

Kingdom of the SUN



**Rock
Island**

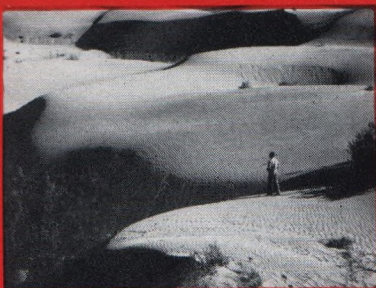
*Southern Arizona
and California*



ROCK ISLAND LINES

EVERYTHING UNDER THE

Sun!



This glorious Kingdom of the Sun, conveniently reached by the Golden State Route, is a land blessed with natural grandeur. It possesses the glamour of an age-old history and teems with romance.

Here are prehistoric Indian dwellings—silver-gray stretches of desert tinted by myriads of flowers and the wax-like blossoms of a hundred different cactus species. Great bronzed cliffs are here—deep chasms and canyons—snow-capped mountain peaks—verdant below-sea-level valleys.

Here, too, are street scenes in gay resort cities—three hundred years of history reflected in a single thoroughfare! And Indians—Apaches, Pimas, Yaquis, Papagos, Cahuillas—in town from their villages and reservations adjacent to the magnificent old Spanish missions.

And here are sun-tanned vacationists from the East in polo, golf, tennis or riding attire, gay señoritas from the Mexican quarter, ranchers and cowboys from nearby ranches, with every hue of the rainbow represented in their shirts and neckerchiefs.

And always the SUN, shining brightly on rolling fairways, gleaming pools, shimmering tennis courts and sports fields of every type.

You'll find an air of welcome in El Paso-Juarez, in Douglas, Tucson and Chandler, in Mesa, Tempe, Phoenix and Litchfield, in Yuma, La Quinta and Palm Springs in San Diego, Los Angeles and Santa Barbara . . . and the scenic beauties of desert, mountain and sea! And in Carlsbad Caverns you'll find the unbelievable and fantastic.

This is the KINGDOM of the SUN!



Guest Ranches

In a pair of blue denim trousers, cowboy boots and a "ten-gallon" hat, life becomes gay and untroubled and cares fade into oblivion 'mid the vast scenic beauty of the open spaces.

The foregoing, of course, suggests a guest ranch vacation, and this in turn suggests Southern Arizona. Many families spend a portion of every year in the guest ranch country of this hospitable state, riding the range, hiking and hunting.

Such is the amazing beauty of the settings of many guest ranches that visitors are entranced with the forests, mountains and arroyos that are often a part of the ranch itself. The strange appeal of the desert, too, with its mystery and charm, adds much to the visitor's enjoyment.

In the Kingdom of the Sun are guest ranches of every description, ranging from the swank desert place near town where fine living and metropolitan amusements are the rule, to the operating ranch where guests may, if they wish, actually participate in the ranch work, riding side by side with the cowboys.

The hospitality of the guest ranches in the Kingdom of the Sun is spontaneous and genuine, and the friendly feeling of camaraderie begins the moment a guest arrives.

For a list of hotels, guest ranches and schools in the Kingdom of the Sun, ask any of the Rock Island representatives. Complete information on accommodations and rates will be furnished on request.





*Photographs reproduced herein
through courtesy of:—*

El Paso Chamber of Commerce
Tucson Sunshine Climate Club
Phoenix Chamber of Commerce
All-Year Club of Southern California





Sports for Everyone—

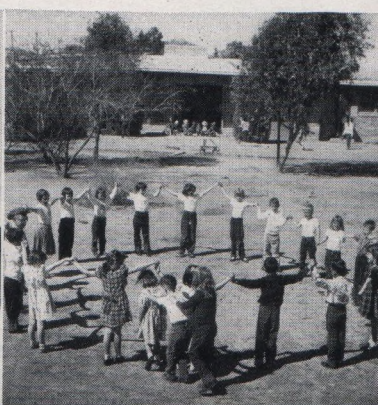
To the lover of outdoor activities, the Kingdom of the Sun holds a universal appeal. For here under conditions approaching the ideal, is almost every type of sport. Horseback riding, rodeos at regular intervals, golf, tennis, badminton, shuffleboard, fishing, hunting, hiking, they're all here, also ample facilities for all water sports from swimming to deep-sea fishing and aquaplaning.





Schools for the youngsters

Visitors who have youngsters need feel no hesitancy in planning a winter sojourn in the Kingdom of the Sun. The schools of Southern Arizona and California are second to none and the children of winter visitors are admitted at any time. All schools, both public and private, take advantage of the opportunity for outdoor play and recreation. Many classes are taught outdoors, where full benefit of the health-giving rays of the sun may be secured.





EL PASO

"Sunshine playground of the Border"

America's largest southern border city extends a friendly welcome. Mountains are piled in rugged profusion on every horizon, the desert stretches away in limitless expanse, verdant valleys mark the course of placid rivers. And history has left a rich heritage. For here the white man explored and colonized long before the Pilgrim Fathers landed at Plymouth Rock. El Paso offers excellent accommodations for visitors—fine hotels, ranches and resorts. Golf is a year 'round pastime, as are tennis, riding, hiking and exploring the nearby mountains.





JUAREZ

And Old Mexico

Across the romantic Rio Grande from El Paso lies colorful Juarez, largest border city of Old Mexico. The mission of Nuestra Senora de Guadalupe is here. The market place affords an opportunity to see and buy articles of native craftsmanship; there are frequent bull fights; cabarets and and restaurants are excellent.





CARLSBAD CAVERNS National Park

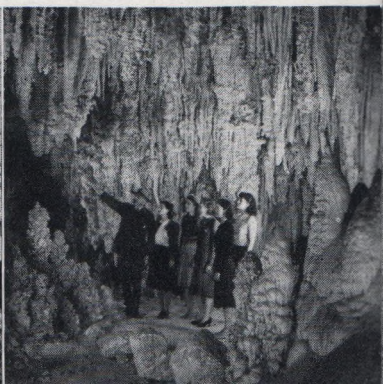
Hidden beneath the Guadalupe mountains in Southeastern New Mexico, are the magnificent, awe-inspiring Carlsbad Caverns, "Eighth Wonder of the World."

This magnificent underground fairyland is one of America's most spectacular scenic wonders. For spacious chambers and an unending variety of natural splendors, it has no comparison.

A visit to this Colossus of Caves is an easy, pleasant side trip over an all-paved highway in modern, air-conditioned coaches, direct from El Paso's Union Station.

The escorted tour of three miles through Carlsbad includes most of the explored portion of the Caverns. It leads past Niagaras of flowing rock in colored crystal, through King's and Queen's Palaces and Throne rooms, Chinese Temples, Ice Chambers, Turquoise Pools, titanic Fairylands with stalactite chandeliers and stalagmite pillars, a gorgeous Fountain of the Fairies and countless other rooms equally spectacular. Outstanding, too, is the Big Room, which is three quarters of a mile long, 625 feet wide, and 285 feet high. An electric elevator carries one 750 feet down to the caverns, and a novelty of the trip is lunch at this level in a subterranean cafeteria. The Caverns temperature remains at 56°.

A visit to Carlsbad Caverns should be a "must" on the itinerary of every passenger along the Golden State Route to or from the resort country of Southern Arizona or California.







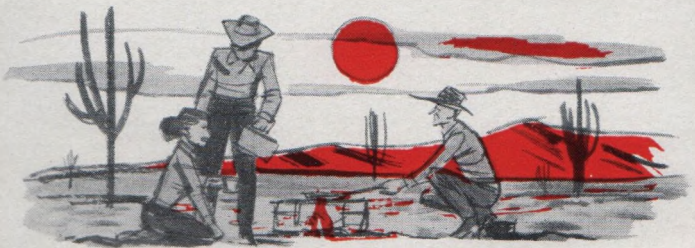
ARIZONA

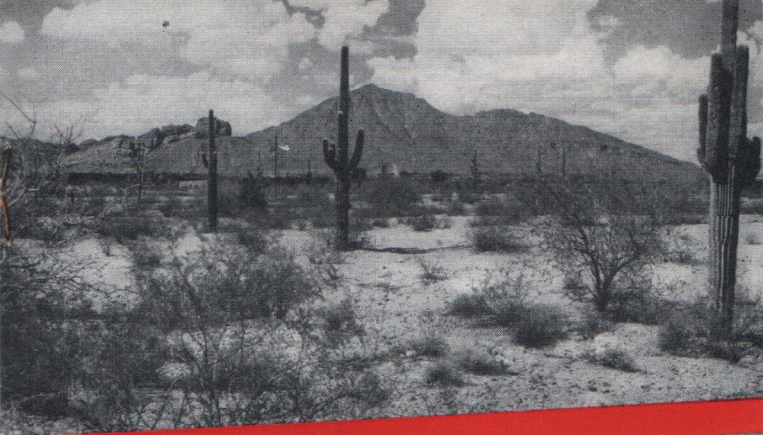
The early life of man in Arizona is divided into four distinct periods: the Basket Makers, the Post-Basket Makers, the Pre-Pueblo Period and the Aztec Period. Somewhat later the Aztecs were driven out by the Navajos, a fierce, nomadic tribe which began a civilization of its own.

Arizona was explored by Europeans less than fifty years after Columbus discovered America, and eighty years before the landing of the Pilgrims in New England. To establish homes, white men first invaded Arizona in the early sixteenth century. With the Spaniards came Christianity, and many of the missions they built still stand today.

Southern Arizona, America's sunniest resort section, is indeed a land of mystery and charm. Here are vast reaches of far-flung desert, colored by luxuriant cactus flowers and other desert vegetation—rugged mountain ranges carved by Nature into strange shapes and figures—lush green acres of cultivated areas growing abundant crops of alfalfa, cotton, lettuce, citrus fruits, dates, nuts and melons.

The Arizona way of life is simple and captivating, for, despite the introduction of every modern mode and convenience, the flavor of the old frontier has not been lost. Health-giving activity and restful release await the winter visitor in this land of sun-drenched days and star-lit nights.







TUCSON

*"The Sunshine
Center of
America"*

Tucson is one of the oldest yet most modern cities in the United States. Its romantic and historical background, picturesque scenery, great open spaces and delightful climate make it the ideal city for those who want rest, recreation and health.

Tucson is hemmed in on all sides by mountain ranges, and the surrounding mesas, filled with desert vegetation, offer an opportunity for real enjoyment in the great outdoors.

Fine hotels, inns and guest ranches afford all types of accommodations. Excellent schools and churches are here; it is the seat of the University of Arizona.

Tucson is an ideal place for regaining lost health. There are a number of splendid sanatoriums and research centers as well as very fine hospitals that utilize sunlight for the cure of disease.





PHOENIX

"In the Valley of the Sun"

Phoenix, capital and largest city in Arizona, becomes doubly interesting when one understands that many past civilizations have been founded on the selfsame site. Each period has left behind it certain traditions, so this metropolis and the country surrounding it are steeped in legend and lore.

Excellent facilities for all sports are at hand in Phoenix, with horseback riding perhaps the favorite. The fine hotels and guest ranches are equipped with well filled stables with the type of mount desired for a ride through the picturesque desert or a more adventurous ascent up winding mountain trails.

Every visitor to Phoenix is immediately impressed by the traditional hospitality of the West, which has done so much to make Phoenix a great vacation center.

Many spectacular sights and places of interest are within easy motoring distance of Phoenix including the Indian Reservations, South Mountain Park, the Papago National Park and Pueblo Grande to name but a few.

Every guest preference, whether for luxury, invigorating atmosphere or restful relaxation, can be met by the hotels, inns and guest ranches in, or adjacent to, Phoenix.





CALIFORNIA

No section in America arouses so much enthusiasm as does California. Here one finds such a variety of activities, scenery and people that it is indeed the "Mecca of Vacationists." And what delightful contrasts it offers: Snow-capped mountain peaks and sun-swept beaches; tropic vegetation and hardy firs at timberline; the quiet of rural life and the hustle and bustle of such metropolitan cities as Los Angeles and San Francisco.

California is a *big* state; only one other surpasses it in area. It has the longest ocean coast line of any state. From Canada to Mexico is 1500 miles and nearly two-thirds of this vast coast line is California's.

The name California was first given this territory by a Spanish writer-explorer, Ordonez de Montalvo. He stated that this country was to the right of the Indies and was very close to heaven.





There is every type of scenic grandeur in California. There are two groups of mountains—the Coast range which runs along the coast for several hundred miles, and the Sierra Nevada farther east. Between them is the great valley, so picturesque and fertile, through which runs the San Joaquin and Sacramento rivers.

There are four national parks and three national monuments in California. The Parks are Yosemite, Sequoia, King's Canyon and Lassen Volcanic; the monuments are Lava Beds, Death Valley and Joshua, each justly famous in its own right.

The highest and lowest points in the United States are in California, Mt. Whitney, 14,495 feet high and Bad Water in Death Valley, 280 feet below sea level . . . they are only 90 miles apart!

Southern California's climate is well-nigh perfect. The breezes from the Pacific serve as a natural air-conditioning system, making the summers cool and the winters mild.

To the history lover California's many missions, relics of an almost forgotten era, will be especially interesting. Some of the more famous include San Juan Capistrano, San Gabriel, Santa Barbara, San Buenaventura, Santa Ynez and La Purisima Conception.

There are many delightful vacation centers in Southern California—Palm Springs, San Diego, Los Angeles, Hollywood, Santa Barbara—and no California trip is complete without a visit north to San Francisco with its vast bridges, which so well typify the spirit of progress and advancement of this great metropolitan area.

CALIFORNIA FAVORITES

PALM SPRINGS and LA QUINTA

"Where Desert and Mountains Meet"

Westward bound over the Golden State Route, these two resort centers are the last desert oases en route to Los Angeles.

Palm Springs, swank spa and foremost California desert resort, has one of the finest winter climates in the western hemisphere. It is famous as a playground of the film colony and for its fine hotels and other guest accommodations. Some of the natural scenic wonders are Mount San Jacinto, which towers above Palm Springs a sheer 10,500 feet, and Palm Canyon, six miles south of Palm Springs, where thousands of palm trees, the only species indigenous to the United States, grow to a surprising height.

Indio (rail station nearest to La Quinta) is the site of the annual Date Fiesta. Riding is one of the favorite sports at both Palm Springs and La Quinta, and rodeos and similar contests are of great interest to visitors.



SAN DIEGO

"Where California Began"

Historically, San Diego dates back to the advent of civilization in California, and from that time nearly two centuries ago, is traced much of the romance, color and culture that today blend so well into the modern tempo.

The visitor to San Diego (reached by side trip from Los Angeles without extra rail fare) will be intrigued with its beauty. Recreational and cultural advantages are abundant.

For years the site of Naval, Marine and Coast Guard bases in San Diego Bay, the city itself has become one of the busiest centers of this type.

CORONADO, "The Crown". Famous all-year resort just across the bay from San Diego, is not an island, as commonly supposed, but is linked to the mainland by the Silver Strand. Coronado is delightful for such sports as aquaplaning, boating, fishing, swimming, golf and horseback riding.

LA JOLLA, "The Jewel". Within the corporate limits of San Diego, it is unique in that it rises from the cove-indented shores of the Pacific to the adjoining hills. Along the shoreline are the La Jolla Caves with their weird and interesting geological formations.

LOS ANGELES

"Heart of the All-Winter Sun Festival"

In its century and a half of existence Los Angeles has grown from a tiny pueblo village to a world famous metropolis. Smart shops, theatres and cafes, broad boulevards, spacious parks, museums, libraries, schools and churches offer much of interest to the visitor.

Much of Los Angeles has a distinctly foreign flavor. Almost in the shadow of the City Hall is Olvera Street, gay Mexican market place. Interesting Chinatown is nearby.

HOLLYWOOD, "Land of Make-Believe". Film and fashion capital. Mecca of artists, writers, musicians, actors—gatherer of wit, beauty and talent from the four corners of the world.

Close at hand to the south and west are Santa Monica, Ocean Park, Venice, Hermosa, Manhattan Beach, Redondo, Newport and Palos Verdes. In the opposite direction are San Gabriel and Pasadena, setting of the famous annual "Tournament of Roses". To the southeast are Riverside and San Bernardino.

CATALINA, "The Magic Isle". All the thrills of a real ocean voyage lands you at Avalon Harbor. See the submarine gardens, great trees on the ocean floor, red, green and gold fish in incredibly clear water. On Catalina is a great rare bird farm, a million dollar casino, superb bathing beaches . . . and deep sea fishing that lures the sportsmen of all the world.





SANTA BARBARA

*"More Typically Californian
Than California Itself"*

Santa Barbara is the flower center of the United States—
for Santa Barbara County is the source of 60% of the
nation's flower seed supply.

A secret of its famed year-round climate is its
"southern exposure" to the Pacific, the coast here
running east and west. Twenty-seven miles off shore
the historical Channel Islands form a ninety-mile barri-
cade against strong ocean winds and currents. This
protection has provided safe beaches and a fine cruising
area for yachtsmen. Landward the Santa Ynez Moun-
tains offer scenic vistas of unparalleled beauty.

Life is lived out-of-doors in Santa Barbara. Lovely
scenic drives, natural beauty and climate, and a back-
ground of culture and educational advantages have
brought many world-famous artists, writers and com-
posers to live in this region.

Another of the wonders to be visited is the justly
famous and excellently preserved Santa Barbara Mission
(1786). This remarkable bit of architecture is truly
Californian.



GO ROCK ISLAND



The direct low altitude Golden State Route of the Rock Island-Southern Pacific Lines offers the finest in train travel to the places featured herein.

Union Station facilities at Chicago, St Louis, Kansas City and Memphis provide direct connections with trains to and from the east and southeast. In Chicago, in addition to the conveniently located La Salle Street Station, the Englewood Union Station at 63rd Street

on the South Side permits of connections with eastern trains.

The *Golden State*—extra fine—extra fare—is a travel favorite between Chicago and Los Angeles. Streamlined and diesel-powered, it affords de luxe accommodations in private room and sectional space in the sleeping cars. The St. Louis-Los Angeles sleeper and the reclining seat chair car and sleeping car from Minneapolis-St. Paul are entrained at Kansas City.

Sleeping cars are also operated between Chicago and Phoenix (in season) and set out on arrival for occupancy until morning. These cars are also available for prior occupancy for the eastbound trip.

Deep-cushioned, reclining seat Chair Cars with full-length leg rests are reserved in advance, assuring comfort for the entire trip.

There are two fine dining cars, one with the Coffee Shop Lounge, the other providing de luxe meal service; also a superb Lounge Car.



The *Imperial* also serves this entire vacationland enroute to Los Angeles. Equipment includes private room and sectional space in standard sleeping cars and deep-cushioned reclining seat Chair Cars, a Club Lounge and Dining Car.

The *Cherokee-Imperial* operates directly between Memphis and Los Angeles, serving the entire Sun Country.



For a complete western tour, travel the Golden State Route to Southern California, then up the coast to San Francisco. Return from San Francisco via Ogden or Salt Lake City and the scenic Colorado route. The de luxe Rocky Mountain Rocket between Chicago and Denver-Colorado Springs is a streamlined, high-speed service without extra fare.

When you travel on the Rock Island Lines you can take advantage of the RAIL-AUTO PLAN—have a new car to drive when you arrive at your destination. The cost is low.

See the best of the West on one circle trip — Go one way — return another.

ROCK ISLAND COMPLETE TRAVEL SERVICE BUREAUS

In the Rock Island Complete Travel Service Bureaus listed below, you will receive courteous and intelligent attention by a well-informed personnel. They can advise you regarding fares and service, hotel accommodations, side-trips, stop overs, etc., and plan your journey in every detail. This service is free and without obligation.

Amarillo, Texas	H. W. Clutter, District Passenger Agent
Atlanta 3, Ga.	1332 Healey Bldg.	L. D. Jolly, Gen'l Agt.
Boston 16, Mass.	Rm. 9 Little Bldg.	E. R. Handley, Dist. Frt. & Pas. Agt.
Buffalo 3, N. Y.	Rm. 503 Ellicott Sq. Bldg.	R. H. Kiburz, Dist. Pas. Agt.
Cedar Rapids, Iowa	4th St. and 4th Ave.	B. O. Baker, Ticket Agent
Chicago 5, Ill.	Passenger Traffic Dept.	D. L. Eckman, Asst. Gen'l Pas. Agt.
	Rm. 723 LaSalle St. Sta.	Paul P. Christensen, Div. Pas. Agt.
	Rm. 1117 LaSalle St. Station	W. G. Young, Manager Travel and Tour Service
	179 W. Jackson Blvd.	G. J. Kerkstra, Gen. Agt. Pas. Dept.
	City Ticket Office	F. E. Gottner, Dist. Pas. Agt.
		M. B. Parmelee, City Ticket Agent
Cincinnati 2, Ohio	705-06 Dixie Term. Bldg.	Fred H. Fox, Dist. Frt. & Pas. Agt.
Cleveland 14, Ohio	1016 Hippodrome Bldg.	E. Eggleston, Dist. Frt. & Pas. Agt.
Colorado Springs, Colo.	Rm. 330 First Nat'l Bk. Bldg.	B. M. Schwartz, Dist. Pas. Agt.
Dallas 2, Texas	Cor. Commerce & Field Sts.	F. W. Schickling, Div. Pas. Agt.
		V. E. Kummer, City Pas. & Ticket Agent
Davenport, Iowa	Rock Island Station	J. H. Clarkson, Div. Pas. Agt.
Denver 2, Colo.	601 17th St.	L. P. Blyler, Gen'l Agent, Pas. Dept.
	608 Locust St.	W. H. Weik, Asst. Gen. Pas. Agt.
Des Moines 9, Iowa	(Equitable Bldg.)	A. R. Wilson, Trav. Pas. Agt.
		M. F. Parks, Trav. Pas. Agt.
		B. A. Mendenhall, City Ticket Agent
Detroit 26, Mich.	625 Lafayette Bldg.	C. F. Yund, Gen'l Agt., Pas. Dept.
El Paso, Texas	713 Mills Bldg.	R. J. White, Gen'l Agt., Pas. Dept.
Fort Worth 2, Texas	1027 Texas & Pacific Bldg.	Chas. M. Goodman, Pas. Rep.
Houston 2, Texas	Rm. 336 West Bldg.	W. C. Hightower, Gen'l Agt., Pas. Dept.
	925 Texas Ave.	Scott D. Eslinger, City Ticket Agent
Indianapolis 4, Ind.	1412 Merchants Bk. Bldg.	M. W. Carlson, Gen. Agt.
Kansas City 6, Mo.	1031 Grand Ave.	Harry Grosch, Gen'l Agent, Pas. Dept.
	Rm. 201 1122 Grand Ave.	K. E. Bradley, Trav. Pas. Agt.
Lincoln 8, Neb.	20th & O Sts.	D. W. Dotson, Dist. Traf. Rep.
Little Rock, Ark.	1007 E. 2nd St.	Thurman Penn, Div. Pas. Agent
Los Angeles 14, Calif.	Rm. 830 Pacific Mutual Bldg.	593 W. 6th St. C. O. Huff, Gen'l Agt., Pas. Dept.
Mason City, Iowa		Frank E. Carroll, City Freight and Pas. Agent
Memphis 3, Tenn.	70 Monroe St.	E. S. Trotter, District Passenger Agent
		H. W. Buckley, City Ticket Agent
Milwaukee 3, Wis.	Rm. 802 Majestic Bldg.	Geo. C. Johnson, Trav. Frt. & Pas. Agt.
Minneapolis 2, Minn.	Marquette Ave. at Fifth St.	H. J. Koukal, Gen'l Agt., Pas. Dept.
		C. W. Racine, Trav. Passenger Agt.
		Arthur H. Yust, City Passenger Agent
		E. J. Siros, City Ticket Agent
New Orleans 12, La.	610 Pere Marquette Bldg.	Wm. T. French, Gen'l Agent
		T. J. Glancy, Gen'l Agt., Pas. Dept.
New York 36, N. Y.	Suite 314, 500 5th Ave.	C. A. Ennis, Pas. Rep.
		J. M. Moler, Pas. Agt.
Oklahoma City 2, Okla.	1111 Hales Bldg.	K. W. Young, Div. Pas. Agt.
		B. P. Hosier, Trav. Pas. Agt.
Omaha 2, Neb.	608 Insurance Bldg.	G. A. Martin, Gen'l Agt. Pas. Dept.
	1706 Farnam St.	Fred O. Huse, Agent, City Ticket Office
Peoria 2, Ill.	200 S. Jefferson St.	T. L. Readdy, Dist. Pas. Agt.
Philadelphia 9, Pa.	1204 Fidelity Philadelphia Trust Bldg.	
		H. W. Sweigart, Dist. Frt. & Pas. Agt.
Pittsburgh 19, Pa.	268 Gulf Bldg.	Robert Voigtmann, Dist. Frt. & Pas. Agt.
Portland 5, Ore.	304-5 American Bank Bldg.	W. A. Stitt, Gen'l Agt.
Rock Island, Ill.	1906 Third Ave.	J. E. Edwards, Acting Dist. Frt. & Pas. Agt.
St. Joseph 9, Mo.	316-17 Corby Bldg.	Albert G. Schaeffer, Gen'l Agt.
St. Louis 1, Mo.	524 International Bldg.	B. M. Coleman, Dist. Pas. Agt.
St. Paul 2, Minn.	Cor. 4th and St. Peter Sts.	M. W. Wilson, City Pas. Agt.
		H. F. Ott, City Ticket Agt.
Salt Lake City 1, Utah	1411-12 Walker Bank Bldg.	W. J. Bell, Gen'l Agt.
San Francisco 5, Calif.	493 Monadnock Bldg.	H. W. Brown, Dist. Pas. Agt.
Seattle 1, Wash.	1314 Joseph Vance Bldg.	J. J. Hinkle, Gen'l Agt.
Sioux Falls, S. D.	Rock Island Station	P. F. Buffer, Gen'l Agt.
Spokane 1, Wash.	417 Hyde Bldg.	A. C. Labere, General Agent
Topeka, Kan.	404 New England Bldg.	B. X. Follmer, City Pas. Agt.
Toronto 1, Ont., Can.	506 Royal Bank Bldg.	K. J. Bays, Gen. Agt.
Washington 5, D. C.	601 Southern Bldg., 15th & H Sts.	N. W. B. G. Wright, Dist. Pas. Agt.
Wichita 2, Kan.	729 E. Douglas Ave.	W. W. Kummer, City Pas. Agt.
Winnipeg, Man., Can.	34 C. P. R. Office Bldg.	J. H. Ireland, West. Canadian Freight and Passenger Agent
Winston-Salem 3, N. C.	512 Reynolds Bldg.	L. C. Lamb, Gen'l Agt.

C. P. BRADLEY,
General Passenger Agent,
Kansas City, Mo.

MURRAY SMITH
General Passenger Agent,
Ft. Worth, Texas

C. W. JERNIGAN,
Asst. Gen'l Passenger Agent,
Chicago, Ill.

R. E. KING, Passenger Traffic Manager

I. C. BRUCE, General Passenger Traffic Manager
Chicago 5, Illinois

Kingdom of the SUN



Served directly
by the



Golden State Route