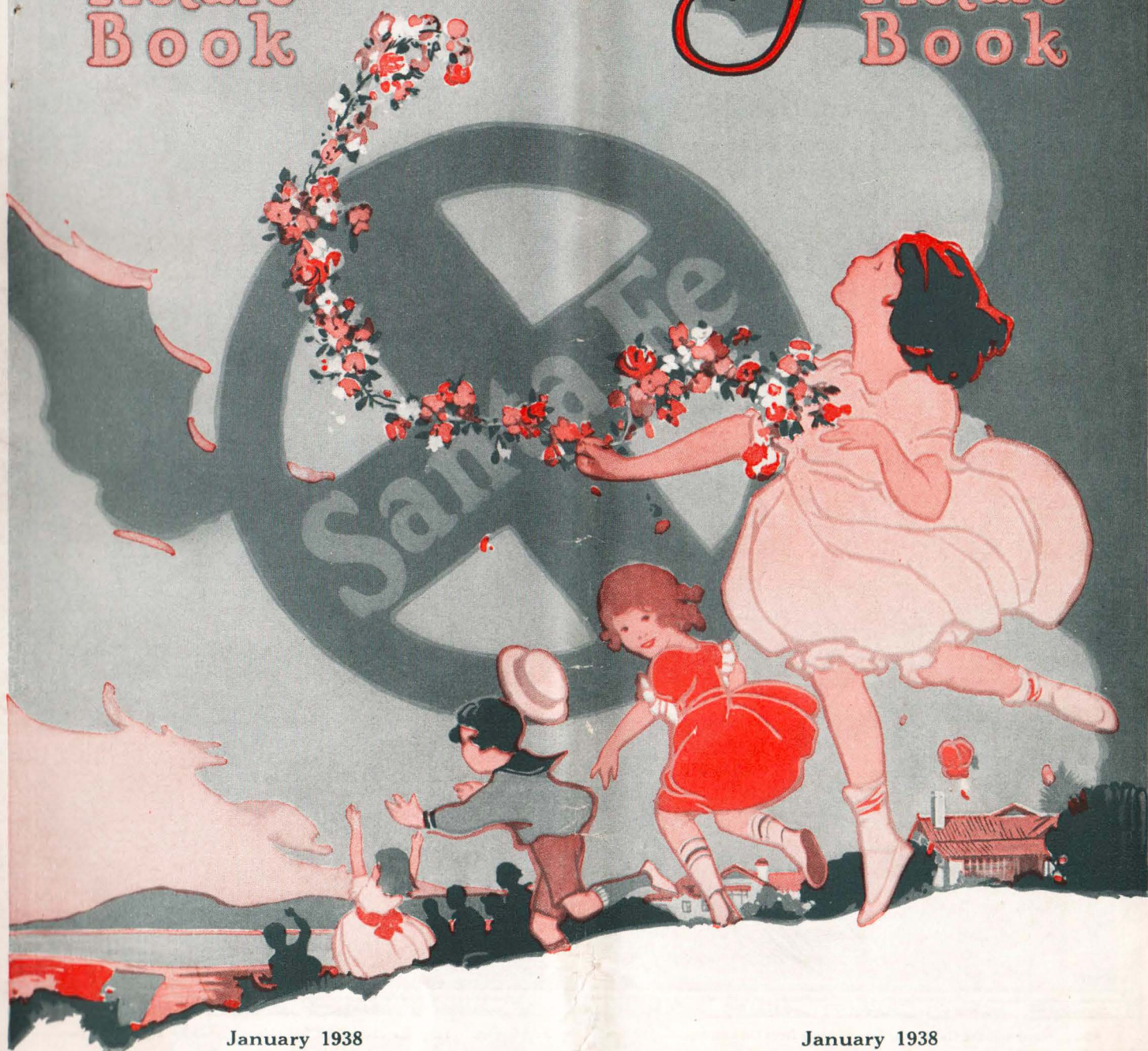


# California California

Picture Book Picture Book



January 1938

January 1938





Reluctantly will the visitor tear himself away from the encompassing charm of the Old Missions. They are one of the few things spared by a relentless past



# "Just California"

By John Steven McGroarty Author of the "Mission Play"

California is a land apart from all others—like no other and distinctively itself. It hangs upon the walls of the world like a flame of jeweled tapestry, a sky of turquoise over it, warm with the glow of the sun by day, and soft and tender with moon and stars by night. It is of all lands the fairest and the most blest, beloved of all mankind and adored by those who are to its manner born.

"Some, they call it Heart's Desire,  
And some they call it Home,  
And some they call it Port o' Dreams  
When far away they roam."

It was the dream of deep-sea wanderers, and of the wanderer upon every new-found inland trail, when the world was young. And it is today the mecca of all men's dreams in every clime.

There is a lure in the very name of it—a name that was coined for it out of the golden dreams of that old *romancero* of Spain, in whose visions it appeared long before the galleons of Columbus fared upon the trackless seas in quest of India; long before Juan Rodrigues Cabrillo sailed up from Navidad to the Bay of San Diego, in the far-away year of 1542—that euphonious, musical word, "Kah-lee-for-nee-ah," which, and you shall speak it on any highway or byway of the world, they who hear it shall stop to listen.

To find romance in America it is to California that you must go. In romance was California born, and in it nurtured, and steeped in it she still is, down to this very day.

Came the brown-robed, sandaled Brothers of St. Francis, to build the missions and to set the glow of their candles on high altars in poppy-strewn valleys and upon green hill tops, and to ring the bells of the angelus from one cross-crowned tower to another, all the way from San Diego's harbor of the sun to Sonoma in the valley of the seven moons.

The ruins of the old Franciscan Missions constitute the only historical landmarks of consequence within the territory of the United States. And, in a way, they may be said to be as ancient as things can be, for the reason that they tell a story that is forever closed.

Whoever travels by the overland route of the Santa Fe to California is landed at the outset of his arrival into the very heart of the dreams of this old Franciscan adventure. He will be brought down through the mountain passes of the San Bernardino, passing near San Gabriel into Los Angeles, and then on by San Juan Capistrano to San Luis Rey and San Diego.

On the shores of the Bay of San Diego one will behold the spot where the first habitation of white men was reared on the western shores of our America.

Then up and yonder from San Diego, league upon league, the wander trail beckons to us. It is a road that the padres and their Indian neophytes built in the long ago, to be a chain for their missions, each hospice a bead in their rosary of faith and achievement. They called it "El Camino Real," the King's Highway. Today it is paved with concrete for the flying wheels of the automobile, as broad and smooth as the Appian Way, and a thousand miles from end to end.

The pathway of the missions it is—that old King's Highway; and as you trudge it you shall live in the glamour of the past. You shall sit by the sunny fountain at San Fernando, pass the ancient tower of San Luis Obispo and see the candles glowing on the altar of Santa Barbara—which is the one gray fortress of the faith that never surrendered.

And still onward you will wander from one ruined fane to another, beyond Carmelo and Monterey, even, and "Dolores" in the city of St. Francis, to the Moon Valley of Sonoma.

And then you shall come upon another story—that other great story of California of which the world still dreams; the story of the Argonauts who came around the Horn and over the desert's sands in search of the Golden Fleece, in "the days of '49."

With the discovery of gold in California, in 1848, came the one big chance of fortune that man in the bulk has ever known. There were no railways in America then, no telegraphs, no means of transportation except by sailing vessels at sea and wagons or ox carts on land. And yet, almost as incredibly swift as it would be now by "wireless," the news spread to the four corners of





"California . . . It is a land of artists' dreams, endless with flower-flamed dells, swinging lomas and majestic mountains"



the earth in 1848 that gold had been discovered in California. In an unbelievably short space of time the harbor of San Francisco that before had known only an occasional wandering sail, was crowded with ships of the adventurers. The overland trails, that had known only the seldom presence of a white man, were deep and dusty with daring feet, pressing onward over mountain and desert waste.

Well may a man wander for a year and a day in those old haunts of the Argonauts. It is the country made famous in literature by Bret Harte's prose and verse, but made still more famous by history itself. And romance has claimed it forever as its own.

What is it that sets the foot of man upon new journeys? Nearly always it is that he may go in quest of romance. For this is something that is in every man's blood—the desire of romance. And also it is the quest of beauty and of gladness that sets the foot of man upon new journeys. And, not seldom, it is to see great cities and the achievements of progress that a man will fare forth upon new pathways.

As to cities—if it be that a man is lured by cities—is there one better known the whole world over than San Francisco? It has both the glamour of memory and the thrill of present greatness about it. It harks back to Babylon and yet is puissant with the virile strength of today. It was once destroyed as Carthage was, but it rose from its ashes in a day to be greater and more glorious than ever.

And then there is Los Angeles, which is well called the "Wonder City"—a metropolis sprung from desert sands out of ancient dreams, to sit as a queen upon the shores of the sunset sea.

Everywhere that one goes in California its cities are a source of wonderment to the stranger—San Diego, Santa Barbara, the great coast towns; and the magic towns of the San Joaquin—Fresno, Stockton, Bakersfield, and almost countless others, growing like magic in wealth and power, yet always beautiful.

And the cities that cluster around the mighty harbor of St. Francis—Oakland, Alameda, the university city of Berkeley, and many others, the lights of which lead the traveler ever inland through the marvelous green valleys of the Sacramento.

Thus, to the man enamored of commerce, California will fill his soul with delight as he fares from city to city through limitless grain fields and gardens, miles of orange and lemon groves and fruit orchards of every name that lie verdant and productive the whole year 'round between the miracle of the reclaimed desert of Imperial and the lush, watered lands of the tumbling rivers of the north.

The charm of California is not a fitful one. She has never known a faithless lover. Whoever has fallen under the spell of her beauty seeks no other mistress. Son and daughter that she has borne worship her very name. The expatriate from other lands clings to her with a deep affection that ends only with death.

There is no other land so lovely, so constant, so generous. It lies between the desert and the sea—God's two great sanatoriums for weary body and weary mind. The Sierras' eternal snows, the desert's clean, hot breath, the ocean's cool winds, all combine to make a climate hopelessly unrivaled even upon the most favored shores of the Mediterranean.

It is a land of artists' dreams, endless with flower-flamed dells and uplands, swinging lomas and majestic mountains. It changes with every mood of night and day—bright with sun, and soft under low-hanging stars and shining moon.

Wherefore, I would say that if any man, anywhere, were to let a whole lifetime pass without seeing California, he would commit a serious and, in these times of easy and rapid transportation, an inexcusable mistake. By all means see California, and set foot upon its old brown King's Highway—the sunniest and most glamorous of roads.

"All in the golden weather, forth let us ride today,  
You and I together, on the King's Highway,  
The blue sky above us, and below the shining sea;  
There's many a road to travel, but it's this road for me.  
It's a long road and sunny, and the fairest in the world—

There are peaks that rise above it in their snowy  
mantles curled,  
And it leads from the mountains, through a hedge of  
chaparral,  
Down to the waters where the sea gulls call."

It is a road filled with dreams, as well as with great achievements. And it beckons from sunlit mountain peaks to all the world.

—John Steven McGroarty





A two hours trip on the blue Pacific from Los Angeles Harbor brings you to Avalon Bay at Catalina Island—a delightful place to play the year 'round.

### Why California?

This is a picture book of tourist life, summer and winter, along the western rim of continental U. S. A., in California.

You will note that it is a land of sharp contrasts. In the foreground, roses and palms. In the far background, eternal snows. Or, before you the sea, behind you the mountains—so closely do the Sierra crowd the blue Pacific.

You will enjoy the royal roads for auto travel. California glories in its thousands of miles of paved highways that are more than good—they are the best that money can buy.

You will observe that the king of outdoor sports, golf, is played here every day in the year. The links are not closed by snowdrifts, nor zero weather. Polo, too, is for all seasons.

You will discover that while the many beaches are crowded during July they are not deserted during January; that deep-sea fishing continues in uninterrupted sequence; that the motor boat and the sail boat need not tie up for the winter.

You will absorb some of the charm and romance of the early Spanish days.

You will become aware of the fact that in this strangely beautiful land the humblest bungalow may have its rose bowers and its blaze of bougainvillæa.

You may tour those premier national parks—lovely Yosemite, with its big trees, sheer cliffs and waterfalls, and Sequoia, with its giant groves of ancient sequoias.

Finally, you will find among the great resort hotels, accommodations that are the last word in luxury and comfort, and a social life that charms.



TRAIN TRAVEL WAS NEVER SO ECONOMICAL, SO COMFORTABLE



Your boy and his pony out-of-doors the year 'round in California





Words cannot describe the charm of a sunset on the Pacific





Long Beach has grown from a beach resort to one of the important cities of the Pacific Coast

### The Blue Pacific

Because of the proximity of ocean and desert, California is both warm in winter and cool in summer—a seeming paradox. Thus it is that the blue Pacific plays such an important part in the tourist life of this favored region.

Summer is the time of the year when the many fascinating sports of the sea are most enjoyable. Then the yachting clubs take long cruises up and down the coast, past lofty headlands, with the purple peaks of the Coast Range rising in-shore. The near-by island groups also may be visited.

It is not often that a prettier picture is presented than during a yacht race, when tall sails, bent over in birdlike flight, are filled to the full by a steady breeze.

### Wings versus engines!

Several boat clubs make their headquarters in the landlocked waters of San Diego Bay, where sailing conditions enable frequent regattas to be held.

Terminal Harbor, Long Beach and Newport Bay are the principal anchorage grounds in vicinity of Los Angeles.

The Santa Barbara Channel is a favorite stretch of water, while farther north Monterey Bay shelters squadrons of seafaring craft.

The Bay of San Francisco has a yachting course several hundred square miles in extent, with club houses at Belvedere, Oakland, Alviso, Vallejo, San Mateo, Sausalito, Tiburon, Alameda and San Francisco.





World famous artists come to paint California's seashore





California offers you the glories of the mountains and the sea, summer as well as winter

### At the Beaches

There may be no mermaids—but why worry? Especially if you happen to be one of the care-free crowd who throng the multitudinous beaches, anywhere between San Diego and San Francisco.

It is a perfect summer day, and a cool breeze blows off the sea. The tide is going out. The sands are full of merrymakers, in usual city attire or clad only in bathing suits. Umbrellas shut off the sun; kids are digging in the sand or running about in the shallow water; couples more or less loving stroll up and down.

Look seaward. Nymphs? Thousands of them. Should old Triton blow his wreathed horn, verily these true children of the waves would answer his summons. Until then, they are content to dive into the breakers, swim out to where the long rollers lazily come in, or frolic nearer shore.

The beaches are simply alive with boys and girls, young men and young women, enjoying the tang of the sea and the frolic of the surf. Most of them come from the cities, but many are dwellers of close-at-hand summer tent colonies, like the one at Coronado.

The principal seaside resorts around Los Angeles are found at Santa Monica, Ocean Park, Venice, Redondo Beach, Long Beach, and Newport. Surf bathing is an attraction at Catalina Island. Farther south you may enjoy the crescent beach of Del Mar, the caves of La Jolla, and the singing sands of Coronado.

Santa Barbara's bathing beach is favored with a gentle surf, and the Bay of Monterey has several fine beaches, such as those at Santa Cruz, Del Monte, Pacific Grove, Asilomar, and Carmel-by-the-Sea.

Near the Golden Gate is a stretch of smooth ocean sands.





Overlooking one of the most famous cities in all the world—Hollywood, California





Home-making in California is a joy





There are splendid golf courses scattered up and down the length of California



### Golf and the Ponies

One definition of Paradise affirms it is the place where one may play golf forever. No wonder, then, that California is spoken of in Edenic terms! For here, O golfer, of any degree, any class! you may play the game any day of the year.

The mild climate, which makes golf a possibility in January as much as in June, has attracted hundreds of eastern golfers. For their delight are provided splendid courses, laid out by experts, the majority of the links having full eighteen holes with grass putting greens.

Nearly one hundred and fifty country clubs have well-kept grounds, to which add the links maintained by the tourist hotels for their guests and the excellent public courses. Some are encircled by foothills of



chaparral, others are dotted with native live-oaks, and a few have outlooks over the sea.

Polo is a more exclusive sport than golf, requiring youth, a string of ponies, spare time galore and a bank account in more than three figures. Nevertheless, this daredevil game has forged to the front here.

California has several active polo clubs, with teams and stabling facilities, in the vicinity of San Diego, Los Angeles, Riverside, Pasadena, Santa Barbara, Del Monte and San Francisco.

But ponies and horses can be used for other outing joys than polo. Horseback-riding is a favorite sport. The equestrian can follow trails through mountain wildernesses where the auto is taboo. The pleasure of a canter down a quiet country road, or along forest pathways, is fostered by stables of saddle horses provided by the principal hotels for their patrons.





Polo is the most strenuous of sports—requiring youth, a string of ponies, and spare time galore. California has several active clubs





If preferred you can rent a bungalow and enjoy your own rose garden

(Courtesy Beverly Hills Hotel)





Pershing Square, Los Angeles, Calif.

### Southern California Mountains

The Sierra Nevada Range, where Yosemite and Sequoia National Parks have their secluded setting, may be more majestic than the mountains of the southland; its peaks may rise a little higher skyward; its summits may be crowned with deeper snows.

The fact makes little difference to the average sight-seer and summer vacationer. For either north or south there is enough of beauty, enough of grandeur, for everybody—and to spare.

The Sierra Madre, northeast of Los Angeles, culminates in Mount San Antonio (Old Baldy), which has an altitude of nearly two miles, rising almost from sea level. The other great peaks of this region are San Bernardino, 10,630 feet, San Geronimo, 11,485 feet, and San Jacinto, 10,805 feet.

Here are clear lakes, forests of pine and fir, open

meadows, shadowed trails. Here are cool breezes. Here are wild flowers, tinted like fragments of rainbows. Here are meadows and runaway streams. Tucked away in the green meadows and fascinating canyons are numerous resorts where every comfort is provided.

The Forest Service of the National Government encourages the use of this region for recreation purposes. Camping is permitted only at designated camp grounds, provided a permit has been secured.

Whether afoot or horseback or in a flivver—whether alone or with a large party—whether stopping at one of the many summer hotels and cottage camps that make the wilderness homelike, or just tramping without permanent abiding place—you will heartily enjoy the few days or weeks spent among the mountains of southern California, and return with many pleasant memories.





Santa Barbara Yacht Harbor

### Motoring Along Ideal Roads

The thousands of miles of paved highways in California—none better, anywhere—which are maintained in excellent shape, enable motorists to tour the state under ideal conditions.

And almost every day is suitable for motoring.

Most celebrated of all is El Camino Real, the "king's highway." Along this historic pathway the padres went on their slow pilgrimages, centuries ago, up coast from San Diego, by way of Los Angeles and Santa Barbara, to San Francisco. Only today, instead of a foot-trail connecting the various missions, each a day's journey distant from the other, there is a modern boulevard for the touring car. In places the way is near the ocean. Elsewhere charming valleys are traversed and high hills are negotiated with many a curve and zigzag. Groves of oranges and olives frequently are

seen. In season, the hillsides are flower carpeted.

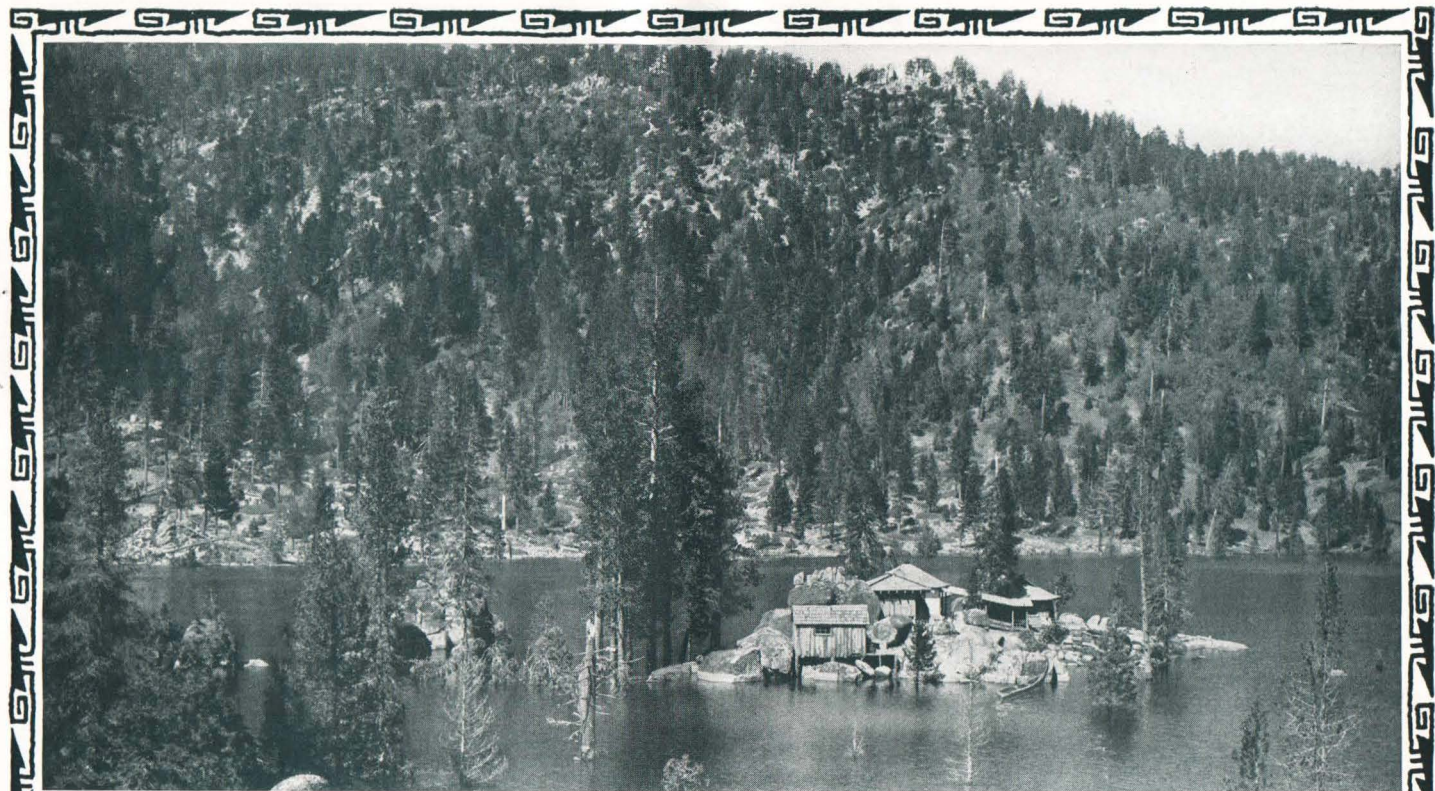
Around Los Angeles there is a network of motor roads, leading to the beaches and the hill country.

From Santa Barbara well-built highways lead into the Santa Inez Range. The Monterey Bay region is noted for its Seventeen-Mile Drive, while near San Francisco and down the peninsula there are scores of delightful excursions for the adventuring traveler.

Mountaineering by auto is accomplished with comparative ease. Good roads traverse the high sections of the Sierra Nevada and Coast Ranges. The National Parks,—Yosemite, Sequoia, General Grant—are all reached by motor roads.

A mountain tour worth while is that through the San Bernardino Mountains, from San Bernardino to Big Bear Lake. It is called the "101-Mile Drive on the Rim of the World."





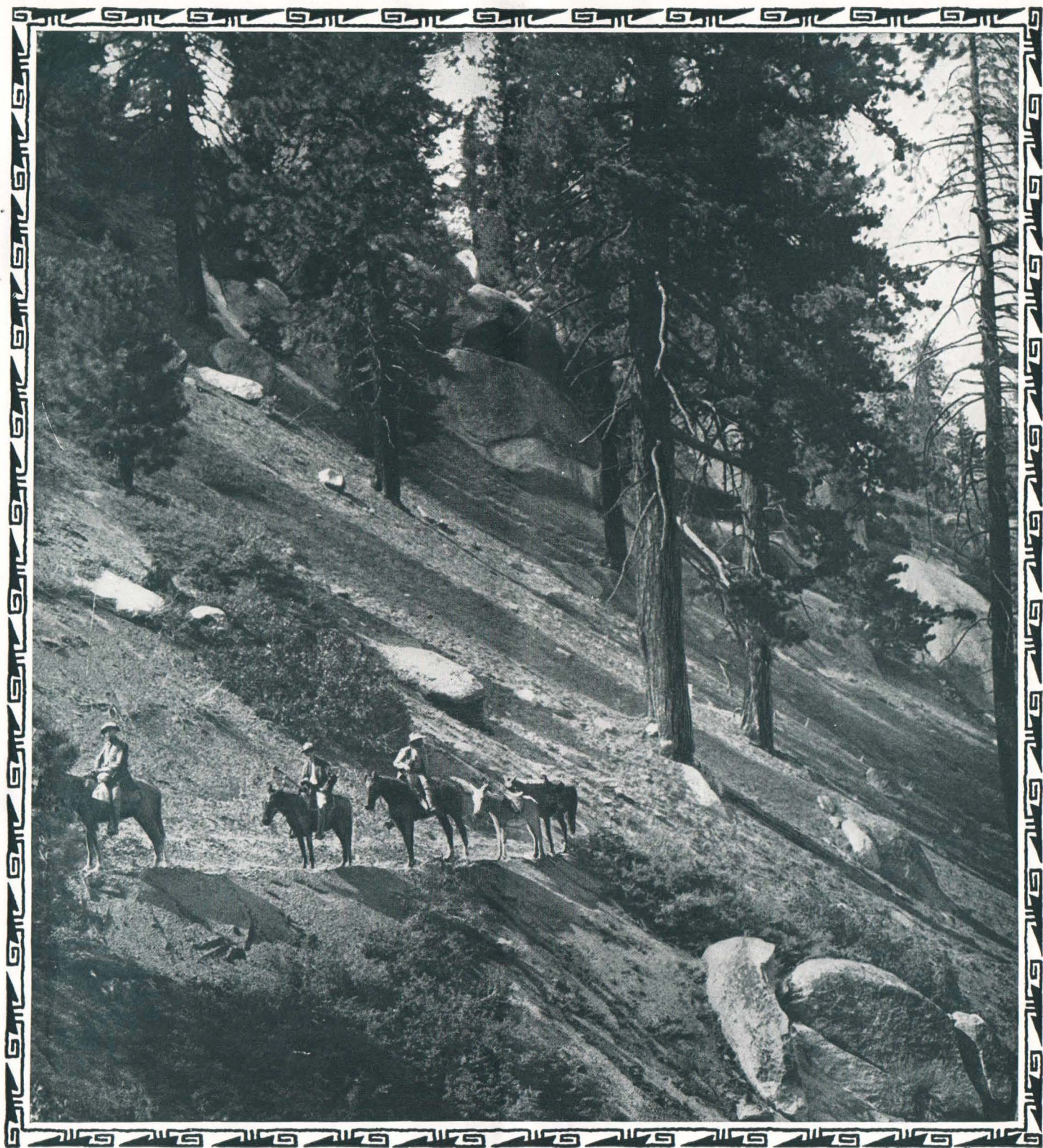
Top—Big Bear Lake is in the San Bernardino Mountains, on the famous "Rim of the World Drive," surrounded by a number of inns and camps  
Lower—Water Carnival on Arrowhead Lake, in the San Bernardino Mountains





The thousands of miles of paved highways in California, enable visitors to tour the State under ideal conditions





No other range surpasses the Sierra Nevada in majesty and variety of scenery. The tremendous King's River Canyon can be reached only by saddle and pack





For 1938, Santa Fe presents America's largest fleet of ultra-modern passenger trains

### Hunting and Fishing

California has good sport to offer the hunter for big game and small.

The open season varies in different districts. The best hunting grounds for large game are in the Sierra, from King and Kern rivers to the north. Bears are found not only in that section but in the San Bernardino and Coast Ranges as well. The mountain lion roams the timbered heights, and foxes are quite common.

Many varieties of ducks inhabit the marshes. They afford good sport. Quail are plentiful.

The angler here may find numerous varieties of fish, in the many mountain streams and the ocean.

There are hundreds of streams in the Sierra Nevada, San Bernardino and Coast ranges, where the trout may be lured from his feeding grounds by skillful casts.

The Rainbow trout is the most widely distributed of the native varieties. It is not far from either San Francisco or Los Angeles to good fishing places.

But for royal sport the expert fisherman will wish to seek the open sea. The best deep-sea fishing is said to be in the neighborhood of the Coronado Islands and in the Santa Catalina and Santa Barbara channels.

The leaping tuna is one of the most highly prized catches. The yellow-tail, while small, is a notable fighter. The white bass and the sword-fish are worthy antagonists. You don't have to lie in telling a California fish story. The truth is good enough. And as for thrills, they are too numerous to mention. The pull on the line, and the swish of the salt spray,—these are joys enough for the most stolid disciple of Izaak Walton.



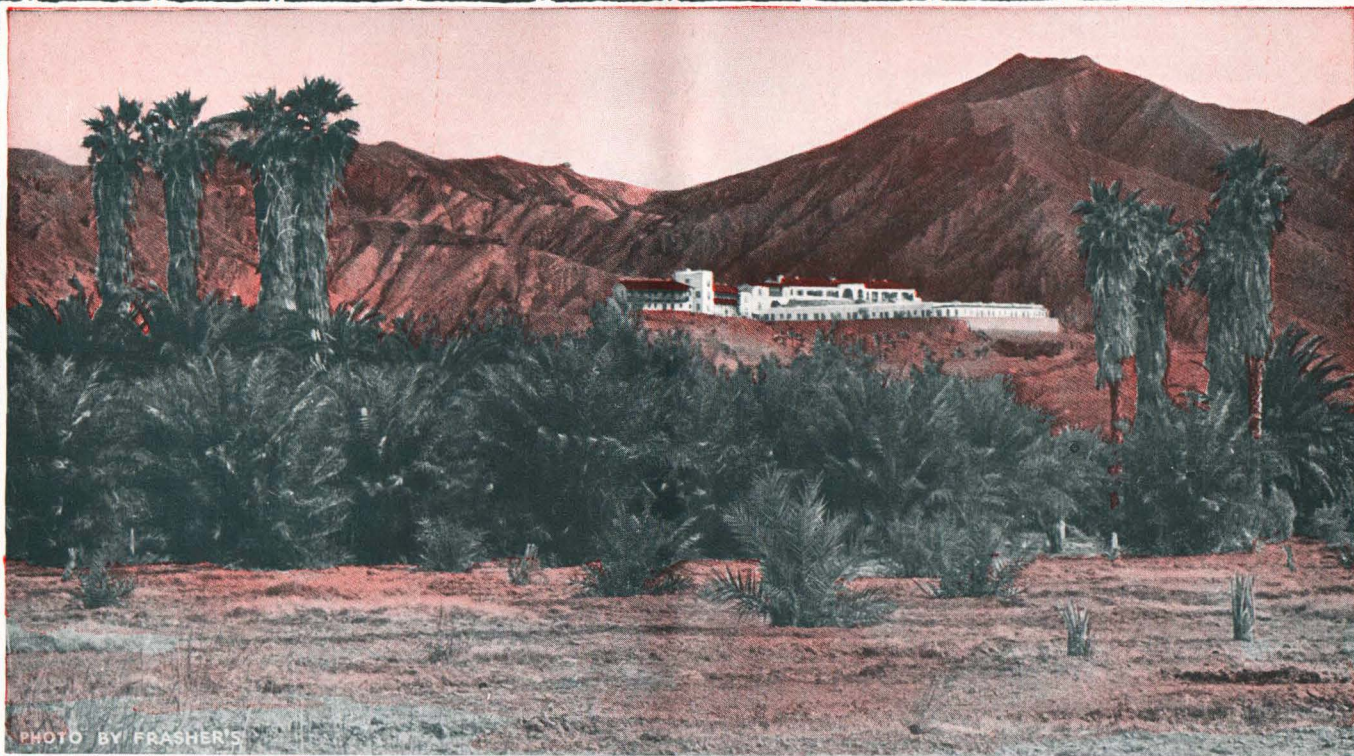
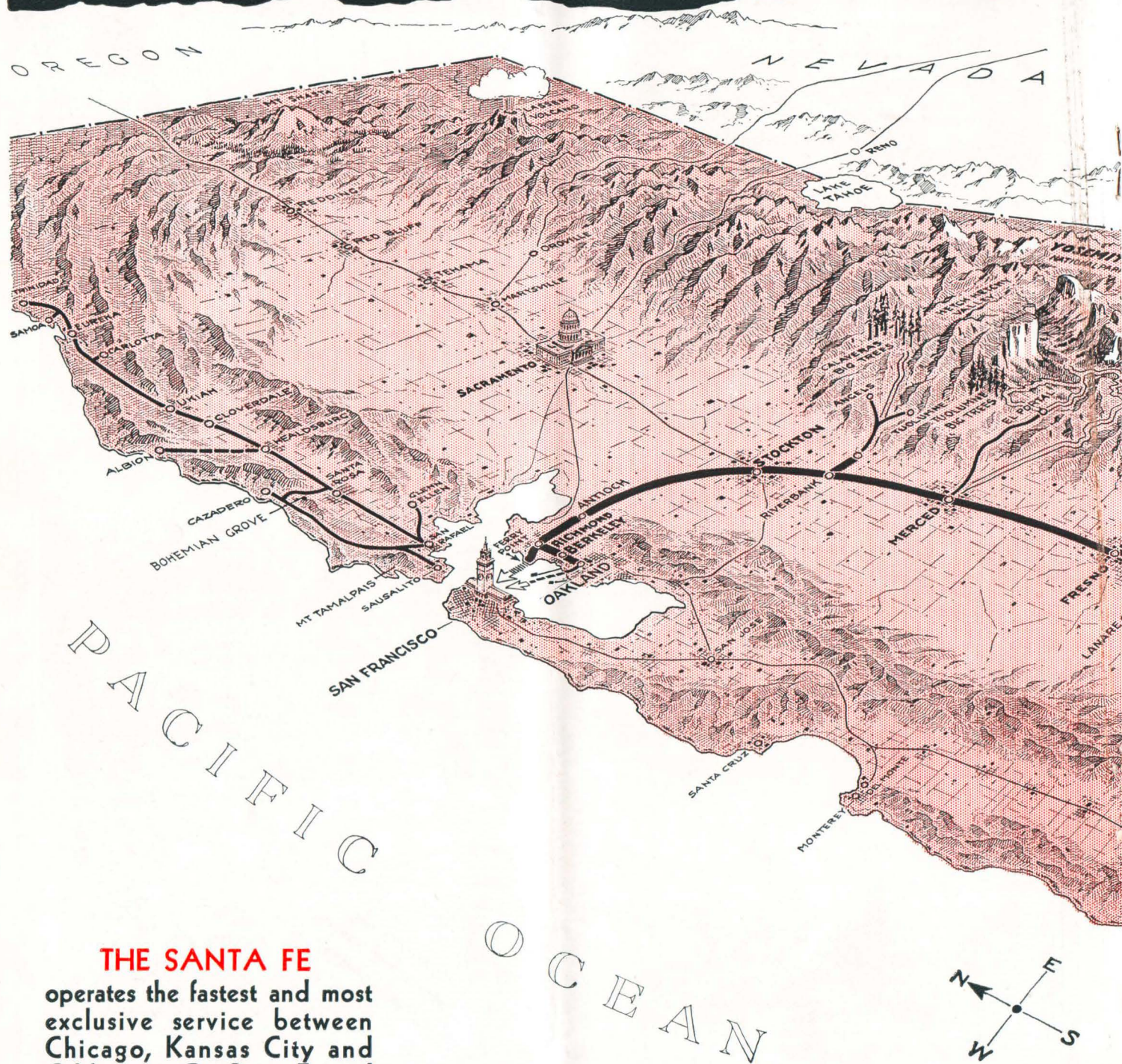


PHOTO BY FRASHER'S



"Sun, Silence and Color"—Death Valley is an ideal place to spend Happy Winter Days  
 Top—Furnace Creek Inn (photo by Frashers). Bottom—Death Valley from Gower Gulch (photo by Willard)

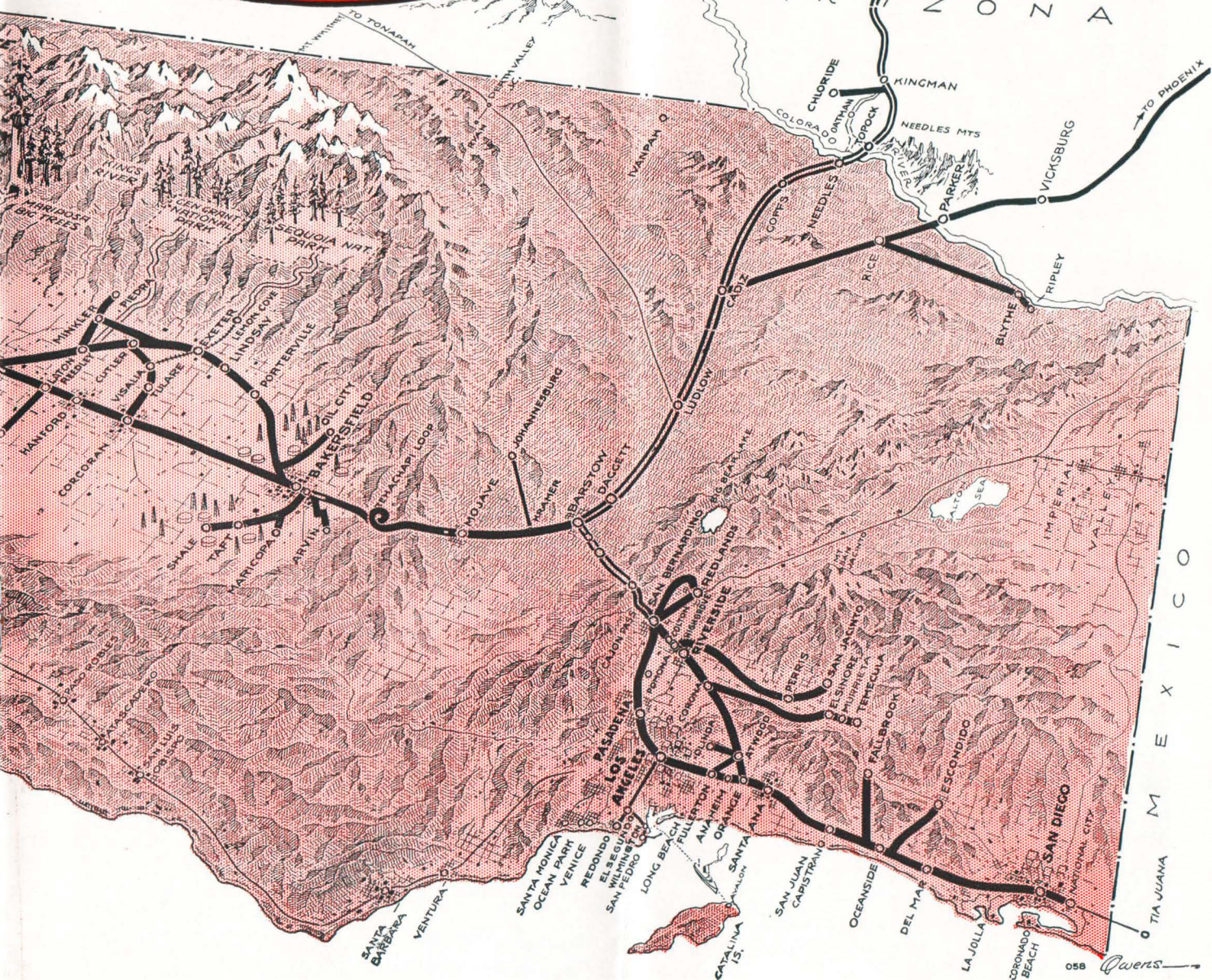




## THE SANTA FE

operates the fastest and most exclusive service between Chicago, Kansas City and California. Go Santa Fe and ride with the "Stars."









Top—La Valencia Hotel, La Jolla, Calif.  
51



Bottom—Hotel del Coronado, across bay from San Diego.  
52





Outlook from St. Catherine Hotel, Catalina Island

### Resort Hotel Life

Every winter, every summer, from east of the Sierras, the transcontinental trains of the Santa Fe carry a multitude of travelers to California. Some of these are the home people—"native sons" and their families. Others are of the rapidly increasing class who occupy their own bungalows for months at a time in this land of no winter.

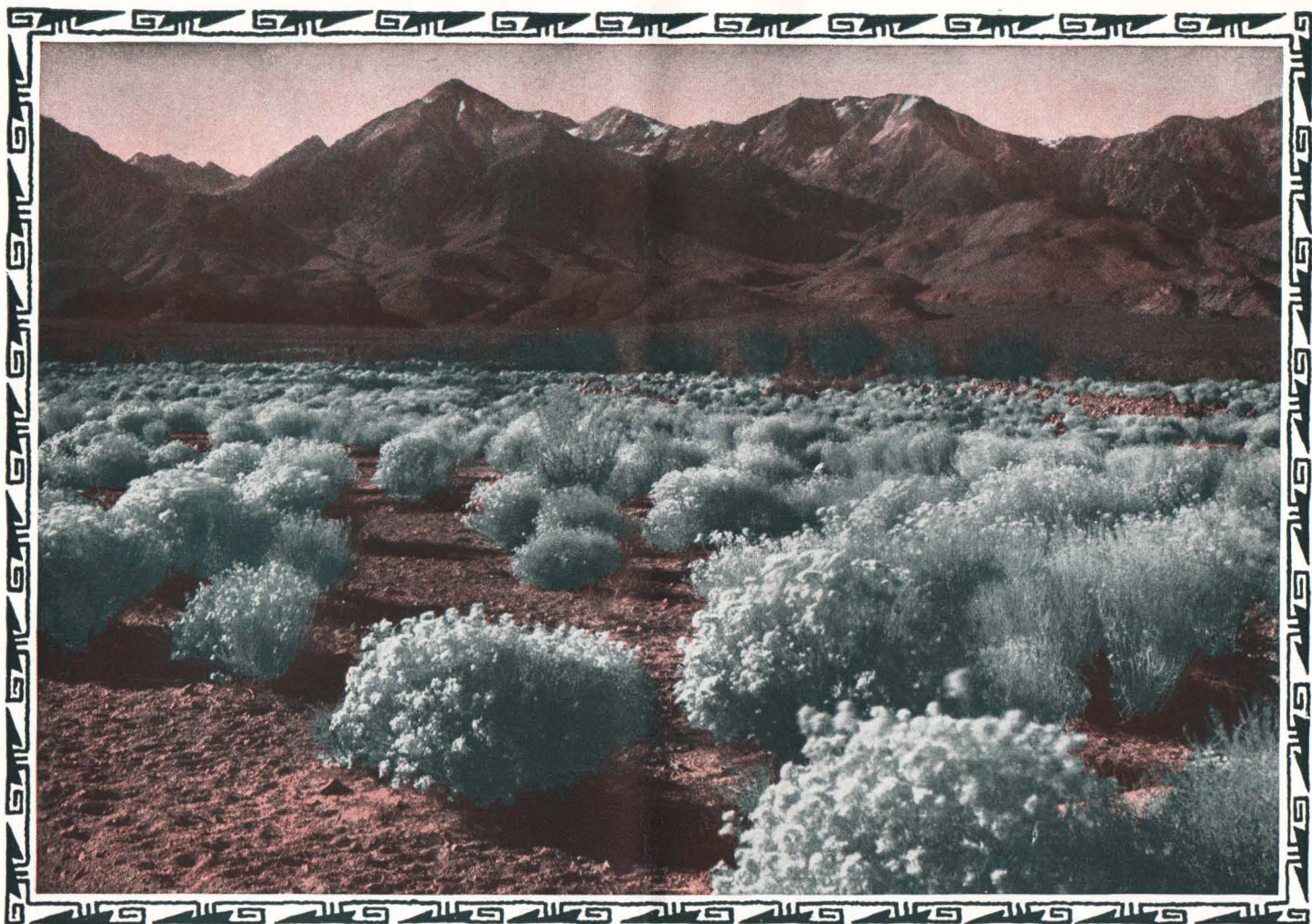
The majority still must find quarters where they may be free to come or go at will. For such persons ample provision is made. Besides the hundreds of excellent hotels where a moderate scale of living prevails, there are numerous palatial hotels where every luxury may be had. These great structures are found in all the larger tourist centers, by the sea and inland. Many of them are the latest word in architecture, furnishings and environment. They cater to a class of travel

which appreciates refined service. In some cases private golf links are maintained.

This picture book presents to the eye the exterior views of a dozen or so of California's distinctive hostelrys, just to indicate what the tourist may reasonably expect to find during his California sojourn. The list might be doubled or tripled, and still be incomplete. No picture can make known the intangible charm of color, the landscape setting, nor the floral lavishness.

The Mission Inn, unique of its kind, is located in the resort center of Riverside, where the early morning Easter services have made Mount Rubidoux famous. In this neighborhood is Redlands, with its Canyon Crest Park. The new St. Catherine Hotel is at Avalon, on Santa Catalina Island. Other hotel centers are mentioned elsewhere.





The Desert is a flower garden at certain seasons and of rare beauty

### Bungalows, Flowers and Palms

Bungalows, flowers and palms belong together in a California landscape. Mention any one of the trinity, and you think of the other two. For what would a bungalow be without its garden of fragrant blooms and its roses massed around doors and windows? And what would a bungalow be without a few palms along the sidewalk? And, conversely, flowers and palms seem to require the near presence of a home to flourish at their best. This is asserted, notwithstanding the glory of acres of golden poppies massed on a far hillside, and the stateliness of long avenues of columnar trunks bearing a crown of gigantic leaves.

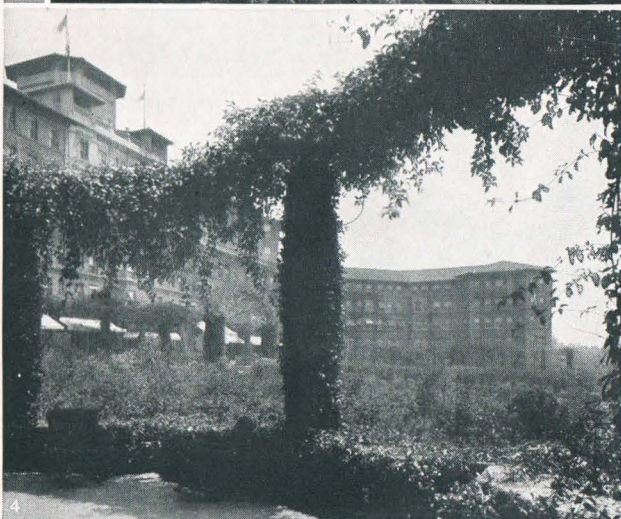
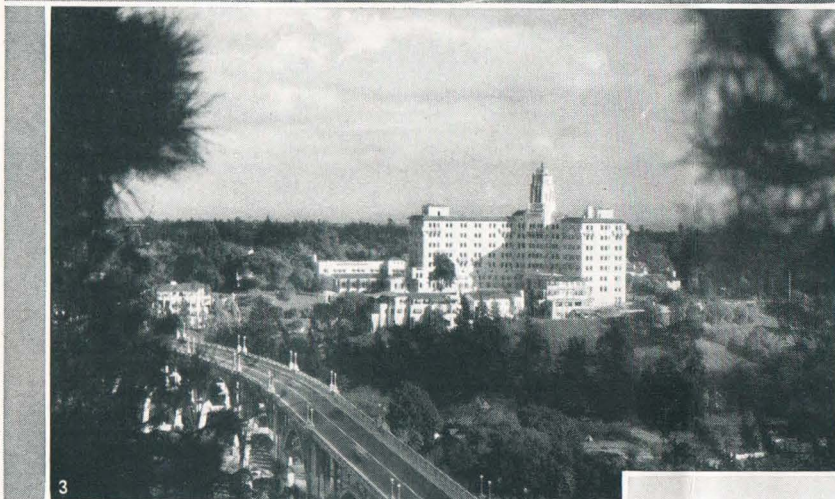
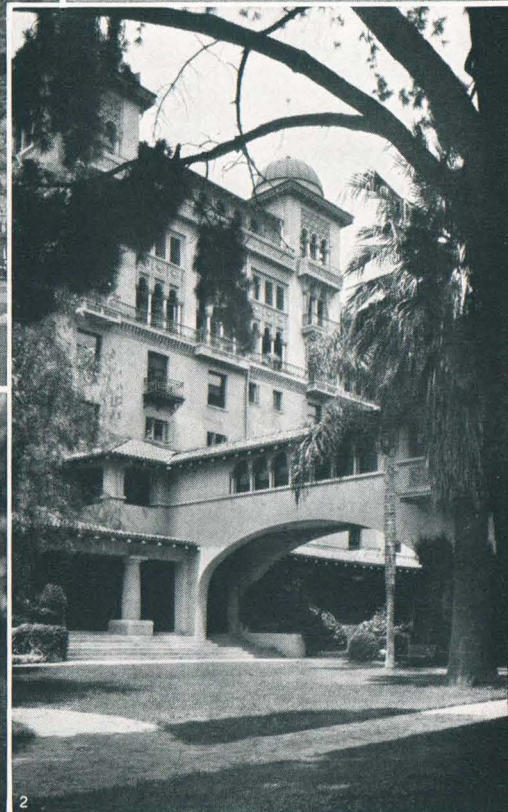
The bungalow—a name reminiscent of India—now has become typical of California. Its low-pitched roof and wide eaves, its ample porches and outside chimney,

just suit the climate. Some are built of native redwood—some of pressed brick with tile roofs. All are artistic and homey. When beautified by climbing roses they are veritable bowers of loveliness.

In sheltered valleys, orange trees present their rows of gold and green. On many a sloping hill the vineyards hide ripening clusters of grapes. The date and the olive, and the fig, prosper as well here as along the Mediterranean.

The humblest cottage nestles in a rose bower. Its hedges are formed of geraniums. Its paths are bordered by lilies. Flowers are everywhere, depending on irrigation during the dry season and blooming even on the desert when the rains set in. The ethereal evening primrose, the lavender tinted aster and wild verbenas are among the frail flower children of the desert lands.





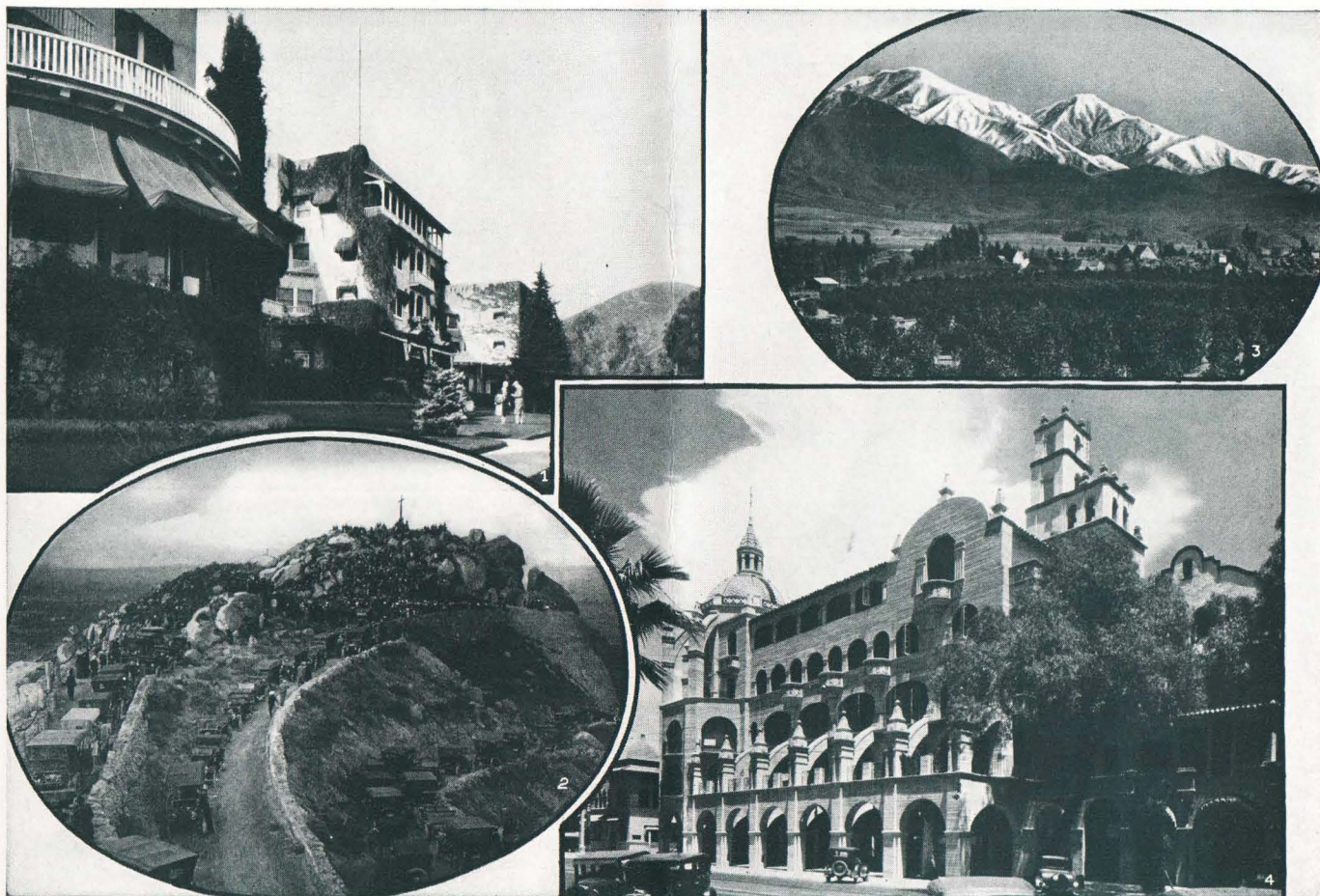
1—St. Catherine Hotel, Catalina Island. 2—Hotel Green, Pasadena. 3—Vista del Arroyo Hotel, Pasadena.  
4—The Huntington in Pasadena. 5—The Ambassador, Los Angeles.





Palm Springs—at the foot of Mt. San Jacinta—where the Desert and Mountains meet  
 1—The Oasis. 2—La Quinta near Indio. 3—El Mirador. 4—Palm Canyon. 5—The Desert Inn





1—Arrowhead Hot Springs Hotel, near San Bernardino. 2—Easter Sunrise Service, Riverside  
3—Oranges and snow. 4—Glenwood Mission Inn, Riverside

### The Old Missions

In the middle of the eighteenth century the Order of St. Francis, under arrangement with the Spanish throne, established twenty-one missions along the California coast, from San Diego northward to San Francisco. The undertaking was in charge of Fra Junipero Serra, who entered the harbor of San Diego and established the first mission there in 1769.

The most important of these were built of stone and a hard burnt brick. The labor of their construction was appalling. Huge rafters were brought on men's shoulders from mountain forests, leagues away, across trackless hills. Thousands of Indians gathered around the missions, and the properties became valuable.

The end of the Franciscan dynasty came suddenly, with secularization by the Mexican Government.

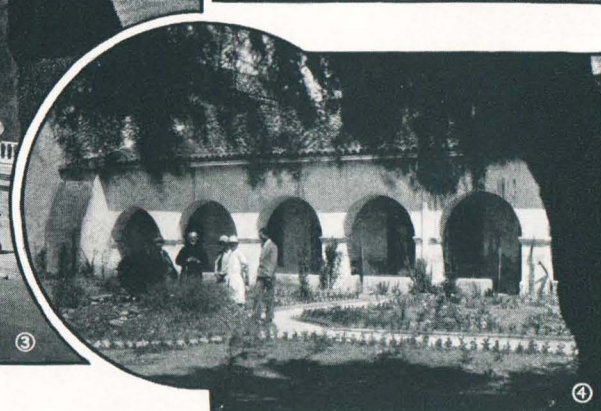
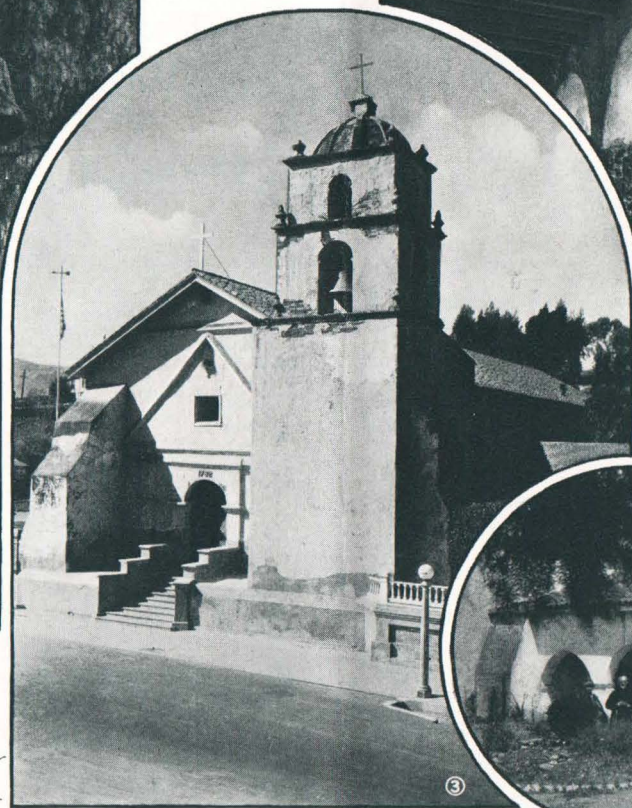
Many of the old mission buildings are now in

ruins — some have been partly restored.

San Diego, the oldest; San Luis Rey, the most poetically environed; San Juan Capistrano, of most tragic memory; San Gabriel, the most imposing, and Santa Barbara, the most perfectly preserved, will suffice the casual sightseer. These also lie comparatively near together and are all easily accessible; the first three being located on or adjacent to the Santa Fe railway line, the fourth standing but a few miles from Los Angeles, and the fifth being almost in the heart of the famous resort that bears its name.

Reluctantly will the visitor tear himself from the encompassing charm of their roofless arches and reminiscent shadows. They are a dream of the Old World; one of the few things that have been spared by a relentless past, whose habit is to sweep the things of yesterday into oblivion.





Glimpses of the Old Missions. 1—San Gabriel. 2—Capistrano. 3—San Buenaventura. 4—San Ynez. 5—San Luis Rey. 6—San Diego





Fiesta at Santa Barbara Mission





Santa Monica from the air



### Los Angeles—Pasadena—San Diego

From 1781 to 1860 the Town of the Queen of Angels had increased its population to only a scant 4,000 persons, whereas the 1930 count shows about 1,238,048 inhabitants. It is the hub for a wonder pleasureland of seaside and mountain resorts, all within easy reach. The business district of Los Angeles, with its ultra-modern shops and substantial edifices, presents a striking appearance. For the throngs who pass through this tourist gateway of the South ample hotel accommodations are provided. Furnished apartments and bungalows also are available. Within the city limits are 67 parks.

Hollywood is one of the attractive residence sections. To the west is Beverly Hills Hotel, set in an attractive park.



Nor should Catalina be forgotten, rising, like Capri, from the sea, a many-peaked mountain island, where the pretty village of Avalon and its new hotel offer hospitality to whoever sails that way across the channel.

Also there is Pasadena, noted because of its tournament of roses on New Year's Day, and its magnificent resort hotels. Palm-bordered avenues and sumptuous homes make this a very charming city.

Past the impressive mission ruins of Capistrano, and Del Mar with its delightful Stratford Inn, fronting the ocean, you come to San Diego, population, 147,995—that city of Mediterranean color, terraced along the rim of a sheltered bay, and a center of resort activity. Guarding the mouth of the harbor lies the crescent peninsula of Coronado, where Hotel del Coronado and the tent city care for a tourist multitude, winter and summer.

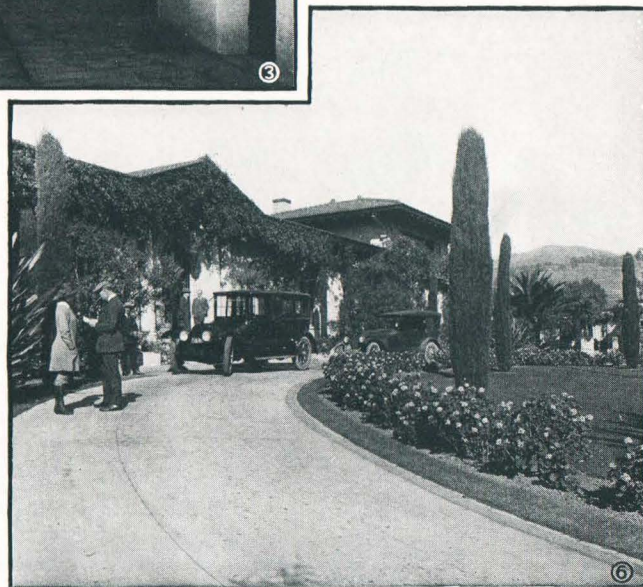
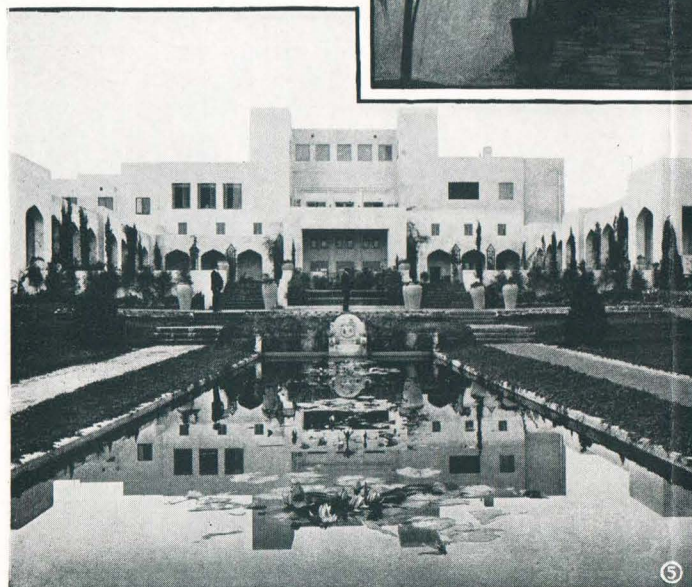
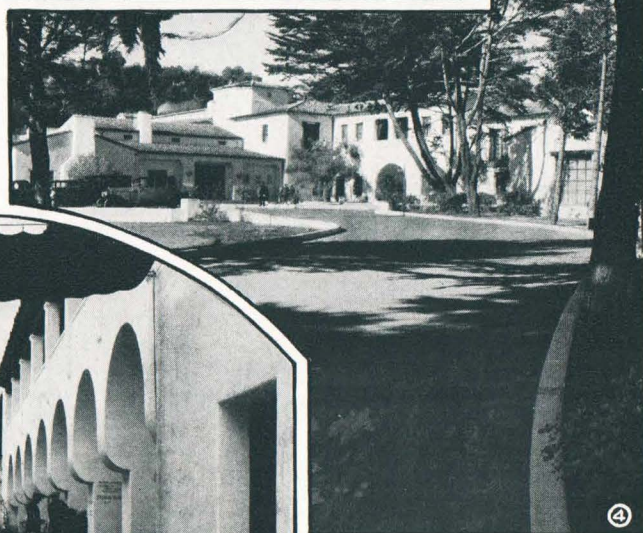
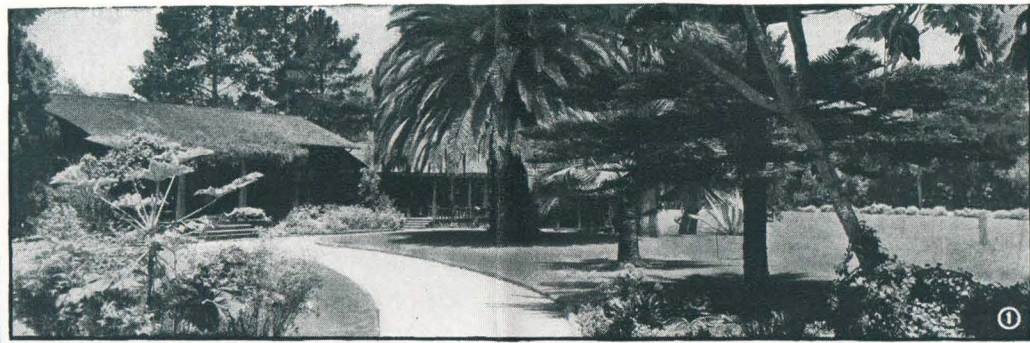




© SPENCE  
AIRPLANE PHOTOS

Los Angeles business district, as photographed from an airplane. The tourist center of Southern California, and the hub of a wonder pleasureland





Santa Barbara and vicinity. 1—The Miramar hotel and cottages. 2—El Encanto. 3—Street in Old Spain, Santa Barbara. 4—Santa Barbara, Biltmore Hotel. 5—Samarkand. 6—El Mirasol





San Diego—"Harbor of the Sun, where California began"



### Santa Barbara and Del Monte

Santa Barbara is on the coast, northwest of Los Angeles, overlooking the channel islands. One of those islands, San Miguel, is the burial place of Cabrillo, the Spanish explorer, who died there in 1543. A Spanish settlement and presidio were established as long ago as 1782. The present city dates from 1851. Old Mission Santa Barbara, founded in 1786, still remains.

This is a well known winter resort, famed for a mild climate and picturesque surroundings. The towering Santa Ynez Range rises back of the city. Many fine winter homes have been established here and at Montecito.

The hotels of Santa Barbara provide luxurious entertainment. They are among the very best of their class.

On Monterey Bay, farther north, was established,

in 1770, presidio and garrison by Don Gaspar de Portola, the first governor of California. The capital of the state remained at Monterey until 1849. To this day many relics of the olden times may be seen, including the Mexican custom house.

Also, on Monterey Bay, you may find hospitable shelter at Hotel Del Monte, located in a large park of oaks and pines.

Pacific Grove and Asilomar are in this region. Near Carmel-by-the-Sea is the old mission San Carlos Borromeo, where the good padre Junipero Serra is interred. Paso Robles Hot Springs is situated midway between Los Angeles and San Francisco.

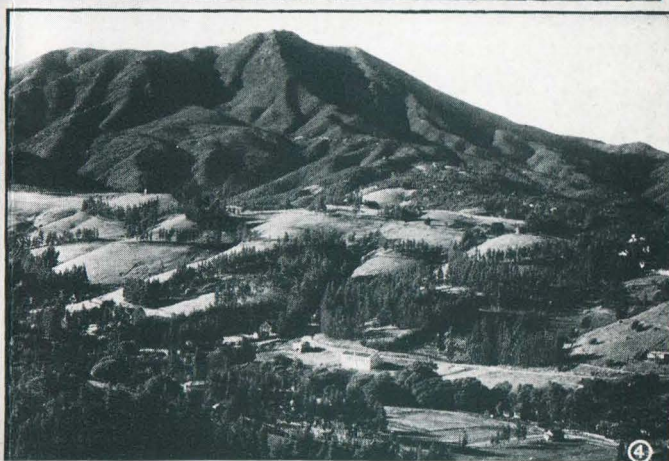
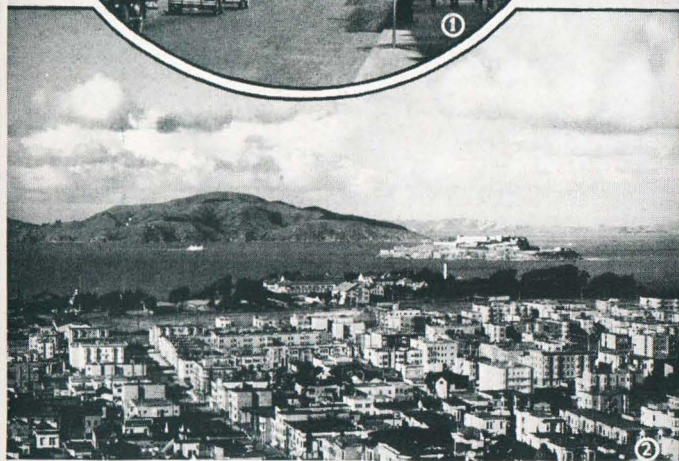
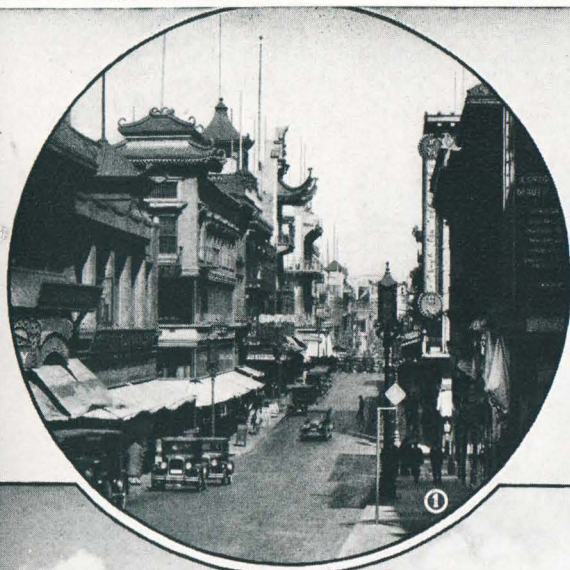
You are now ready for the jump to San Francisco Bay, and can look back with satisfaction over the pleasant jaunts through Southern California, south of the Tehachapi. But still you are to travel with Romance!





The Golden Gate City of San Francisco, with its varied views of mountain, bay and ocean, always delights the visitor





Scenes in and around San Francisco. 1—Chinatown. 2—Looking toward Angel and Alcatraz Islands  
3—Ocean Beach from Cliff House. 4—Mount Tamalpais

### North of the Tehachapi

Central California comprises that part of the State between the Tehachapi Mountains and San Francisco. Its main feature is the San Joaquin Valley, a wide basin between the Sierra Nevada and Coast ranges.

The summit of the Tehachapi Range is achieved by a series of loops and tunnels. The Pass has an altitude of nearly 4,000 feet. The valley of the San Joaquin, 32,000 square miles in extent, is entered at Bakersfield. Here are ten million acres of rich arable land, and at the southern extremity an extensive petroleum field.

Few bays in the world offer such a panorama as San Francisco Bay. None, save that of Naples, is more beautiful. Around this noble stretch of water more than a million people live. The chief city is San Francisco, with a population of 634,394.

The actual settlement of San Francisco dates back to 1835. The real beginning was in 1776, at which time was founded the sixth mission in upper California.

The city of the Golden Gate is famed for its hotels and parks; for its theaters, clubs, and cafes; for its many-hilled business section and cosmopolitan life. There is a Chinese quarter, reminiscent of far-off Canton. It is one of the most interesting of seaports. Steamers leave here for Hawaii, the Orient, the South Seas, Australia and New Zealand, as well as up and down the coast.

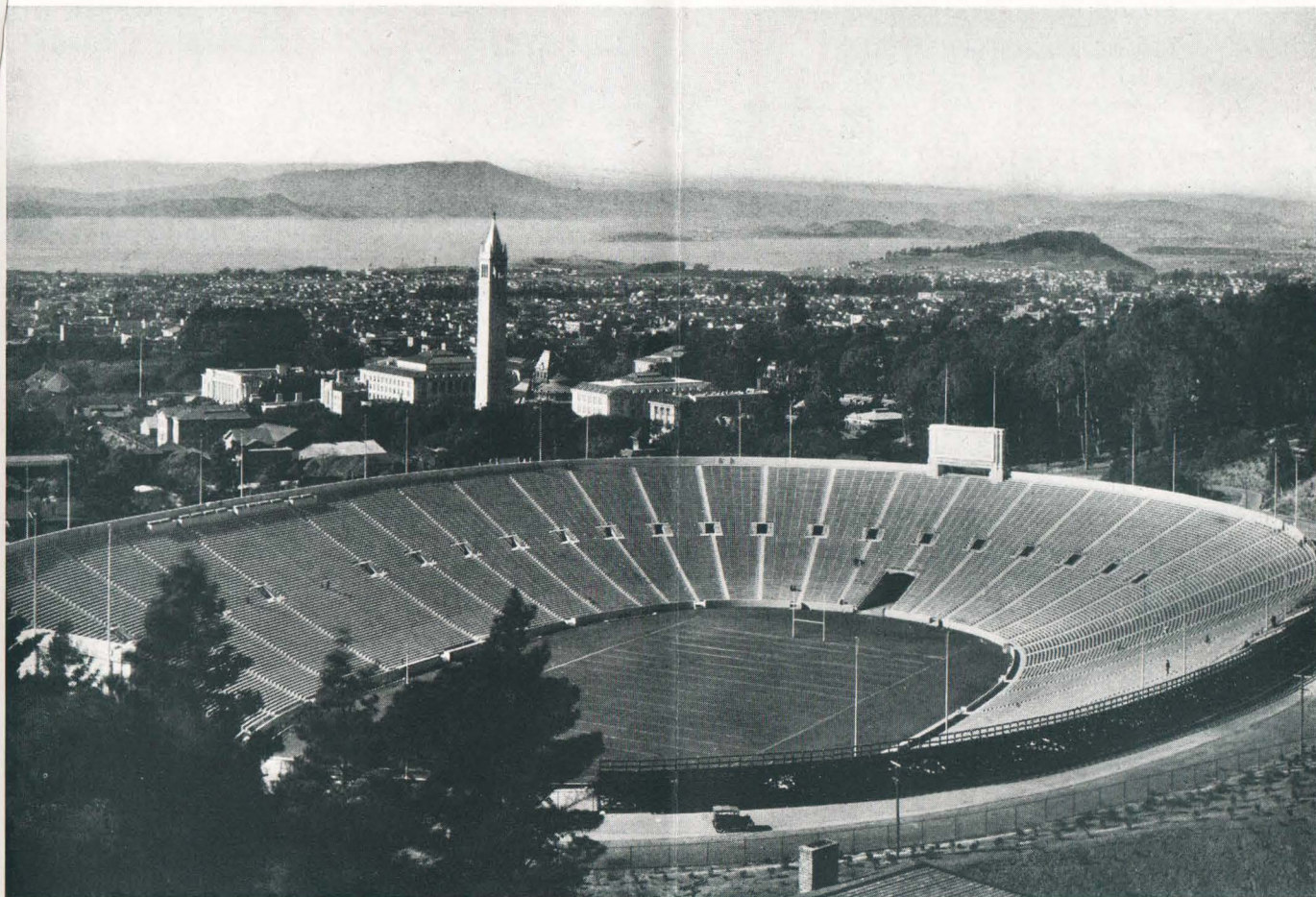
A delightful motor trip to Mount Tamalpais and Muir Woods involves the crossing of the Bay and an ascent of 2,500 feet to the top. Muir Woods is one of the show places of the Pacific Coast.





Oakland lies on the eastern shore of San Francisco Bay. Lake Merritt is surrounded by parks, homes and various public buildings





Berkeley—just north of Oakland—and the seat of California's State University, overlooks San Francisco Bay and the Golden Gate



### The Bay Cities and Roundabout

Oakland and Berkeley lie across the Bay from San Francisco. They are situated on a gently sloping plain, their avenues reaching far up the foothills of the Contra Costas, which form a fitting background for these two delightful cities.

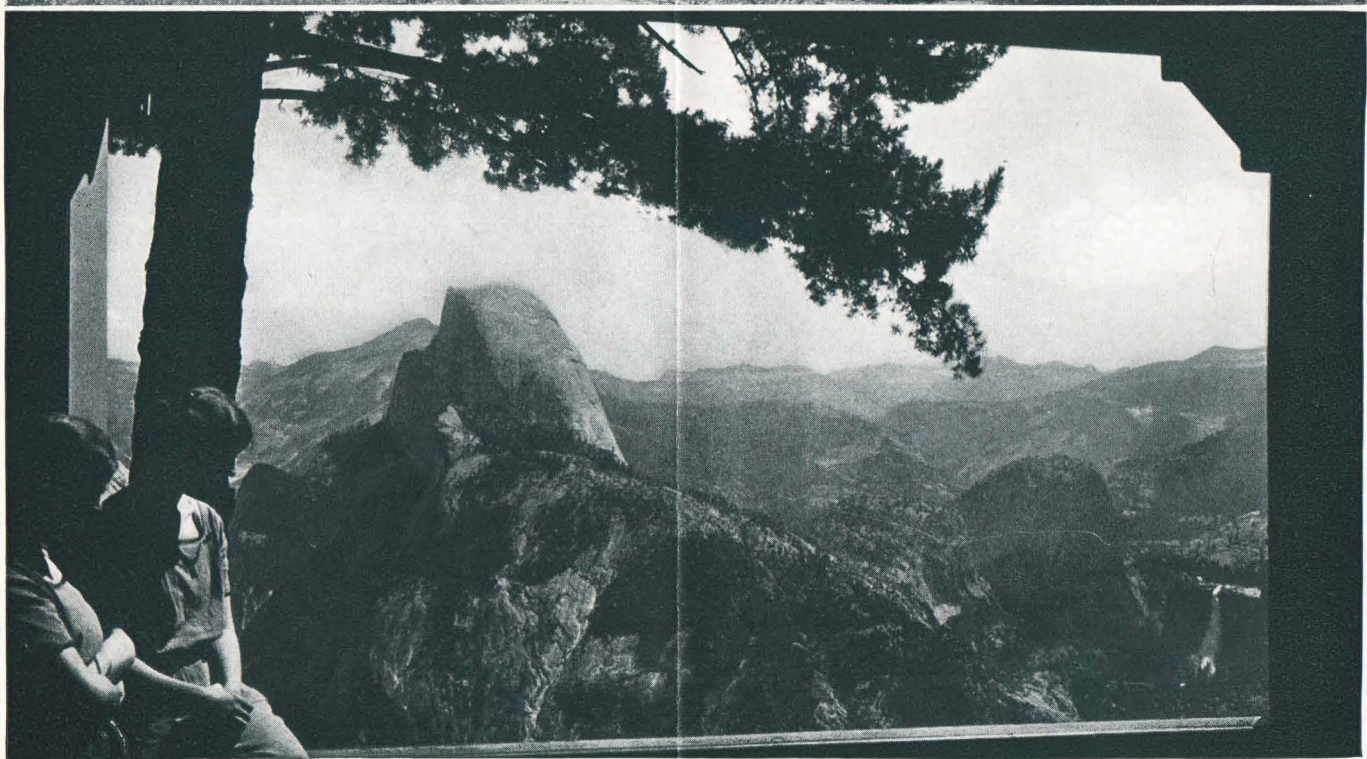
Oakland, the larger of the two, is an attractive city of 284,063 inhabitants. While still keeping its residential charm, it has become an important mercantile, shipbuilding and manufacturing center. Lake Merritt, in the center of Oakland, is surrounded by parks, homes, and various public structures. The encircling boulevards form part of a chain of auto roads which traverse the entire East Bay region and cross its hills to the valleys and wooded canyons beyond.

Berkeley, (population 82,109) directly north of Oak-

land, is the seat of the University of California. It is opposite the Golden Gate, and is a most desirable place of residence. From its hills may be seen an inspiring panorama. To the northeast are the outlines of the giant Sierras; in the foreground, the Golden Gate; far to the south, the shining waters of the Bay and the Coast Range peaks.

Along the peninsula one comes upon Burlingame, of polo repute, Milbrae and San Mateo, while below the junction of San Francisco's peninsula with the mainland the Santa Clara Valley stretches southward. Along this valley lies the way to San Jose, the "garden city." This valley, in early Spring, gives the tourist an opportunity of viewing miles of orchards in bloom. Lick Observatory, on the summit of Mt. Hamilton, is reached from San Jose. Palo Alto is the seat of Leland Stanford University.





Top—The Ahwahnee—Yosemite's new hotel  
Lower—Outlook from Glacier Point Hotel, Yosemite National Park





Interesting and endless are the Trails in the High Sierras

### In the High Sierra

Three National Parks have been set aside in the High Sierra. Of these, Yosemite is the best known and the most accessible. Sequoia and General Grant are primarily parks of big trees, though Yosemite does not lack fine specimens of sequoias.

The Yosemite National Park covers an area of more than 1,700 square miles. Many of its most spectacular sights, generally viewed by visitors, are grouped in and around a small granite gorge—the Yosemite Valley, threaded by the Merced River. This deep-cleft mountain chasm, 4,000 feet above the sea, is walled in by towering cliffs. It is a realm of precipices, stately spires and domes, and world-famed waterfalls. The Mariposa grove of big trees lies within the southern boundary. The Tuolumne and Merced groves are northwest of Yosemite village.

A new scenic region has been opened up through Tioga Pass.

Yosemite is accessible and open all the year. It is reached by rail, from Merced, in the San Joaquin Valley, to El Portal. In summer there is also auto service via Wawona. There are excellent hotels and camps.

In the High Sierras are the most extensive big-tree groves in the world. They are contained in Sequoia and General Grant National Parks. The former, besides its giant trees, has wooded canyons, towering mountains and clear mountain lakes. General Grant Tree, in the tiny park of that name, is thirty-five feet in diameter and 264 feet high.

There are comfortable accommodations in the two parks, during the summer season. Sequoia is reached by rail from Visalia or Exeter, in connection with auto stage.





The General Sherman Tree, in Sequoia National Park, is the largest and oldest of the big trees. The park contains more than a million of these giants



## THE CLIMATE

Ranging from sea-level to frigid peaks, this varied State offers many climatic gradations. In winter you may sit upon almost any veranda in the lowland country and lift your eyes from the variegated bloom of gardens to far-off horizon lines buried deep in snow. To be out all day in the careless freedom of perfect weather; to wander through gardens and orchards; to fish; to gather flowers from the blossoming hill slopes; to explore a hundred fascinating retreats of mountains and seashore—all this is permitted by the California winter.

Here the sun habitually shines. Near the coast flows the broad equable ocean current, from which a tempered breeze sweeps overland every morning, every night to return from the cool mountain tops. Between the first of May and the last of October rain almost never falls.

This is the California summer—cool at all hours, by the sea and in the mountains. Many esteem summer as the most desirable time of the year. Then for weeks the canyons are dotted with tents, where the mountain torrents foam.

With November the first showers generally begin. The rainy season is so called not because it is characterized by continuous rainfall, but to distinguish it from that portion of the year in which rain is not looked for. Bright days are still the rule, and showery days are marked by the transcendent beauties of earth and sky.

Between such days are unclouded intervals of considerable duration. They call this season winter. It is cool, not cold. June does not define it, nor September. It has no synonym.

## THE DESERT

As an introduction to California you are borne across the Mojave Desert, which stretches in arid glory from Needles, on the Colorado River, up to the Cajon and Tehachapi passes.

This very desert is climatically a blessing in disguise. It makes possible the semi-tropic winters, and cool summers that so delight the sojourner in this sunny land. It is dotted by friendly oases of great fields and shaded orchards.

Sterile as is its appearance, it is yet a region of uncountable wealth. Precious and base metals, as well as rare gems, are found in the ledges which seam every mountain range while the valleys are a vast storehouse of borax, soda, gypsum, salt and many other chemical compounds.

## 1938 IS A SANTA FE YEAR

During 1938 the Santa Fe will introduce into trans-continental service and into local service between certain points, the largest array of ultra-modern passenger equipment possessed by any American railroad. This new equipment includes both Steam and Diesel locomotives; sleeping cars, Fred Harvey dining cars, chair cars, lounge cars, and club-baggage cars, of varied types. Passenger cars are air-conditioned, beautifully decorated and streamlined in stainless steel.

With this new equipment, it will be possible to double our present once-a-week Super Chief service; to re-dress the famous Chief; to inaugurate a new twice-a-week transcontinental coach train, El Capitan; and to present new fast streamlined service between Chicago and Kansas City, and Los Angeles and San Diego.

In addition to the above, the high Santa Fe standard of service will be fully maintained on all other members of our big fleet of trains—**The California Limited, The Grand Canyon, The Scout, The Navajo, and The Ranger** to Texas.

## "SANTA FE ALL THE WAY"

The Santa Fe is the only Railway under one management all the way from Chicago to California. Fred Harvey dining service is the best in the travel world.

**Grand Canyon**—The Santa Fe is the only railroad entering the Park, with service to the rim, and a wide selection of **Grand Canyon** all-expense tours.

**Indian-detours**—One, two or three day motor tours among the Indian pueblos and prehistoric cliff-dwellings of northern New Mexico—have given pleasure to Santa Fe patrons for years.

## THE OLD FRANCISCAN MISSIONS

For convenient reference a list is here given of their locations and dates of founding:

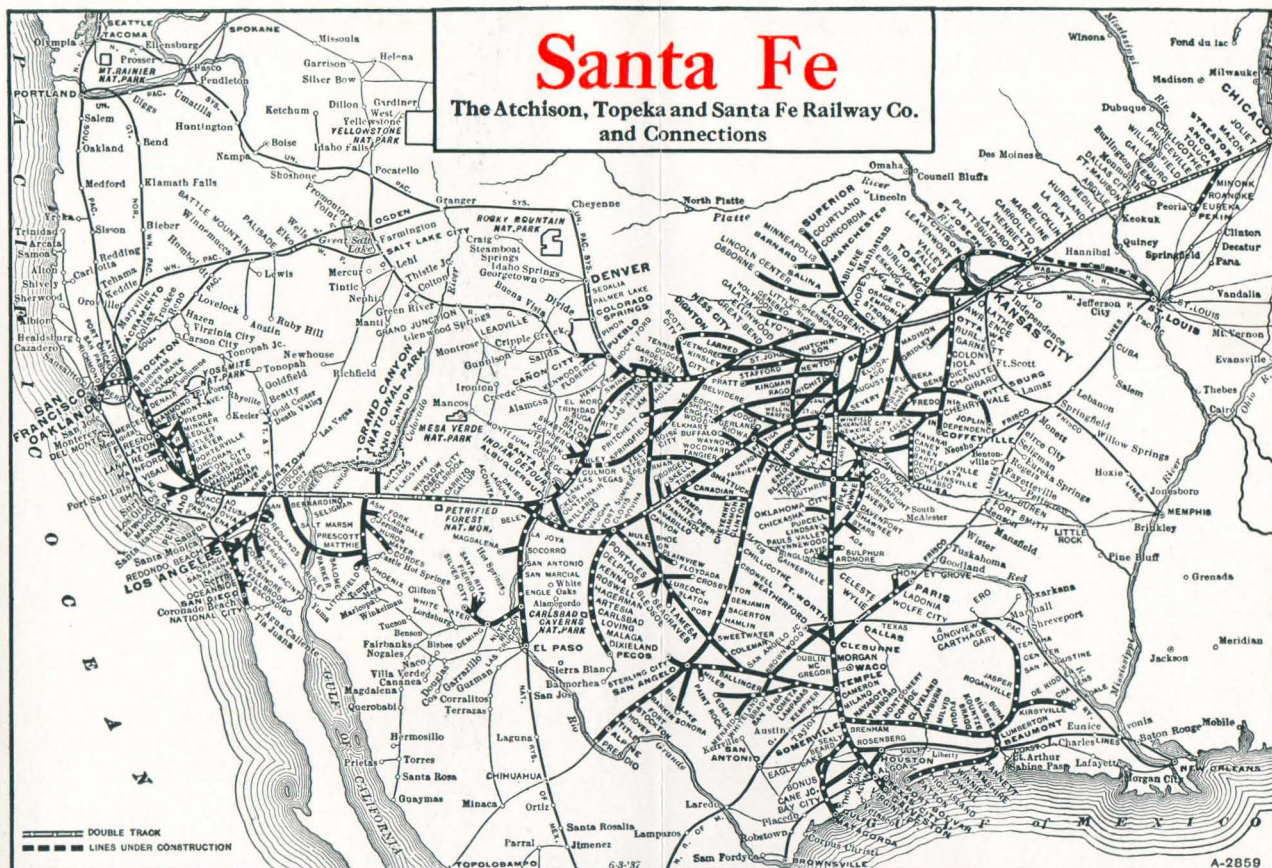
Name	Founded	Location
San Diego de Alcalá	July 16, 1769	San Diego
San Carlos de Borromeo	June 3, 1770	Monterey
San Carlos de Carmelo	July 10, 1771	Carmel
San Antonio de Padua	July 14, 1771	King City
San Gabriel Arcangel	Sept. 8, 1771	San Gabriel
San Luis Obispo de Tolosa	Sept. 1, 1772	San Luis Obispo
Dolores	Oct. 9, 1776	San Francisco
San Juan Capistrano	Nov. 1, 1776	Capistrano
Santa Clara	Jan. 12, 1777	Santa Clara
San Buenaventura	Mar. 31, 1782	Ventura
Santa Barbara	Dec. 4, 1786	Santa Barbara
La Purisima Concepcion	Dec. 8, 1787	Lompoc
Santa Cruz	Sept. 25, 1791	Santa Cruz
Nuestra Señora de la Soledad	Oct. 9, 1791	Soledad
San Jose	June 11, 1797	Irrington
San Juan Bautista	June 24, 1797	Sargent
San Miguel	July 25, 1797	San Miguel
San Fernando Rey de España	Sept. 8, 1797	San Fernando
San Luis Rey de Francia	June 13, 1798	Oceanside
Santa Ynez	Sept. 17, 1804	Gaviota
San Rafael Arcangel	Dec. 14, 1817	San Rafael
San Francisco de Solano	July 4, 1823	Sonoma





After California—Hawaii—Diamond Head, the massive promontory that dominates the Beach of Waikiki is one of the most impressive spots in Hawaii





### SANTA FE REPRESENTATIVES

For detailed information concerning fares, Pullman reservations, stopovers, etc., call on, write or phone to any Santa Fe representative at address shown below.

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 Berkeley, Calif., 98 Shattuck Square.  
 Boston, Mass., Rooms 4 & 5 Little Bldg.  
 Buffalo, N. Y., 201 Ellicott Sq. Bldg.  
 Chicago, Ill., 179 W. Jackson St.  
 Cincinnati, O., 703 Dixie Term'n'l Bldg.  
 Cleveland, O., 1105 Terminal Tower Bldg.  
 Colorado Springs, Colo., Santa Fe Station.  
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 Denver, Colo., Kenmark Hotel Bldg., 524 17th St.  
 Des Moines, Ia., 601 Equitable Bldg.  
 Detroit, Mich., 504 Transportation Bldg.  
 El Paso, Tex., San Francisco St. and Pioneer Plaza.  
 Fort Worth, Tex., 808 Houston St.  
 Galveston, Tex., 411 Twenty-Second St.  
 Hollywood, Cal., 6405 Hollywd Blvd.  
 Houston, Tex., 904 Texas Ave.  
 Indianapolis, Ind., 311 Merchants' Bank Bldg.  
 Kansas City, Mo., 1100 Baltimore Ave.  
 Leavenworth, Kan., 406 Delaware St.  
 Long Beach, Cal., 117 Pine Ave.  
 Los Angeles, Cal., 743 So. Hill St.  
 Mexico City, Mex., Bolivar No. 22-B  
 Milwaukee, Wis., 401 Majestic Bldg.  
 Minneapolis, Minn., 211 Metropolitan Life Bldg.

New Orleans, La., 627 Whitney Bldg.  
 New York City, N. Y., 505 Fifth Ave.  
 Oakland, Cal., 432 13th St.  
 Okla. City, Okla., 6 So. Robinson St.  
 Peoria, Ill., 211 Jefferson Bldg.  
 Philadelphia, Pa., 302-303 Franklin Trust Bldg.  
 Phoenix, Ariz., 149 No. Central Ave.  
 Pittsburgh, Pa., 1222 Gulf Bldg.  
 Portland, Ore., 1015 American Bank Bldg.  
 Pueblo, Colo., 401 No. Union Ave.  
 Riverside, Cal., Santa Fe Station.  
 Sacramento, Cal., 1000 Tenth Street.  
 St. Joseph, Mo., 505 Francis St.  
 St. Louis, Mo., 296 Arcade Bldg.  
 Salt Lake City, Utah, 606-607 McCormick Bldg.  
 San Antonio, Tex., 529 Majestic Bldg.  
 San Diego, Cal., Cor. of Fifth Ave. and B St.  
 San Francisco, Cal., 601 Market St.  
 San Pedro, Cal., 201 Seventh St.  
 Santa Ana, Cal., 301 North Main Street.  
 Santa Barbara, Cal., 915 State St.  
 Santa Fe, N. M., On the Plaza.  
 Seattle, Wash., The 1411 Fourth Ave. Bldg.  
 Tulsa, Okla., 417 S. Boston Ave.  
 Waco, Tex., 1st State Bank Bldg.  
 Wichita, Kan., 314 Union National Bank Bldg.

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The Mariposa Big Trees lie within the southern boundary of Yosemite National Park. The big trees are the most ancient living things on earth.