

Across the desert wasteland, over the sun-baked plains, the magic of the name *California* leads you on your way.

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.

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.

But California is even more inviting during the winter, for at this time of year you may sit upon almost any veranda in the lowland country and lift your eyes from the variegated bloom of gardens to the far-off horizon buried in snow.

To be out all day in the careless freedom of perfect weather; to wander through gardens and orchards; to gather flowers from the blossoming hill slopes; to explore a hundred fascinating retreats of mountains and seashore—all this is permitted the year 'round in California.

Nowhere in the world will you find a vacation paradise with more facilities for recreation concentrated in such an accessible area.

Whatever your favorite sport . . . whatever your favorite way of just plain enjoying yourself . . . California offers it on a grand scale and in the grand manner.





Sunshine—mountains—seashore— California's greatest attractions



Because of the proximity of ocean and desert, California is both warm in winter and cool in summer. That is why the blue Pacific plays such an important part in the vacation life of this region.

The California shoreline is varied and interesting from one end to the other. At places the cliffs extend to the water's edge, then farther along the surf rolls in on sandy beaches. Cruising offshore the lofty headlands and towering peaks of the Coastal Range form a magnificent background for California's coastline scenery.

Summer is the time of year when the many fascinating sports of the sea are most enjoyable. Swimming, surfboarding, boating or just loafing along the beaches is part of the fun of playing along the blue Pacific.

At famous yacht clubs, seaside resorts, and harbor piers you will find all types of water craft, from tall mast yachts and fast cruisers to unusual glass bottom boats that give you a view of under-water life.

There are many boat clubs in the land-locked waters of San Diego Bay where sailing conditions enable frequent regattas to be held.

Terminal Harbor, Long Beach and Newport Bay are a few of the principal anchorages in the vicinity of Los Angeles.

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

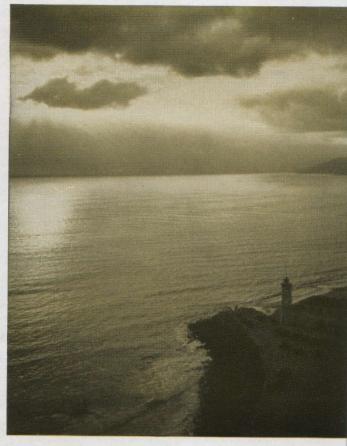
The Bay of San Francisco has a yachting course several hundred square miles in extent



For carefree pleasure sail along California's beautiful coast line

with numerous club houses located along its beautiful shoreline.

No matter where you visit along California shores you will find it easy to relax at a comfortable resort or hotel—or have the time of your life keeping up with all the fun there is to enjoy, playing along the blue Pacific.



There's romance and beauty from sunup to sunset along California's shores



Long Beach has one of California's many popular bathing beaches



There may be no mermaids—but why worry? Especially if you are among the carefree crowd which throngs the California beaches.

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. Umbrellas shut off the sun; kids are digging in the sand or running about in the shallow water; and there are the sea shell-hunters looking for a souvenir to take to the folks back home.

For the excitement seekers the amusement parks have rides and entertainment to suit everyone's taste.

Yes! from San Diego to San Francisco the beaches along the blue Pacific provide endless hours of pleasure for California visitors.

The principal seaside resorts around Los Angeles are 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 smooth stretch of ocean sands.

No California visitor should overlook a trip to Catalina Island, located in the blue Pacific just a short cruise from Los Angeles Harbor.

Rising like Capri, from the sea, this manypeaked island with its pretty village of Avalon and its hotels offer hospitality and a variety of entertainment to those who sail across from California shores.



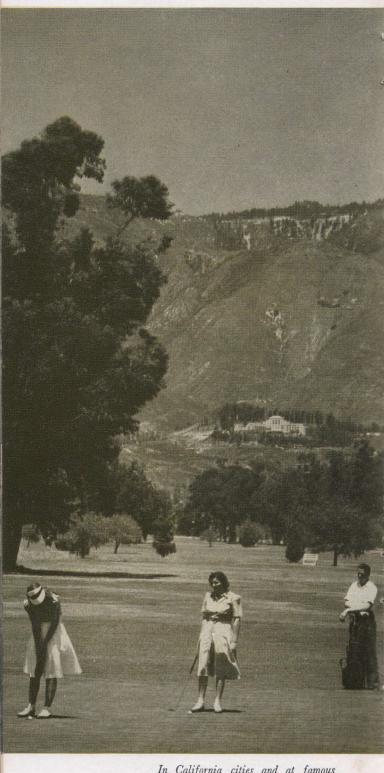
You'll find a variety of accommodations at seashore resorts



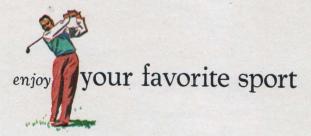
Catalina is different, beautiful and just a short cruise from Los Angeles



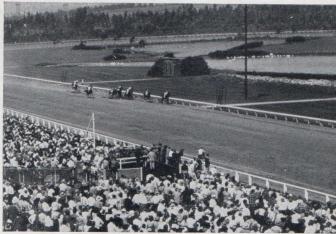
Riding the Coronado beach is a popular pastime with visitors to this famous resort



In California cities and at famous resorts you can golf on wonderful courses



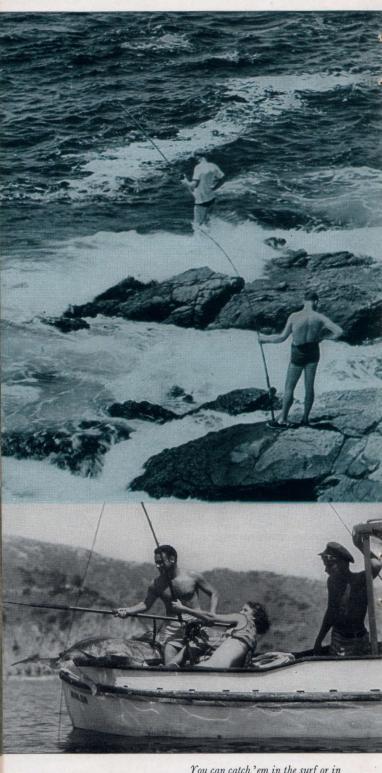
In California one may enjoy his favorite sport the year 'round, for here the mild climate makes golf, tennis, and other outdoor sports as enjoyable in January as they are in June.



Horse races are held the year 'round on a variety of beautiful tracks



The Rose Bowl leads the way in football and other spectator sports



You can catch'em in the surf or in deep waters off California shores



California fishermen seldom come back emptyhanded, for anglers find numerous varieties of fish abounding in mountain streams and along Pacific shores.

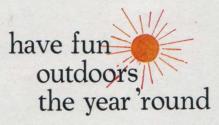
Fresh water fishermen will find rainbow trout a popular catch in mountain streams and there are happy fishing waters not far from you regardless of where you stay.

For the royal sport in fishing, cast your line in the open sea. Surf fishing can be enjoyed all along California shores, and for deep sea fishing you will want to make a trip to the Coronado Island or a cruise through the Santa Catalina and Santa Barbara channels. In these waters are the highly prized leaping tuna, white bass, and sword fish to put up a real fight that will thrill any fisherman.

No need to worry about fishing tackle, as there are plenty of places where you can rent or buy all the equipment you need to try your luck fishing in California.

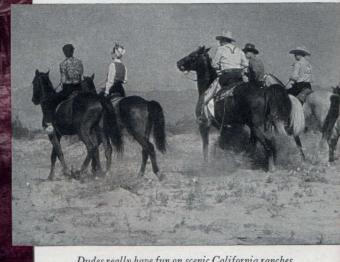


Horseback riding is one of the most popular of all outdoor sports in California



No matter what time of the year you vacation in California, you can enjoy all the pleasures of outdoor fun with little or no interference from weather.

California climate is equable for the most part with no great range of temperature. For this reason you will find this an ideal vacationland, no matter what season you are planning your visit -but most important, plan your visit so that you enjoy California's famous outdoors the entire time of your stay.



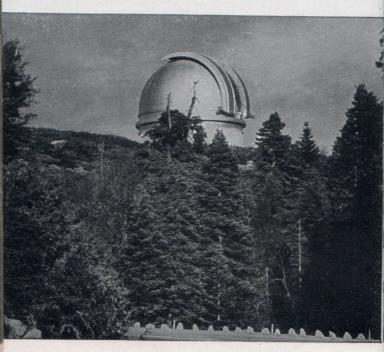
Dudes really have fun on scenic California ranches



Whether afoot, on horseback, or from a train-window—whether alone or with a large party—you'll agree that California has enough beauty, enough of grandeur for everybody, and plenty to spare.

Magnificent mountains, crystal clear lakes and streams, towering forests, open meadows, beautiful foliage and flowers make California a scenic Paradise.

In your scenic tour of California be sure to see its famous national parks, including Yosemite, Sequoia, and Kings Canyon, as well as Death Valley and its other famous national monuments.



Palomar Observatory, near Oceanside, is a great attraction for visitors



Scenic Yosemite National Park, one of nature's most beautiful showplaces



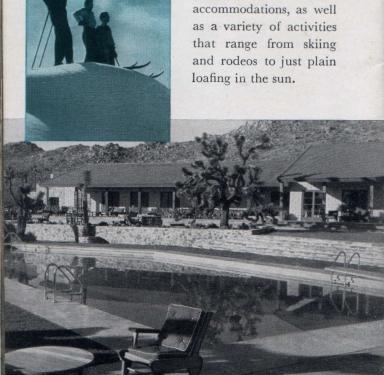
you have a choice of places to stay

From fine city hotels to beautiful resorts and comfortable wayside lodges, California visitors now have a variety of places to stay from which they can select accommodations to suit their taste and pocketbook.

It is always advisable, however, to make advance reservations to be assured of securing the type of accommodations desired.

Palm Springs, Apple Valley, Ojai Valley, Coronado, La Jolla, Pasadena and Riverside are

but a few of the many resort and ranch areas that offer a wide choice of



Apple Valley, near Victorville, is one of the newest resort areas



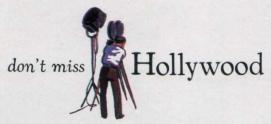
Palm Springs has everything for wintertime sports and fun in the sun



Hollywood is the glamorous entertainment capital of the world



See your favorite program being broadcast from one of the big radio and television studios



Flashing searchlights, gleaming cars, gowns, furs, and jewels—the stars on parade at a world premiere at a Hollywood theatre, is but a part of the thrill of a visit to Hollywood.

Great sound stages, old-world castles, fleets of ships on land, color and excitement, is a visitor's view of the studios here at the film capital.

A great radio and television capital, too, with men and women, whose names are on every tongue, making millions laugh and thrill to words or music over the air.

Yes, Hollywood is a "glamourland," but in contrast there is the Pilgrimage Play, Hollywood Bowl and one of the finest residential sections in America that you will want to see.

Every visitor agrees that a California trip is not complete unless it includes Hollywood.







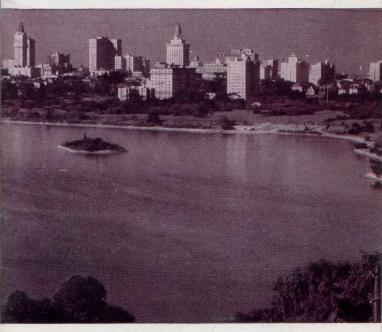
Oakland Bay bridge links San Francisco with the bay cities of Oakland and Berkeley



California presents, within a single state, as varied and diverse a group of cities as may be found within many entire nations.

San Francisco is one of the great cosmopolitan cities of the world; in the shadows of its tall commercial towers is a complete Oriental metropolis flanked by the friendly, openhanded way of life and business in the Golden West.

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



Oakland skyline as seen across beautiful Lake Merritt

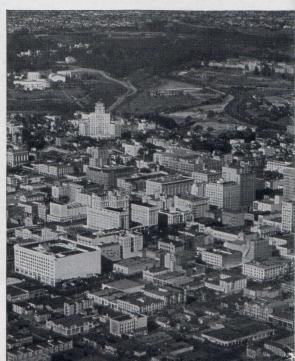


Long Beach is a popular industrial city and resort center

San Diego is a thriving city of commerce and industry, as well as military activity. Nearby are the famous seaside resorts of La Jolla, Coronado, Del Mar and colorful old Mexico.

Long Beach is keeping pace with California's fast growing cities and is a popular center for swimming, sport fishing and beach resorts.

San Diego—a great city of military activity and scenic beauty





Los Angeles is really spread out with lots to do and see, day and night

Los Angeles, with its great population and enormous civic pride, is one of the wonders of modern times in its startlingly rapid and substantial growth. From its fine hotels you can reach Southern California's vacation areas in a day, or find a complete vacation within its limits.

And there's Pasadena, Fresno, Stockton, Sacramento, and many other cities, large and small, that add endless variety, charm and interest to a California visit.



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 the charge of Fra Junipero Serra, who entered the harbor of San Diego and established the first mission there in 1769.

Many of these missions 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.

There is no better way to understand the history of early California than to visit one or more of these famous missions.



San Fernando is one of the most famous of the California Missions



Santa Fe all the way

Super Chief—daily all-private-room 39½-hour Chicago-Kansas City-Los Angeles streamliner. Carries through New York-Los Angeles and Washington-Los Angeles Pullmans. Turquoise Room—only private dining room on rails—and the Pleasure Dome featured on this famous streamliner. Extra fare has been cut in half.

The Chief—39½-hour schedule Chicago-Los Angeles. Reserved seat chair cars and special diner with budget meals only \$2.50 a day. No change in deluxe Pullman service or full course meals in main diner. Through Pullman between Denver and Los Angeles. No extra fare.

San Francisco Chief—daily Pullman and chair car streamliner between Chicago and San Francisco with through cars between New Orleans, Houston, and San Francisco. Features Big Dome Lounge and two dining cars.

El Capitan—daily all-chair car (coach fare) 39½-hour Chicago-Los Angeles streamliner. Now has Big Dome lounge car and budget meals for only \$2.50 a day. Extra fare dropped completely.

The Grand Canyon—Chicago-California Pullman-chair car train with Pullmans to South Rim of Grand Canyon. Also through cars between North Texas and Los Angeles.

 $San\ Diegan$ —four daily streamliners and three swift diesel car trains each way between Los Angeles-San\ Diego.

Golden Gate—double daily streamliner-motor coach service Los Angeles-Bakersfield-Oakland-San Francisco.

All Santa Fe trains feature famous Fred Harvey meals



San Diegan streamliner follows the Pacific shoreline between Los Angeles and San Diego



call or write

one of these Santa Fe offices or your local travel agent for help in planning your California trip.

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