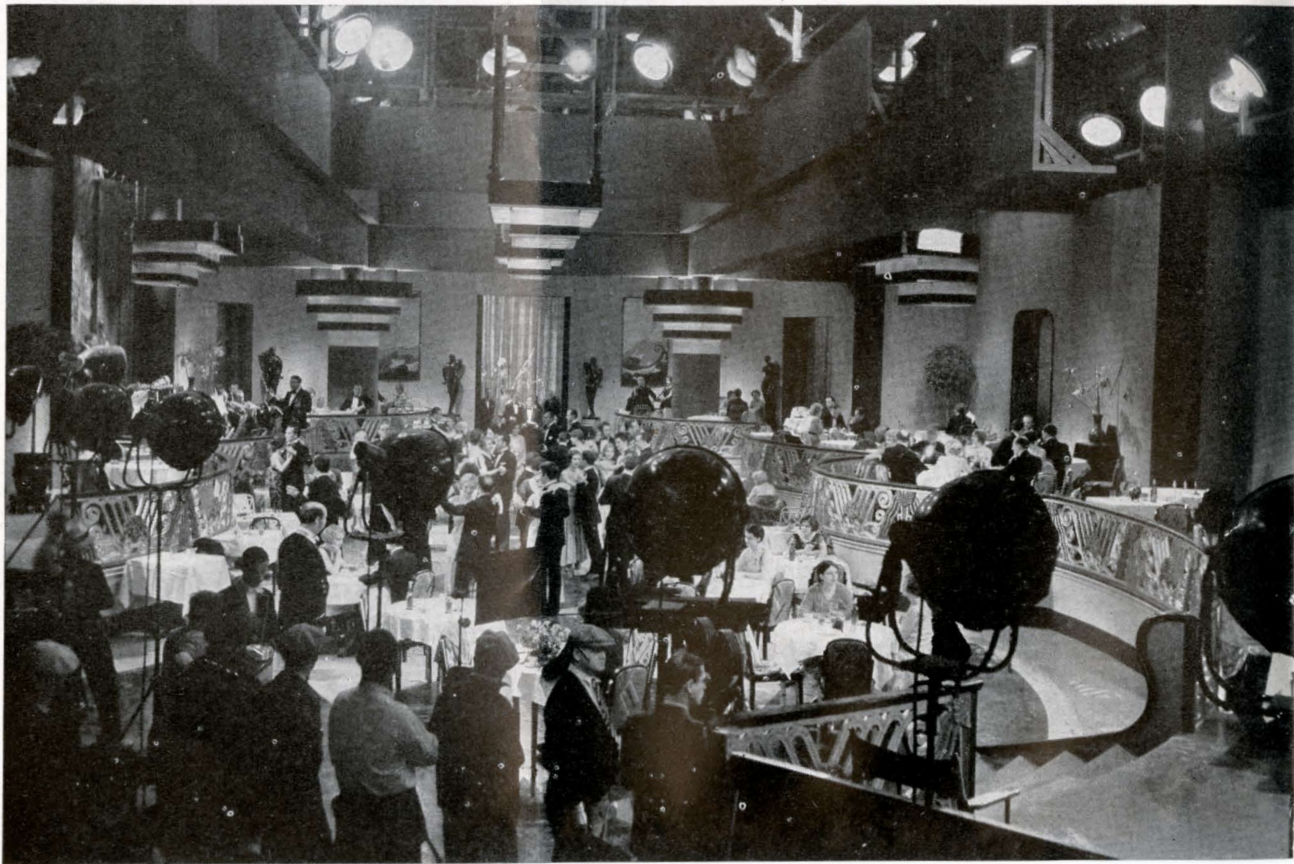
try club for golf and other sports, beaches, deep-sea fishing and every known water sport. In a secluded cove is beautiful Saint Catherine Hotel. At the Isthmus, where South Sea movies are made, you may find a company "on location." Whether you visit Catalina for a day or a month you will feel it has been much too brief as you sail away from Avalon.

## **NORTHWARD ALONG THE COAST**

... Leaving Los Angeles you have a choice of journeying to San Francisco by way of the San Joaquin Valley and Bakersfield, Fresno, Merced and Stockton—through the heart of the great vineyards and fruit orchards of the irrigated central valley—or of taking the more picturesque route up the coast along the route of the old *El Camino Real*.

Santa Barbara, of all the old California cities,

Making a Talking Picture in a Movie Studio







The distinctive beauty and simplicity of Southern California's architecture is exemplified in Los Angeles City Hall



has preserved most of the atmosphere of Spanish colonial days. The architecture is almost purely of the early Mission style. It is a quiet and beautiful town and one of the finest residential cities in the United States. Montecito, a suburb, is known for its pretentious estates. At Santa Barbara is the best preserved of all the old missions. Each August Santa Barbara stages its famous "Old Spanish Days Fiesta," a three-day festival of Spanish colonial life.

After you leave the Santa Barbara country you will see a gradual change in the vegetation. Palms are seen more and more rarely and evergreens with increasing frequency. By the time you get to Monterey, 125 miles south of San Francisco, rugged cypress and towering pines are particularly in evidence.

On Monterey Bay are a number of delightful resort towns—Monterey, Del Monte, Carmel-by-the-Sea, Pebble Beach and Carmel Highlands.

Hotel Del Monte, on the Bay, is one of the most famous resort hotels in America. This region has an exceptionally even climate and, as a beauty spot, is comparable to Italy's renowned Bay of Naples, which it resembles in many ways. All types of sport may be enjoyed.

**SAN FRANCISCO . . .** Don Gaspar de Portola, governor of Baja California, discovered Golden Gate in 1769 and named its magnificent landlocked harbor, San Francisco. The City remained little more than a fort, a Mission and a group of huts until that day in 1848 when James Marshall found gold in a California stream. Almost overnight it changed; shipping grew by leaps and bounds and brought to its wharves vessels and men of every nation. For more than a generation it was virtually the only port of consequence on the whole coast, and this sea-faring heritage has made San Francisco

Wilshire Boulevard at Westlake Park, Los Angeles





one of America's most colorful and cosmopolitan cities.

In certain quarters there is a definite atmosphere of foreign cities. On one street you may feel you are in Paris, but for the California flowers banked high on sidewalk stands; then not two blocks away this street becomes one in China, oriental costumes mingling with American, while you hear the quaint Chinese patter on all sides. Pagoda-like structures line the street and in the windows are piled strange foods, gorgeous silks, carved ivory, lacquer, teak, porcelain and art works of gold and silver. Then there is Little Italy . . . the strange languages and sights of Fishermen's Wharf . . . numerous other sections of the city with the color of far-away lands—but you must see them yourself!

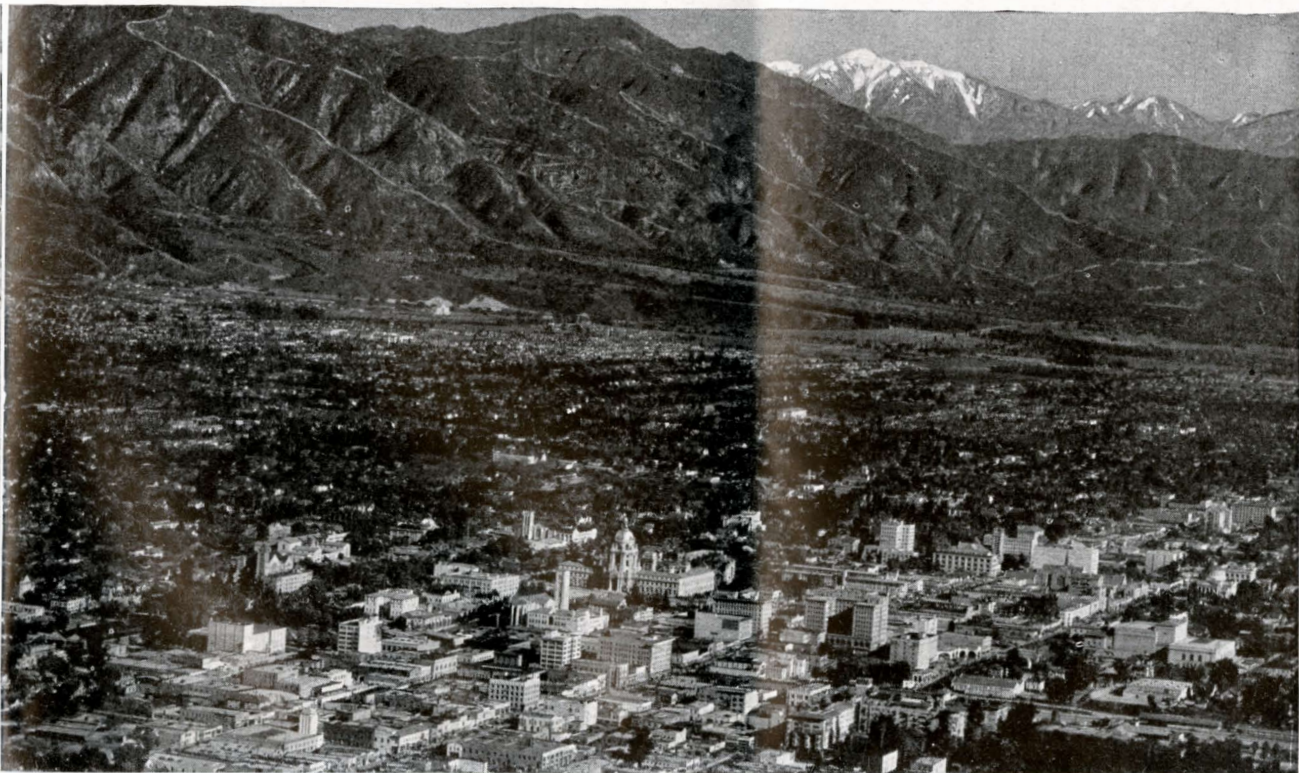
In seeing the many places in San Francisco that enjoy world-wide fame, the Forty-Nine Mile Drive is most outstanding. This tour in-

cludes a drive to the 900 foot top of Twin Peaks for a glorious view of the City and the Bay, through Golden Gate Park, then over a fine boulevard overlooking the Pacific Ocean, through the Presidio, U. S. Government Military reservation, to Fishermen's Wharf, and the top of Telegraph Hill, as well as through the business and residential districts.

San Francisco has 49 public parks and 43 supervised playgrounds. Most famous is Golden Gate Park, which covers 1,013 acres—outstanding in that it was once a barren area of sand dunes, now a vast garden. As you stroll through its beauties you encounter waterfalls, jungle-choked glades, great museums, giant Dutch windmills, and a Japanese tea garden with tiny streams, dwarfed trees, toy bridges, and Buddhist lanterns.

Here, also, are two of America's greatest engineering triumphs: San Francisco-Oakland

Air View of Pasadena, California, showing its magnificent location at the base of the Sierra Madre Mountains







Santa Barbara, One of the Storied Franciscan Missions of Southern California



Bay Bridge, eight miles long, the biggest and most costly ever built, and Golden Gate Bridge, the highest, longest single span bridge in the world.

A wealth of entertainment is offered the San Francisco visitor at night. When the sun has settled into the bosom of the Pacific, another side of this fascinating city comes to life. Beautiful theatres, motion picture houses and night clubs are to be found in abundance. Dining out in San Francisco is an exciting event. One finds famed French, Italian, Swedish, Spanish, Greek, Mexican and Hungarian restaurants, as well as Chinese, Japanese and Russian. There are sea food grottos, hotel dining rooms with dancing, and scores of cafes.

San Francisco's climate is exceptionally mild. The average in winter is 54° and in summer 58°. The sea air is refreshing and invigorating. Nights are cool at all times of the year and a top-coat is necessary.

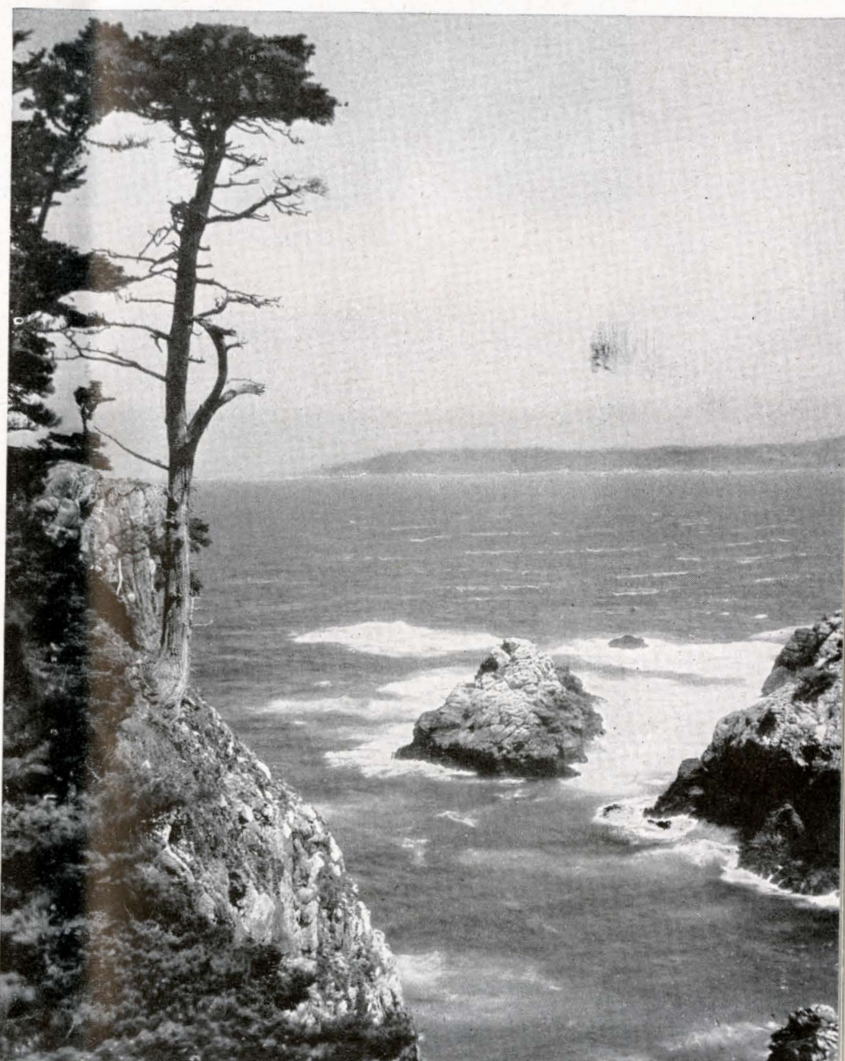
The attractions of the City and its surroundings are almost endless. If you are there for any length of time you will take a number of the attractive trips—south to Palo Alto, home of former President Herbert Hoover, and site of Leland Stanford University, and around the Bay, over Golden Gate Bridge to Sausalito, Muir Woods National Monument, Mt. Tamalpais and many other places.

**OAKLAND . . .** Oakland forms a superb part of San Francisco's metropolitan area on the east bay shore. It is a city of beautiful homes that overlook Lake Merritt, and a great industrial center. Near by are Berkeley, site of the University of California; Ala-

meda, a garden city on an island; and Piedmont, another lovely suburban town. A visit to the University is a treat in itself. It is the largest and one of the most beautiful in America, boasting fine buildings in a beautiful campus setting.

**BIG TREES . . .** *Sequoia Gigantea* they call those giant trees you see in the Mariposa Grove near Yosemite. There are others in the groves to the South—in Sequoia National Park and Kings Canyon National Park—and they are the oldest and the largest living things on earth.

In the Giant Forest of Sequoia National Park



Cypress Trees on a Rocky Point  
of the Monterey Peninsula



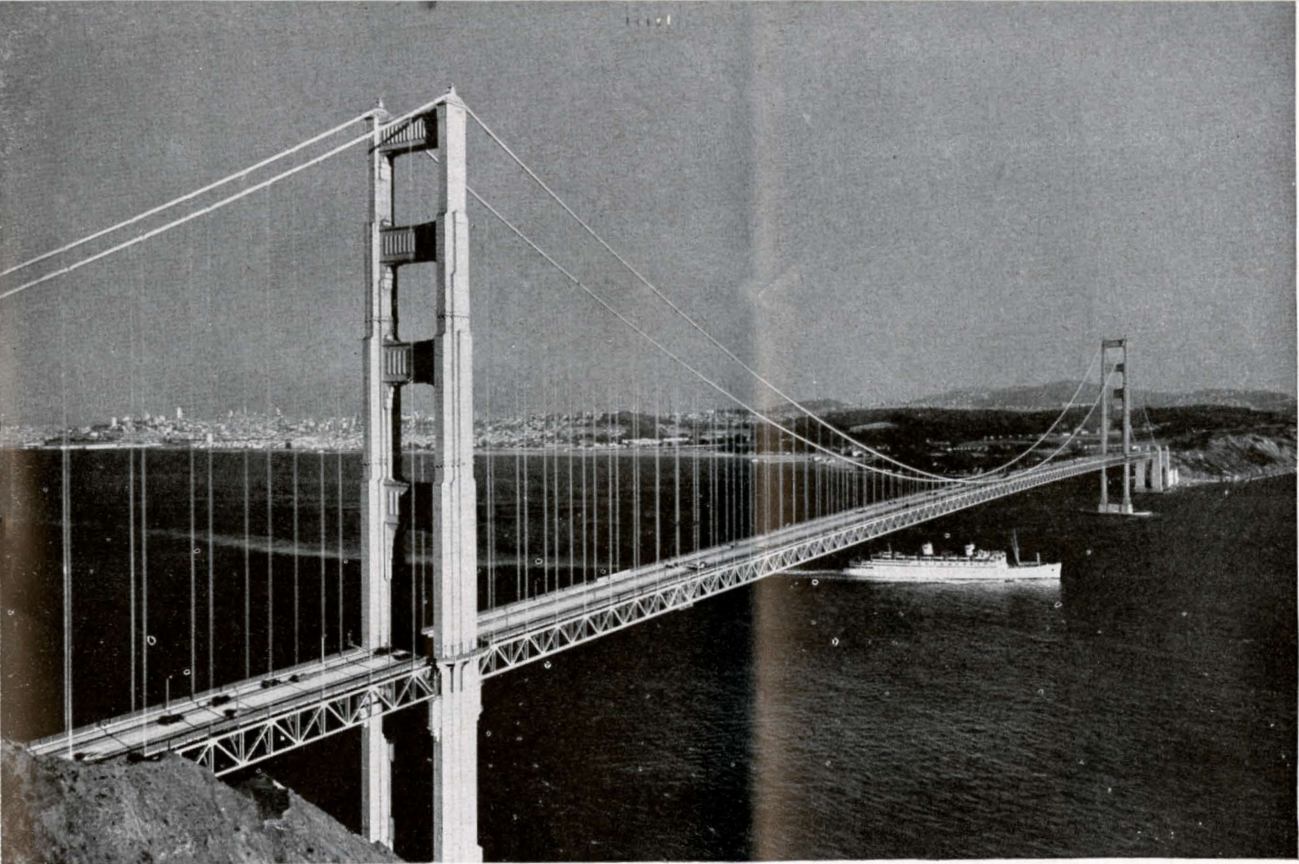


A portion of downtown San Francisco showing a section of the San Francisco-Oakland Bay Bridge

Oakland's Beautiful Skyline Across Lake Merritt







Golden Gate Bridge—longest single span in the world

Miles of Giant Redwoods line all-year highways in the Redwood Empire





stands the General Sherman Tree, estimated to be between 3,000 and 4,000 years old, with a height of 272.4 feet and a base diameter of 36.5 feet. Engineers estimate it would produce 600,120 board-feet of lumber. The General Grant Tree rears its mighty top 267 feet into the air, has a base diameter of 40.3 feet and contains 542,784 feet of lumber.

Kings Canyon and Sequoia National Parks may be conveniently visited on an inexpensive tour from Fresno. This unique and interesting all-expense circle tour is operated daily from

June 10 to September 10.

**SACRAMENTO . . .** A little to the north, after leaving San Francisco and the bay cities, you come to Sacramento, the historic capital of California. It was there that John Sutter, the Swiss adventurer, founded the first great ranch and near there the gold nugget was found that started the famous rush of '49, and there ended the Overland Trail and the flight of the pony express. Sutter's Fort is now an interesting museum. Roundabout is magnificent country, great ranches at the head of the long Sacramento Valley and many interesting and important towns. To the northeast is the famed Gold Country—Placerville, Grass Valley, Nevada City, Jackson. Sierra City and Downieville, where nuggets were dug from the main street by the wheelbarrow load, still remain much as they were in 1850.

To the north lies a wonderland of woods and mountains, grain fields and vineyards, majestic Mt. Shasta, the great Redwood Empire, and Lassen Volcanic National Park, which has the only active volcano in the United States.

**YOSEMITE . . .** After leaving Oakland you may be aboard one of the Streamliners "City of San Francisco," the San Francisco Overland, the San Francisco Challenger or the Pacific for home—but if you came up north to San Francisco by way of the coast you missed Yosemite and you will certainly want to visit it before you leave California.

Yosemite is one of our greatest National Parks. Its chief feature is a huge valley carved ages ago by glaciers from



The Gilded Pagoda Roofs and Ornamental Balconies of San Francisco's Chinatown Stretch Along the Sunny Slope of Russian Hill from the Latin Quarter to Market Street





El Capitan,  
Superb in  
Majesty,  
Stands at the  
Portals of  
Yosemite Na-  
tional Park



the granite sides of the Sierras. It is about seven miles long, a mile wide, and almost a mile deep, but these measurements give little hint of the grandeur of it. These massive and stupendous cliffs are broken by gorgeous waterfalls, among them being Yosemite Falls, the highest in the world, its silvery spray falling like a delicate fabric from a height of 2,425 feet.

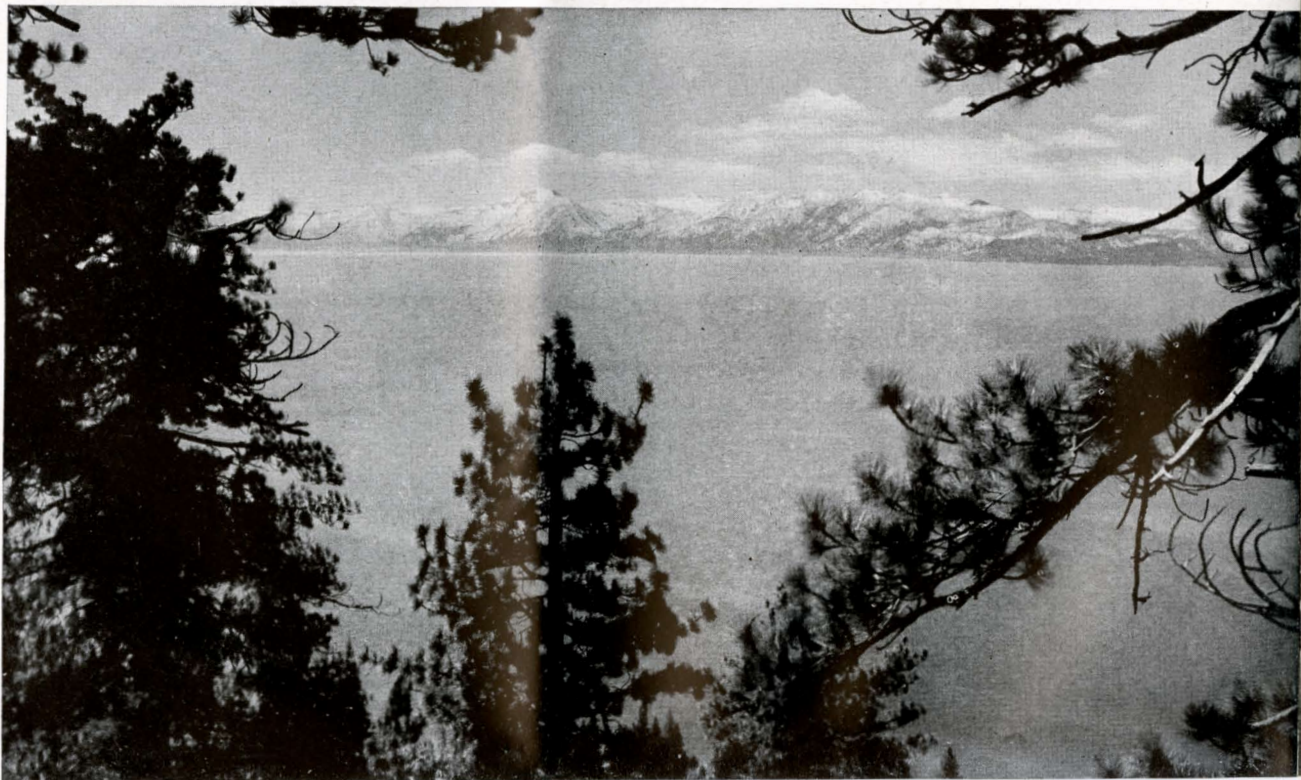
In Yosemite one will find hotel, lodge and camp accommodations to fit every taste and purse. The Ahwahnee, American plan, and open all year, is one of America's most distinctive resort hotels. Yosemite Lodge, European plan, is also open all year and provides modest accommodations in a colony of redwood cabins. The main building has an excellent cafeteria. During the summer season Camp Curry, American and European plan, is thronged with happy vacationists. It is a complete community center.

During the summer one may also find accommodations at Glacier Point Hotel, Wawona Hotel, Big Trees Lodge and at other vantage points.

Yosemite is a four-season National Park and the transition from season to season is marked with dramatic change. During the Winter Season all winter sports are popular. A well-qualified ski instructor directs the Yosemite Ski School at the new Badger Pass Ski House.

**LAKE TAHOE . . .** Lying in the lofty lap of the Sierra Nevadas, on the border line of California and Nevada, nestles Lake Tahoe, the largest fresh water lake in California and one of the most alluring in the world. There are many fine resorts on the shores of this beautiful lake. It is reached by a short side trip from Truckee, California, on the North Western-Union Pacific Overland Route.

Lovely Lake Tahoe, on Tahoe-Yosemite Scenic Highway





**HAWAII . . .** To the west of California, over the blue waters of the Pacific, lie the famed Hawaiian Islands, ever a lure to the traveler and easily reached from Los Angeles or San Francisco on modern, luxurious liners that sail regularly to these surf-spanked isles. Swift steamships now make the voyage in five days.

There are four islands in the group, Hawaii (the largest), Oahu (site of Honolulu, the capital), Kauai and Maui, and each is different, presenting an unparalleled variety of attractions. All enjoy a balmy climate, the temperature rarely going over 85° and seldom under 65°. And the temperature of the water at the famed Waikiki Beach maintains a year-round average of 75 degrees—you can spend many hours in

the sea or on the sunny strand.

In the vivid green hills and valleys of the Islands you find a host of delightful sports; golf on velvet fairways; fishing thrills—the swordfish, barracuda, tuna, dolphin and bonita; hunting expeditions for wild pigs and goats and game birds; and one hilarious pastime—tobogganing down grassy slopes on ti leaves!

There are many other pleasures, too—roof gardens, theatres, tea-houses, dances, formal and informal, in moon-bathed courts under swaying palms and perfumed breezes. A visit to Hawaii is an experience you will treasure fondly—her hidden beauties, natural wonders and languorous charm are never to be forgotten. Good cheer and delightful friendliness greet you always.

Beyond California is Hawaii





**DEATH VALLEY . . .** Historically known for its tragic episode in the California goldrush drama of '49, Death Valley became a national monument in 1933.

Death Valley lies in the southeastern corner of California and borders the boundary line with Nevada. The 2,978 square miles included in the monument embrace Death Valley itself and parts of the mountains that rise on all sides to guard its colorful desolation. It forms the northern point of the great Mojave Desert region. From Dante's View at an elevation of 5,160 feet one looks down upon Bad Water, 280 feet below sea level, and then shifting the gaze to the north sees Mount Whitney thrusting its rugged head into the sky a distance of 14,496 feet. There, within one sweep of the vision, are the lowest and highest points in the United States.

In addition to its record for low altitude, Death Valley, in summer, also holds the record for high temperatures. However, Death Valley is not always hot. The winter season, from November 1 to May 1, is ideal. The days are warm and sunny, the nights cool, clear and invigorating. It is a winter desert resort region unexcelled anywhere in the world.

In the heart of Death Valley is a modern hotel, Furnace Creek Inn, and a mile distant is Furnace Creek Ranch, the latter offering dude ranch type of accommodations. Inexpensive auto tours cover the entire region including Scotty's famous Castle and near-by ghost towns.

Las Vegas, Nevada, on the main line of the Union Pacific, is the gateway for all-expense tours to Death Valley during the winter season.

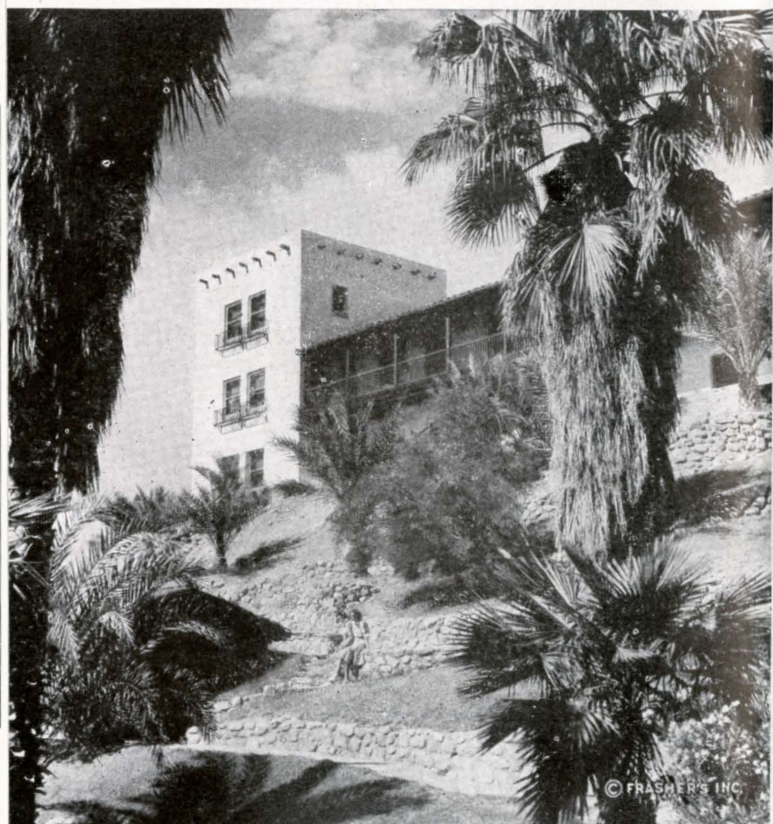
**HOOVER DAM . . .** Here man has tamed a river and left in his wake the largest artificial lake and the largest dam in the world.

This astounding Dam and beautiful Lake are visited by thousands of travelers to the West, and may be seen on easy, between-trains side trips from Las Vegas, Nevada, enroute to or from Southern California via the North Western-Union Pacific, the only route serving Hoover Dam region.

Enjoyable motor-boat trips are available to take visitors across beautiful Lake Mead to a point where the upper face of the dam is visible.

Hoover Dam is 727 feet high, 45 feet thick at the top and 660 feet thick at the base and its crest is 1,282 feet long. Millions of barrels of cement went into its construction. Enough, it has been estimated, to build a 16-foot highway all the way across the United States from Florida to Oregon. It cost \$165,000,000 and took five years to build.

Standing on the crest of the Dam you look out over Lake Mead which stretches beyond



A portion of Furnace Creek Inn, Death Valley



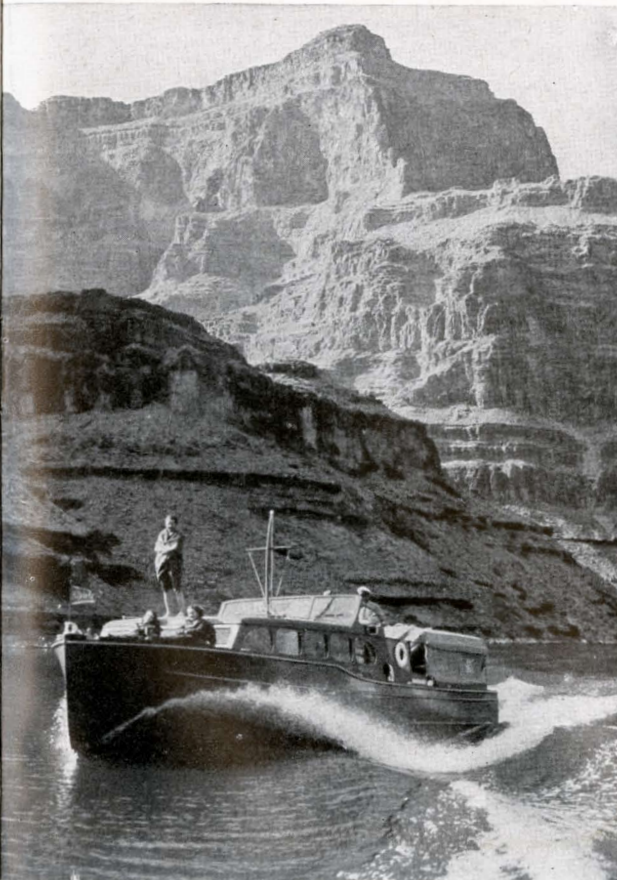
your sight up the canyons. It is one hundred fifteen miles long and eight miles across at its widest part, the largest man-made body of water in the world. In depth it exceeds that of Lake Erie. Its mile upon mile of beautiful expanse, surrounded by sheer mountain walls, offer facilities for boating, fishing and bathing. This region is known as the Hoover Dam Recreational Area, and its development is rapidly increasing.

Visitors to the dam-site should allow themselves ample time for a thorough examination and the complete enjoyment of its many outstanding attractions. A stop should be made at Nevada Lookout Point, and then the trip resumed across the top of the Dam to Arizona

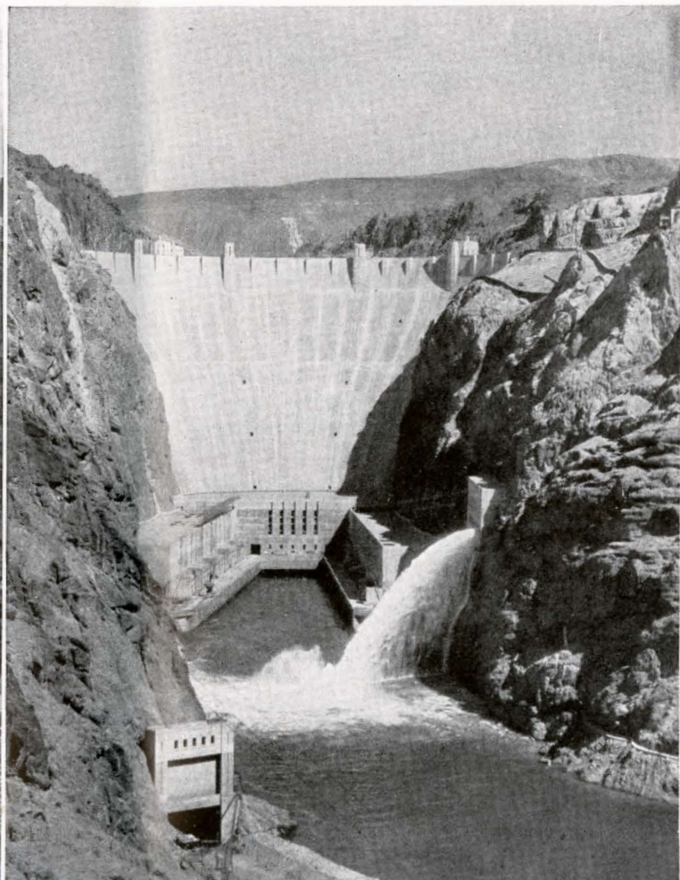
Lookout Point, overlooking the intake towers, lake and face of the Dam and spillways. Visitors may also make a descent to the giant power houses at the base of the downstream face of the Dam. If time permits, long boat trips on Lake Mead and into the lower Grand Canyon may be arranged.

Hoover Dam is unquestionably an outstanding feature in Western travel. It adds one more intensely interesting scene to those exclusively served by the North Western-Union Pacific between Salt Lake City and Los Angeles, among which is the nearby group of Zion, Grand Canyon, Bryce Canyon National Parks, Kaibab Forest and Cedar Breaks National Monument; and during the winter season, Death Valley.

Boat trips now take visitors to the lower reaches of the Grand Canyon



At Right, Downstream Face of Hoover Dam, and the power houses





**ZION NATIONAL PARK . . .** Going or returning, a California trip can be made doubly interesting and entertaining if you avail yourself of the splendid opportunity to take one of the alluring side trips offered by the North Western-Union Pacific to those wonderlands of Zion, Grand Canyon and Bryce Canyon National Parks, Kaibab National Forest and Cedar Breaks National Monument. These great National Parks and attractions are visited on a delightful motor-bus trip from Cedar City, Utah.

From Cedar City your tour takes you across the Great Basin region, a part of prehistoric Lake Bonneville; then through a region known as Utah's "Dixie." You soon enter Zion National Park and its majestic Canyon, flanked by precipitous temple walls, where nature has laid a lavish brush of color, in all shades of

red, yellow, brown and gray. Zion is a sandstone country and you will find the colors grouped in large masses. They have a brilliant lustre, derived from a coating called "desert varnish."

From the deep bottom of the Canyon rise great red precipices. Suddenly you come to a clearing, dotted with trees and shrubs, the Temple of Sinawava, an exquisitely wooded court or opening, which Indian and white man both have always looked upon with awe.

Many of the peaks or "buttes" surrounding Zion Canyon carry romantic and beautiful names, given them by the early Mormon pioneers. Some of these are dramatic and very appropriate—The Mountain of the Sun, The Temples of the Virgin, The Mountain of Mystery, The Three Patriarchs, Angel's Landing, The Great West Temple, The Altar of Sacrifice

Trail Party near Osler Castle, Bryce Canyon National Park, Utah





and that most sublime of all, The Great White Throne—a majestic, white “throne” of austere dignity and beauty that will live always in your memory.

When you leave Zion on your way to Grand Canyon you pass over the beautiful scenic Mt. Carmel Highway. This fine piece of road engineering traverses a mile of tunnel, high on a cliff, affording through great open windows glorious views of the Canyon and the rock temples beyond. You can take photographs during stops at the windows.

**GRAND CANYON . . .** Now the tour takes you across the delightful Prismatic Plains and through many interesting miles of the green Kaibab National Forest until you come almost abruptly to the North Rim of the Grand Canyon at Grand Canyon Lodge. Here is a stupen-

dous chasm twelve miles wide, and the Colorado River a silvery thread a mile below. Its emotional vastness and color have defied the greatest artists. There is an endless play of color—lavenders, golds, purples, grays, greens and reds. As the sunlight pours down into the mighty cleft you will be amazed at the ever-changing hue and tint.

On this North Western-Union Pacific tour you see the Grand Canyon from many angles. Side trips to Cape Royal and Point Imperial are included.

From whatever point you view it, Grand Canyon strikes deep into you with its immensity. No other natural wonder approaches it in sublimity, and no tourist ever comes away from this astounding spectacle expressing anything but gratitude that he had the opportunity to see it. But still other scenic surprises await you.

Pausing for a View of the Grand Canyon from the North Rim





## **BRYCE CANYON NATIONAL**

**PARK . . .** After leaving Grand Canyon your tour takes you northward again over familiar ground. Beyond Mt. Carmel you pass through areas of much beautiful scenery, over plateaus and through valley land until Red Canyon, a superbly beautiful gateway to the greater glories of Bryce, is traversed. Shortly thereafter you cross a flat and high plateau and arrive almost unexpectedly at Bryce Canyon Lodge.

The myriad marvels of Nature's work in Bryce Canyon startle the imagination. In the rays of the afternoon sun the whole Canyon is ablaze with color. The rock formations appear as palaces, temples, minarets right down to the Canyon floor and gleam like a million gems. Wherever you go, along the rim, down the trails, you find a new surprise every minute.

You leave Bryce Canyon regretfully, but still other thrills await you.

## **CEDAR BREAKS NATIONAL MONUMENT . . .**

This masterpiece of natural erosion is about fifty miles west of Bryce Canyon. It is the most colorful of all this canyon country.

Cedar Breaks National Monument is a series of vast, thrilling amphitheatres eroded to a depth of 2,000 feet, dazzling in color—red, pink, salmon and white—and weird, strange forms, carved by wind, water and frost. One artist has counted sixty color tints in these amphitheatres that cover an area of 60 square miles. Standing on the edge of the plateau you experience one of the most breath-taking moments in your life, as you view this scintillating scene.

The return to Cedar City is made in a brief ride of less than an hour, most of it through deep and spectacular Cedar Canyon. On this short trip of twenty-five miles there is an elevation drop of 4,500 feet, or nearly one mile.

The Three Patriarchs, west wall, Zion National Park





**SUN VALLEY, IDAHO . . .** For a perfect winter holiday . . . enjoyable from the moment you arrive until you regretfully depart . . . visit Sun Valley, glamorous winter sports capital of the West, and famed throughout the world wherever there are people that love the action-packed sport of skiing. There is no other place in the world like Sun Valley.

Sheltered from chilling winds by the protecting rugged peaks of the Sawtooth Range, Sun Valley in the winter becomes a veritable fairyland for winter sports enthusiasts. The sun radiates a remarkable warmth and during the day the temperature averages between twenty and forty degrees above zero. Four electrically powered ski-lifts whisk skiers to the summits of as many mountains.

Beautiful Sun Valley Lodge provides superbly appointed accommodations together with the facilities and service of a modern metropolitan hotel. And in quaint Challenger

Inn the guest rooms are comfortably and attractively furnished. There's skating to waltz tunes on the four ice rinks, moonlight sleigh rides, swimming in warm water, open air pools—a thousand one fascinating things to do as the visitor drinks in the health of Sun Valley's glorious sunshine and pure mountain air. The winter sports season usually continues until late spring.

In the Sawtooth Mountain Region above Sun Valley is a vast area that might properly be termed "America's Last Wilderness." It is a little explored region of mountains and forests. It abounds in big game and trout-teeming streams and lakes. For many years hunters and vacationists have sought sport and adventure in its vast reaches during summer and autumn months. Such trips must be made under the care of competent guides who are usually available, and all plans arranged for well in advance.

The white winter enchantment of Sun Valley lures the lover of all thrilling winter sports

With summer, a new charm and opportunity for delightful recreation comes to Sun Valley





**COLORADO . . .** Colorado has more 14,000-foot peaks than all other states in the Union combined, and its mountain playgrounds probably draw more summer vacationists than any other similar regions in America.

There is something about the sparkling sunshine and the cool crisp air in Colorado that is delightfully tonic. Fine foot and horseback trails through magnificent mountain scenery invite the energetic vacationer, lots of gurgling little rivers lure the trout fisherman, while a rustic lodge beside one of its pine-fringed, gem-like lakes that mirror the eternal beauty of snow-capped peaks, makes an unbeatable spot for a restful vacation. Especially worthy of a visit are Rocky Mountain National Park, the National Forests and the scenic Pike's Peak region.

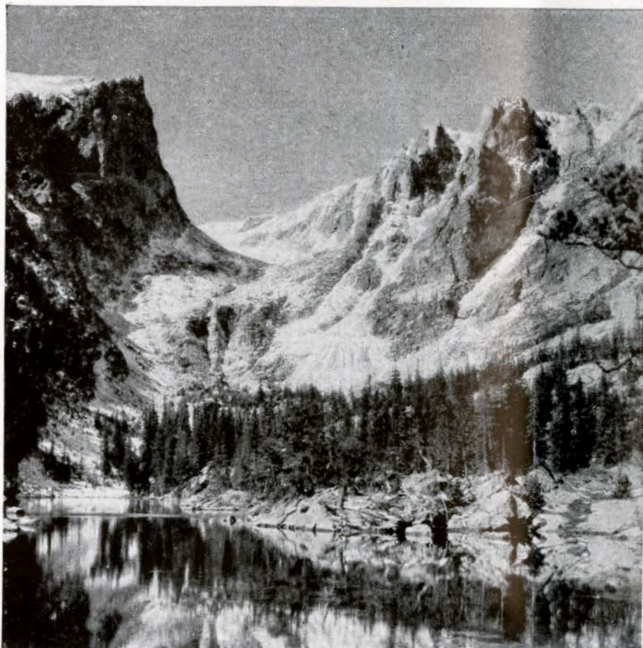
From Denver there are many thrilling side trips of one day or longer into the mountains. Via North Western-Union Pacific from the east you can visit the beautiful mile-high city of Denver en route to or from California without extra rail fare.

**YELLOWSTONE . . .** Nature's "Believe-it-or-not show," Yellowstone has been called, because there are more strange and unbelievable natural wonders in the Park than in any similar region on earth. Yellowstone is our largest and oldest National Park. It is an unspoiled country where mountains, forest and lakes of unusual beauty provide a perfect setting for steaming geyser, bubbling "paint pots," boiling pools, great hot springs, and magnificent Yellowstone canyon and falls—"a wild welter of color." There too, you can see bear, deer, elk, moose, buffalo, and mountain goat in their natural haunts.

Yellowstone may be visited via North Western-Union Pacific en route to or from California for little extra rail fare.

During the season there are motor-bus tours that include Yellowstone and near-by Grand Teton National Park.

Dream Lake, an Enchanting Scene in Rocky Mountain National Park, Colo.



Old Faithful Geyser Continues to be Yellowstone Park's Greatest Attraction





**A FAMOUS FLEET.** . . . When you go to California, save a day en route. Ride one of North Western-Union Pacific's swift, new Streamliners that speed between Chicago and California.

A "City of Los Angeles" Streamliner "sails" westward from Chicago . . . and eastward from Los Angeles . . . every day of the week. Fast service between Chicago and San Francisco is provided by the Streamliners "City of San Francisco" with a departure from each terminal every Tuesday, Thursday and Saturday. Both of these time-saving trains offer the most modern facilities.

The popular and swift Los Angeles Limited provides de luxe *daily* service between Chicago

and Los Angeles; and the San Francisco Overland between Chicago and San Francisco.

Another popular daily train, the Pacific, is in service between Chicago, Los Angeles and San Francisco.

Challenger service . . . featuring travel comfort at surprisingly low cost . . . is available between Chicago and San Francisco. Challenger rail fares are attractively low and the cost of a berth in a modern Challenger Sleeping Car is much less than the price of Standard Pullman accommodations. Or you can travel at even less cost in an attractive Challenger Coach, equipped with restful, reclining seats and soft night lights. Special Coaches for women and children. All cars air-conditioned.

# NORTH WESTERN REPRESENTATIVES

ARE LOCATED AT THE ADDRESSES SHOWN BELOW

Chicago 3, Ill.	1011 Field Building, 140 South Clark Street	H. G. Van Winkle, Assistant General Passenger Agent
Chicago 6, Ill.	City Ticket Office, 148 South Clark Street	L. J. Joswick, City Ticket Agent
Atlanta 3, Ga.	Passenger Station, 500 W. Madison Street	N. M. Kean, Assistant General Passenger Agent
Birmingham 3, Ala.	214 Volunteer Building	J. H. Schultz, General Agent
Boston 8, Mass.	201 Brown Marx Building	C. P. Johnson, General Agent
Buffalo 3, N. Y.	212 Old South Building, 204 Washington Street	F. A. Haas, General Agent
Casper, Wyo.	202 Ellicott Square, 295 Main Street	J. P. Fox, General Agent
Cedar Rapids, Iowa	Station	F. H. Tribbey, Division Freight and Passenger Agent
Cincinnati 2, Ohio	326 First Avenue, N. E.	W. F. Winkrantz, Division Freight and Passenger Agent
Cleveland 13, Ohio	202 Dixie Terminal Building, 49 East Fourth Street	J. T. Hall, General Agent
Council Bluffs, Iowa	1106 Terminal Tower Building	H. C. Langerude, General Agent
Dallas 1, Texas	Broadway Passenger Station, 11th and West Broadway	H. F. Smith, City Agent
Denver 2, Colo.	729 Kirby Building, 1509 Main Street	M. D. Spaulding, General Agent
Des Moines 9, Iowa	216 Patterson Building, 17th and Welton Streets	C. S. Evenson, General Agent
Det Motines 9, Iowa	318 Des Moines Building, 6th and Locust Streets	G. A. Langworthy, Division Freight and Passenger Agt.
Detroit 26, Mich.	602 LaFayette Building, 144 West LaFayette Boulevard	R. H. Miller, General Agent
Duluth 2, Minn.	Lonsdale Building, 302 West Superior Street	L. J. Perry, General Agent
Eau Claire, Wis.	Station	J. W. Morrill, General Agent
Evansville, Ind.	Davis Street Station	J. R. Hancock, Traveling Passenger Agent
Fargo, N. D.	411 First National Bank Building	C. J. Krupich, General Agent
Great Falls, Mont.	817 First National Bank Building	C. T. Spear, General Agent
Green Bay, Wis.	Station	F. B. Martin, Division Freight and Passenger Agent
Houston 2, Tex.	709 Cotton Exchange Building	F. Zadrizek, General Agent
Indianapolis 4, Ind.	315 Merchants Bank Building	R. L. Dickson, General Agent
Kansas City 6, Mo.	400 Railway Exchange Building, 705 Walnut Street	D. D. Schuppener, General Agent
Lincoln 8, Neb.	Woods Brothers Building, 130 South 13th Street	K. C. Niles, Traveling Agent
Los Angeles 14, Calif.	417 Associated Realty Building, 510 West Sixth Street	N. D. Browne, General Agent
Madison 3, Wis.	201 South Blair Street	J. W. Vias, Division Freight and Passenger Agent
Milwaukee 3, Wis.	152 West Wisconsin Avenue	W. H. Kreiling, Asst. General Freight and Passenger Agent
Minneapolis 2, Minn.	146 West Wisconsin Avenue	E. P. Ruetter, General Agent Passenger Department
New Orleans 12, La.	Roanoke Building, 701 Marquette Avenue at 7th	F. A. Brown, General Passenger Agent
New York 18, N. Y.	1018 Hibernia Bank Building, 812 Gravier Street	S. L. Howells, General Agent
Oakland 12, Calif.	Room 322, 500 Fifth Avenue	W. Babel, General Agent Passenger Department
Oak Park, Ill.	513 Central Bank Building, 436-14th Street	W. L. Foutts, District Traffic Representative
Omaha 2, Neb.	Marion Street Station	J. R. Crowe, Traveling Agent
Peoria 2, Ill.	814 Brandeis Theatre Building	G. A. Remington, Traffic Manager
Philadelphia 2, Pa.	City Ticket Offices, 1614 Farnam Street and 15th and Dodge Streets	T. A. Carney, Division Freight and Passenger Agent
Pittsburgh 22, Pa.	213 Jefferson Building, 200 South Jefferson Street	H. Eklund, General Agent
Portland 5, Ore.	1003 Girard Trust Co. Building, 1400 South Penn Square	H. P. Dickson, General Agent
Racine, Wis.	212 Oliver Building, 535 Smithfield Street	J. D. Ritchie, General Agent
Rapid City, S. D.	372 Pittock Block, 921 S. W. Washington Street	G. W. Carnell, General Agent
Rochester, Minn.	Station	H. J. Heymann, Division Freight and Passenger Agent
Rockford, Ill.	Alex Johnson Hotel	H. H. Romadka, General Agent Passenger Department
St. Louis 2, Mo.	The Kahler	R. E. Williams, General Agent
St. Paul 2, Minn.	505 South Church Street	H. L. Hammill, General Agent
Salt Lake City 1, Utah	903 Boatmen's Bank Building, 314 North Broadway	R. F. Wendt, General Agent Passenger Department
San Francisco 5, Calif.	303 St. Peter Street, Hotel St. Paul	W. W. Sells, General Agent
Seattle 1, Wash.	320 Union Pacific Building, 10 South Main Street	F. T. Lewis, General Agent
Sioux City 9, Iowa	301 Mondnock Building, 681 Market Street	J. F. McNamara, General Agent
Sioux Falls, S. D.	515 White Building, 4th Avenue and Union Street	O. L. Thompson, Division Freight and Passenger Agent
Spokane 8, Wash.	520 Nebraska Street	A. W. Blake, General Agent
Tacoma 1, Wash.	424 East Eighth Street	B. A. Stokke, General Agent
Toronto 1, Ont.	1116 Old National Bank Building	W. C. Donovan, Traveling Agent
Tulsa 3, Okla.	P. O. Box 1385	H. L. Davis, General Agent
Vancouver, B. C.	69 Yonge St.	G. S. Donaldson, General Agent
Washington 5, D. C.	204 Thompson Building	G. W. Killam, General Agent
Winnipeg, Man.	201 Stock Exchange Bldg., 475 Howe St.	F. J. Herhusky, General Agent
Winema, Minn.	912 Woodward Building, 15th and H Streets, N. W.	H. C. Carmichael, General Agent
Winston-Salem 3, N. C.	408 McArthur Bldg.	E. J. Garland, Division Freight and Passenger Agent
	54 Center Street	C. W. Hancock, General Agent
	617 Reynolds Building	

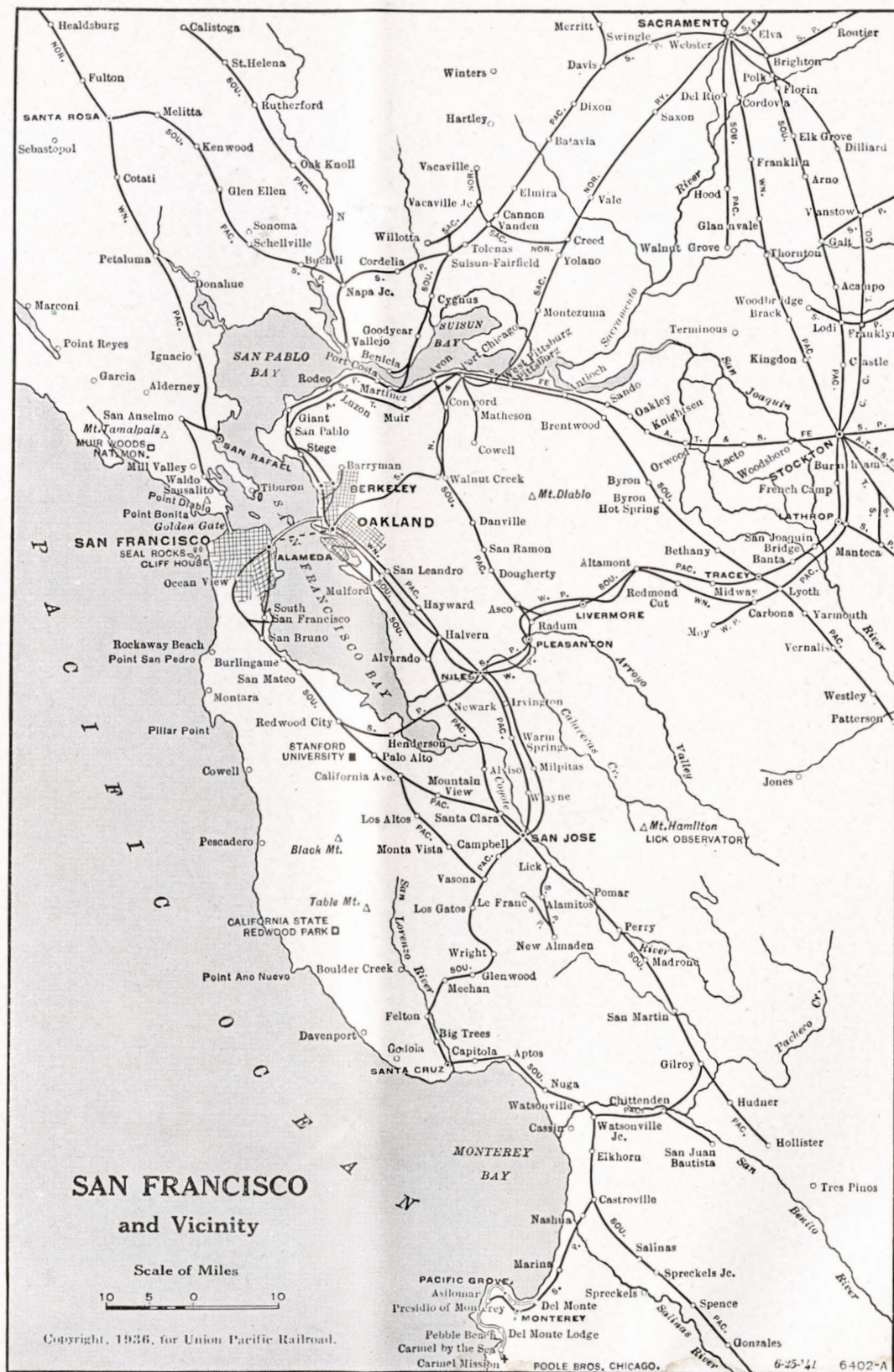
F. G. FITZ-PATRICK  
Vice-President - Traffic  
T. L. NORTON  
Traffic Manager - Sales

H. C. DUVALL  
General Passenger Agent

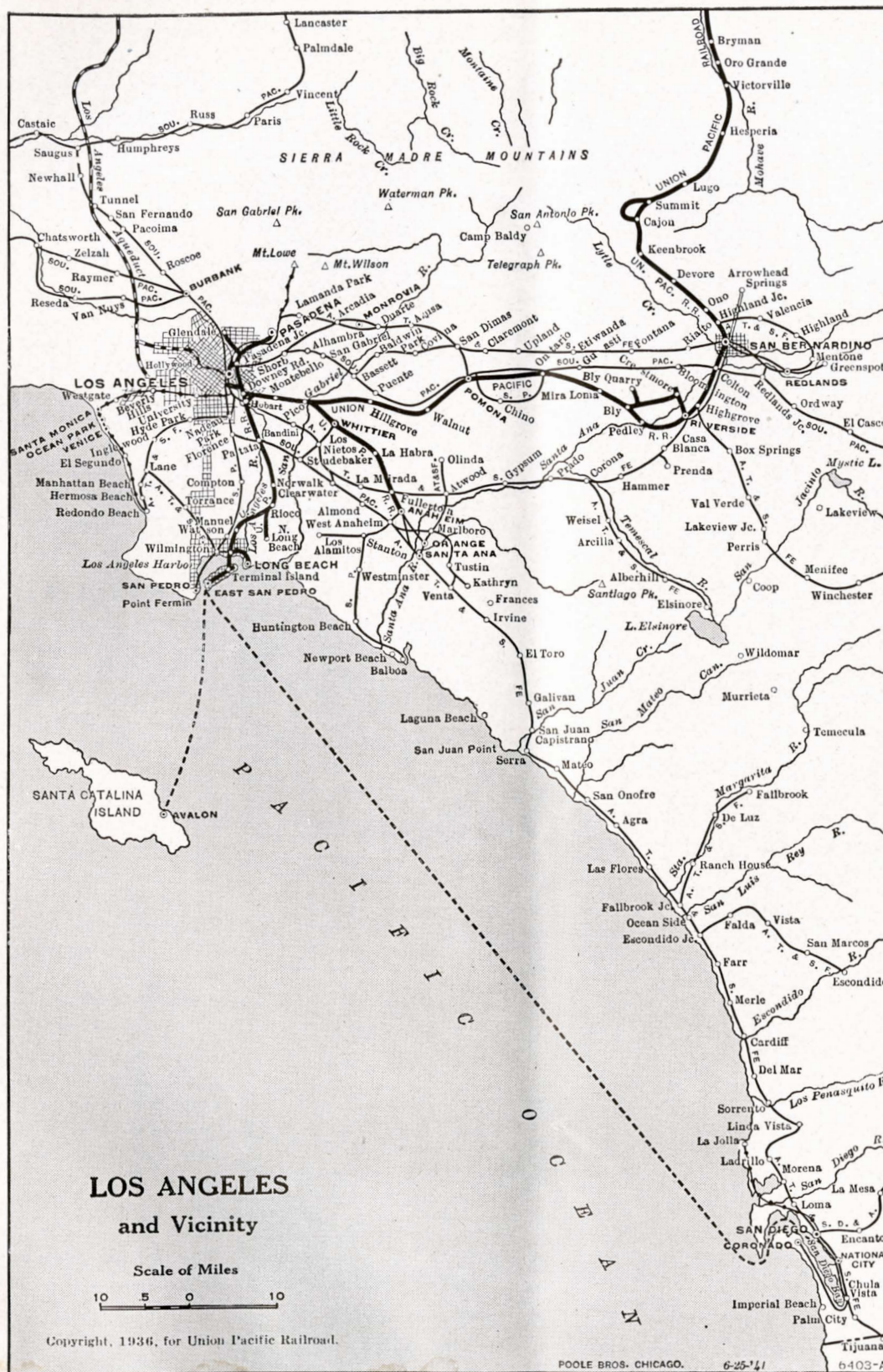
E. L. PARDEE  
Passenger Traffic Manager



The accompanying map enables you to locate many of the interesting places in the Bay Region as well as in other parts of Northern California, mentioned in this folder.







Fascinating Southern California, with its many prosperous and picturesque cities and towns is connected with the East by North Western-Union Pacific's fine, fast trains, which travel a beautifully scenic route.





## PLAN YOUR TRIP WITH EXPERT HELP

You will find a list of principal North Western offices on page 31. Our men in charge are travel experts of many years' experience. They will plan your route so that you will get the most for the least cost; tell you when is the best time to go and give you all the necessary advance information to make your trip a pleasure.

If you will telephone or drop in at the North Western Railroad office nearest you, you will be given every possible assistance in the completion of your travel plans. We urge you to use this free service.

## TRAVEL LIGHT

One thing you can do to add to the enjoyment of your rail journey is to travel as light as possible.

The wearing apparel and toilet accessories you will require while enroute usually can be placed in one small bag. Additional luggage, up to 150 pounds, can be checked through on the baggage car, without charge, and be picked up at your destination. There is a small charge for baggage over 150 pounds.

Following this procedure will give you more space and freedom while on the train.

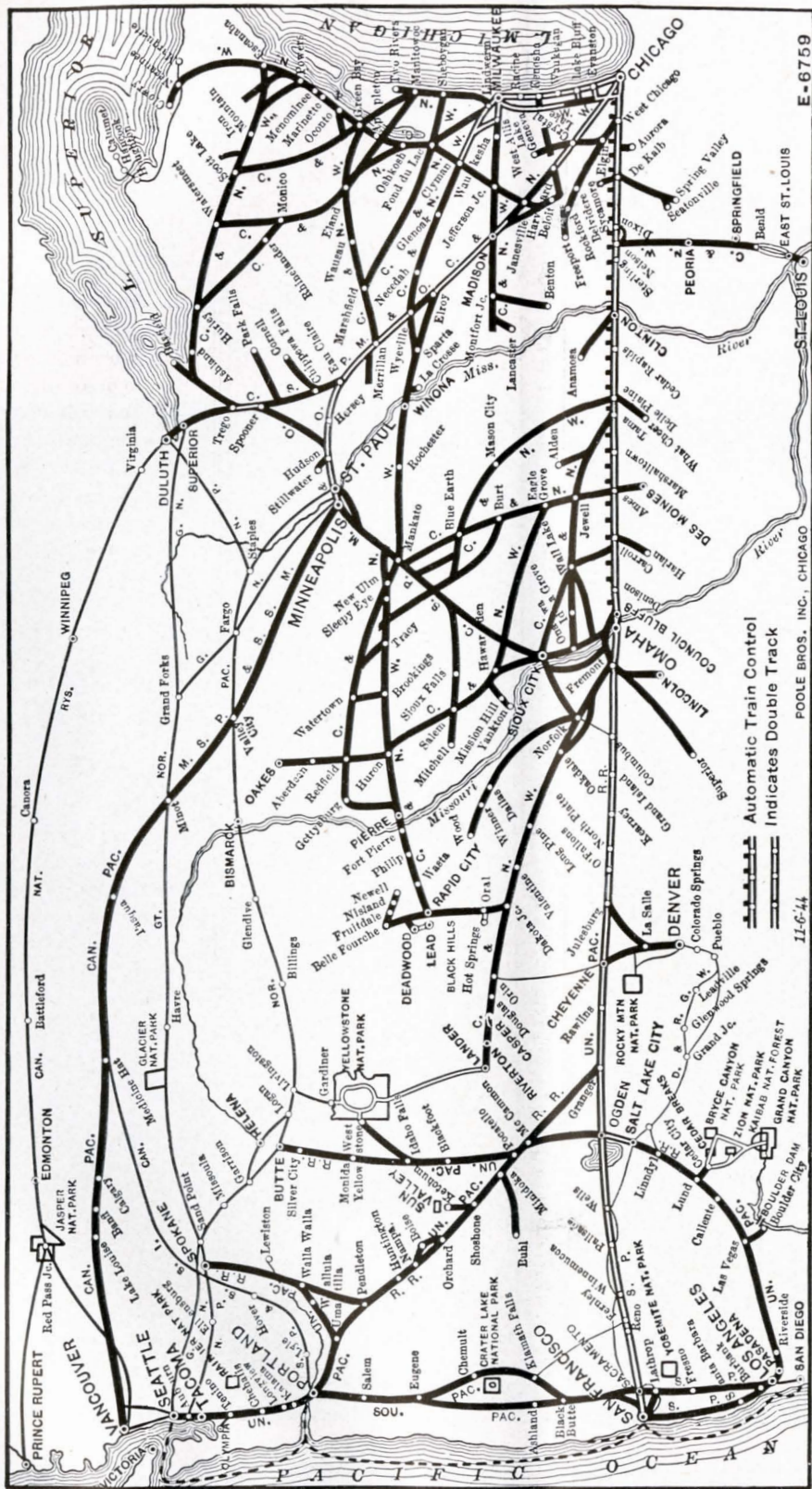
From time to time we issue folders similar to this one on other North Western scenic regions including the Pacific Northwest and Alaska, Colorado, Yellowstone—Grand Teton National Parks, Zion—Bryce Canyon and Grand Canyon National Parks in Utah—Arizona. These folders will be gladly furnished on request.

**CALIFORNIA and NEVADA  
UNION PACIFIC RAILROAD  
and its Connecting Lines**

0 25 50 100 150 MILES  
RAND McNALLY & COMPANY, CHICAGO

LOWER CALIFORNIA (MEXICO)





## North Western — Union Pacific

—spans the scenic West, offering service to the vacation wonderlands of Colorado, Yellowstone and Grand Teton National Parks, Utah-Arizona National Parks, Hoover (Boulder) Dam, California, The Pacific Northwest, and the nation's popular winter sports center—Sun Valley, Idaho; any one, or all of which may be combined with a trip to California.



# CALIFORNIA

*Land of Romance*

# CALIFORNIA

*Land of Romance*



**CHICAGO AND NORTH WESTERN SYSTEM**

**CHICAGO AND NORTH WESTERN SYSTEM**