



Mexico is a land of strange and vivid contrasts, none more striking than in the matter of transportation. Southern Pacific trains and Pacific Fruit Express cars, the most modern of railway facilities, and up-to-date motor trucks are in common use. And yet—



—the quaint old ox-cart remains a popular mode of conveyance nearly everywhere in Mexico.





Agriculture on the West Coast of Mexico

By ALVARO OBREGON

THE part of the West Coast of Mexico which comprises the States of Sonora, Sinaloa and Nayarit is a region specially blessed by Nature, because of its agricultural possibilities, favorable climate, and advantageous position in relation to markets for its products. This zone, centering upon the Tropic of Cancer, extends to the north to include the southern part of Sonora where very warm climate prevails, and reaches to the south as far as the mouth of the River Santiago.

The agricultural area embraced by this region approximates 1,000 kilometers (620 miles) in length and contains the delta lands of sixteen rivers that yield all the water that could ever be used in irrigation, when irrigation works have brought about the necessary conservation. This cultivable area, generally speaking, is bounded on the East by Southern Pacific Railroad and on the West by the Gulf of California and the waters of the Pacific Ocean. It has five foreign trade ports, a number of roadsteads and ports for coastwise shipping which are already in use, and others on the road to development, considerably facilitating the transportation of all products. In the part of this zone that comprises the southern part of Sonora, all Sinaloa and Nayarit, there is practically no winter; and the lowest temperatures registered range from 36 to 40 degrees (F) during the months in which frost and freezing weather in the United States make impossible the cultivation of vegetables, thus giving the West Coast growers the advantage of furnishing these products to all centers of consumption in the American States.

One runs the chance of being taken for a prevaricator by his readers when he undertakes to forecast the future development of the West

Coast, both in regard to its vastness and yearly yield and as to the diversity of products that are developing there: Rice, chick peas, corn, alfalfa, melons of various kinds, all kinds of forage plants, sugar-cane, cereals of all kinds, peas, legumes, tree fruits in all their varieties and quality, oil-seeds, agaves, especially henequin (sisal hemp) an industry which has been started vigorously with magnificent results in all the attempts and experiments that have been made—all of which leads to the hope that this region in the very near future will become a veritable paradise, fitted to give food and employment without difficulty to many millions.

The line of the Southern Pacific, which was built after careful planning in order to locate it just where it would most adequately serve this vast zone, is really the principal transportation system, and from the statistics as to freight movement may be gained an understanding of the fabulous development that is going on. This line makes connection on the North with all the other lines which the Southern Pacific Company has in the United States and with all railroads operated by other companies in that country, being therefore in position to transport the export products to every market of the neighboring country. On the south this line joins the National Railways of Mexico which penetrates to all important centers of our country, the chief of which, of course, is the Capital of the Republic, and it thereby serves to carry the products of this West Coast zone to all the national markets. The line runs the length of the coast at a distance from the ocean of sometimes sixty kilometers (37 miles), bordering all the cultivable zone to the west and has on the east the foothills of the Sierra and the western Sierra Madre mountains. It is estimated that only 8% to 10% of the area fit for agriculture in this zone is being cultivated, but the value of the recent harvest exceeded \$40,000,000 (pesos).





The lines of the Southern Pacific, besides the splendid advantages offered in the way of transportation, also present wonderful attractions from the point of view of engineering works, especially the big bridges over the rivers in the Western Sierra Madre Mountains. From the River Santiago and as far as La Quemada there are many marvels of engineering skill which will certainly interest tourists; in fact, this entire part of the country is full of attractions for tourists, especially in the winter months, during which our Coast offers a delightful climate.

The garbanza, well known in the United States under the name of "chick pea," is a plant requiring special conditions both of soil and atmosphere for its cultivation, and for this reason there are very few parts of the world in which this grain may be successfully raised; however, the West Coast of Mexico, thanks to its unusual conditions, is able to produce the finest varieties of chick pea for which a large demand exists in Spain, the West Indies, Central and South America and the Philippines; besides which there is already a considerable demand for it in the United States.

In recent months there has been begun the establishment of chick pea canneries and one was organized lately in Los Angeles, Calif., with a capital of \$250,000.00. It is called "Garbanzos Company," and its product is being accorded a very favorable reception by the consuming public. The nutritive properties of this grain, according to a statement issued by a scientific institute of California, are exactly double those of wheat, and the West Coast of Mexico could widen the cultivation of the chick pea so considerably that it is not out of the way to forecast that in five or six years from now a hundred thousand tons a year will be harvested, with a possibility of progressive increase. In the United States, where so much attention is constantly bestowed on improvement of diet, it is certain the chick pea will be found an important factor be-

cause to its extraordinary nutritive value there is added the advantage that it can be digested with ease by persons of any age, children or elderly people, without any fear of upsetting the digestion. It is clear, therefore, that whatever quantity is produced in our zone will find a ready market, without danger of competition, because in the United States it has not been possible to produce it, even of a medium quality.

Among the valleys that are reaching larger development, we may consider Yaqui Valley where they are ready to start a dam system that will be the largest hitherto known in the world and whose irrigation area will embrace in the neighborhood of one and a half million acres. In this valley there are cultivated at the present time hardly 100,000 acres, and the production in rice, wheat, chicharos, vegetables and seasonable fruits has been extraordinary. Where there were only a few grass huts and some warehouses less than two years ago, at the station of Cajeme, there now lives quite a population. The irrigation works, brought into being up to now in this valley under the direction of the Richardson Construction Co., S. A., which has a contract with the Federal Government for colonization of their territory, are of great importance. However, it is imperative that the waters of the Yaqui River be impounded by dams to provide the necessary flow, and it is believed that in a period of ten years this valley will reach a fabulous development.

In regard to Mayo Valley, the same can be said, but on a minor scale. Irrigation works are under consideration on Fuerte River, and on the other rivers similar works will have to be installed as the necessity becomes evident.

We could say much about the riches of these States in mining, cattle, timber of all kinds; in fisheries, in industries, especially the sugar industry; but it is not my wish to deal with subjects with which I am not so familiar as I am with agriculture.





A FASCINATING "FOREIGN" COUNTRY JUST ACROSS THE BORDER

West Coast of Mexico Route

Southern Pacific of Mexico has just completed connection of its lines between Tepic and Guadalajara, opening a route of great importance for commerce and travel from the United States, via Tucson and Nogales, Arizona, through to Mexico City and the interior of Mexico.

IN the early morning, a night's ride south from Nogales, you roll up the curtain of your Pullman window for the first real glimpse of Old Mexico.

Your train has, perhaps, stopped at a station, and you look out, by happy chance, upon a city so fair that the Mexicans named it Hermosillo, which in English means "Little Beauty." Its white walled adobe houses and stone buildings gleam against the Sierra Madre range like a cluster of jewels in a purple-blue setting. Hermosillo is charming; and it is to be hoped that before your trip ends you will learn to speak the name as the Mexicans do, "Air-mo-see-yoh," with soft intonation and touch of *simpático*, indicating you have the beginning of an understanding of the country you have come to see.

Or it may be that your train has stopped at a little village—and you see a group of peons, wrapped to the eyes in colorful blankets or serapes, wide sombreros on their heads, shod with sandals, or guarachis as they call them—unbelievably picturesque and graceful.

Up ahead you may hear a lively commotion. There you will see a busy crowd of native vendors selling fruits, sweet cakes, tortillas, coffee and flowers to passengers on the train. Laden trays and bright pottery bowls are held up to the coach windows. Women, with heads swathed in



Hermosillo's stately cathedral and in the foreground the tree-bowered plaza with bandstand, typical of all Mexican cities and villages.

shawls or topalos, fan braziers from which coffee sends out an aromatic appeal. It is a scene of color and animation, novel and fascinating, and will be repeated with variations at every railroad station. You may regard it as a sign of hospitality—characteristic of the people of this country.

WHATEVER the scene chances to be, certainly it will be interesting and in strange contrast to the country you have left, for you may cross oceans and see less fascinating and "foreign" lands than lie just a step over the United States border. The region you are beginning to traverse along the West Coast, too, is in strange contrast with the great cities of Central Mexico that you will later see.

Mexico is a country of vivid contrasts—of weird deserts and lush fields, of deep canyons and peaks that tower more than 17,000 feet, of tropics and eternal snows. The picturesque straw huts of its quaint villages contrast with the noble, graven stone buildings of the great cities. It is an old



STANDARD PULLMANS ASSURE COMFORT FOR THE TRIP



The arrival of the Southern Pacific train is an event. Picturesque vendors of fruits and sweet cakes, coffee and other beverages, besiege the train.

country with a strange and highly developed civilization that extends centuries back through Spanish colonial days into the vague ages of the Aztecs and Toltecs; yet it is in many respects a new land, as may be seen everywhere in the towns and development on the West Coast. And in that West Coast development, too, you may see odd contrasts—tractors and oxen plowing in adjacent fields, automobiles and burros both being used for transportation; the most primitive and the most modern scientific methods intermingled.

YOU may make the trip over the West Coast Route with all the comforts of the modern Pullman sleeping cars that are in service on that line. Good wholesome food is available in the dining car. The railway is standard gauge and rock ballasted. Good hotels are available at several of the principal places on the West Coast, as well as at Guadalajara and Mexico City.

Persons going into Mexico must have passports, which may easily be obtained, and vaccina-

tion certificates. Ask the Southern Pacific agent about arrangements for these, as well as to regulations governing what you may take with you.

And when you are planning your tour, arrange, if your time will possibly permit, stops along the way down the West Coast. The trip is well worth while for just what you can see from the car windows, but the things of more compelling interest are in the cities and villages along the way. Stop at a few of these places long enough really to sense the beauty and interest of the Coast towns; spend a little time in the fine old churches; wander through the big market places with their scores of colorful bazaars; get an old carriage and jog through cobble-stone streets; idle an hour or two away over a cool drink in a shaded, out-door refreshment garden; spend a Sunday or holiday at a little village and enjoy the typical fiesta, horse racing, dancing and music; relax in this atmosphere where rest and relaxation come easy.

LEAVING Nogales, busy port of entry and important trading center of 20,000 population at the international line, the night before, your train has rolled southward over the great mining and cattle raising State of Sonora, a terrain not unlike Arizona. It has passed the junction, just south of Nogales, of the branch railroad running easterly 84 miles to the great copper mining district of Cananea. It has paused at Magdalena, with its plaza typical of all Mexican cities and hamlets, and the San Francisco Xavier Mission, built in 1690. This Mission is the Mecca for hundreds at the annual fiesta in October.

Mexico's missions, by the way, no less than its famous cathedrals, offer the traveler a fascinating study. Between Nogales and Magdalena Bay are more than twenty of these ancient structures which were built, like the missions in California, about a day's ride on horseback apart. The Mexican missions, in fact, form the earlier links in the same chain.



STRANGE CONTRASTS PIQUE VISITORS' INTEREST



Everywhere in Mexico the patient, sturdy little burro is a popular means of transportation, sometimes his master rides him; sometimes he is hitched to a cart; often he is laden with big baskets as shown.



Now long trains of Pacific Fruit Express cars carry the perishable products of the West Coast swiftly to market over rock-ballasted Southern Pacific railroad. Still the donkey trains persist. See below.



In one field may be seen the most antiquated form of agricultural methods—oxen pulling plows of wood as shown here. In an adjoining field the finest of modern farm machinery may be at work.



Tractors and threshers made in America help the modern Mexican farmer handle his crops with speed and efficiency.



It is incredible how much these little fellows can carry. Donkey trains are commonly used for transporting charcoal, bananas, papayas and other fresh fruit, and not infrequently merchandise in large packing cases as pictured here. Burros and mules, until a few months ago, carried freight and express through the Barrancas, the gap which Southern Pacific has just closed through the exceedingly mountainous region between Tepic and Guadalajara.



COLOR OF CARNIVALS AND THE THRILL OF SPORTS



In carnival attire, a beauty from an old Spanish family at Guaymas. Many children of well-to-do parents in Mexico are educated in California.



Colorful parades feature the frequent carnival days that punctuate the Mexican calendar. Such events are celebrated with enthusiasm by all the populace in towns along the West Coast. Here is a glimpse of the carnival at Guaymas held each year from February 26 to March 1.



Guaymas is point of departure for unexcelled winter sport fishing in the Gulf of California.



Seri Indians, a tribe of forbidding reputation who live on rocky Tiburon Island, 125 miles up the Gulf of California from the port of Guaymas.



Music is a passion with the Mexicans. There is nothing more typical of the West Coast town than the bandstand in the center of the tree-bowered plaza. The concerts held several evenings each week provide a central meeting ground for the older folks and opportunity for the younger ones to do their official courting, with certain formalities quite rigidly observed. Here is a bandstand in full blaze of glory for a carnival at Guaymas.



Deer and other wild game are found in abundance.



At this great icing plant at Empalme, trainloads of refrigerator cars carrying tomatoes, peas and other fresh winter grown vegetables, are iced for the last lap of the journey to the United States.



A SCORE OF COASTAL VALLEYS OF WONDROUS FERTILITY

Fig, pomegranate, peach, and quince trees flourish at Magdalena, and here is a considerable production of wheat, cotton, corn, potatoes, and other vegetables. The mines nearby yield copper, gold, and silver; the latter of fabulous richness in Spanish colonial days.

Thence to Hermosillo, the "Little Beauty" of your awakening, capital of the State of Sonora, famous for its rosegardens and orange groves, its beautiful cathedral and government buildings. Its population is 25,000.

Pumping plants take water from the Rio Sonora for crops of cotton, wheat, corn, beans, cantaloupes, and green vegetables.

The mining products of the district include copper, graphite, gold, and silver. Sonora gold mines produced untold fortunes back in the days of the Aztecs when tribute was paid regularly to the Moctezumas, the emperors, at Mexico City. Fascinating legends of lost mines, and even of lost cities, still fire the imagination of natives and visitors alike.

THE Sierra Madre, with jagged silhouette sharply outlined against the sky, which you see at Hermosillo, sweeps southward the length of the country. This mountain range forms the eastern boundary of the region served by the Southern Pacific Railroad of Mexico on the West Coast, which includes the States of Sonora, Sinaloa, and Nayarit. This level coastal plain, averaging 30 miles in width, is traversed by nearly a score of rivers whose alluvial deposits have made their irrigable valleys among the richest agricultural regions of the world.

The States of Sonora, Sinaloa, and Nayarit cover 154,000 square miles, about equal to the area of California, and in many respects similar to the California of 75 years ago. It is estimated that about 5,250,000 acres of this area are irrigable and suitable for intensive cultivation. Only a fraction of the fine farming land is now being used.

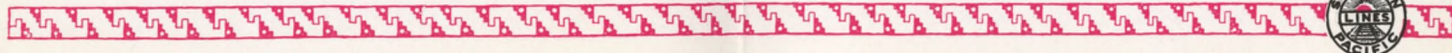


The water of the beautiful land locked bay at Guaymas often takes on iridescent coloring from the mountains rising sharply roundabout.

As one goes south the rainfall increases from virtually none in Northern Sonora to five inches at Guaymas, 25 inches at Culiacan, 40 inches at Mazatlan, and 60 inches at Tepic. The rainy season, and also the period of hot weather, is from June to November.

EIGHTY-FIVE miles southward from Hermosillo you reach Empalme, where are located the large and substantially built shops of the Southern Pacific, as well as the icing plant that provides refrigeration for thousands of cars of perishables shipped annually from the West Coast. Empalme's residential section is a bower of trees and luxuriant flowers. Bougainvilleas grow in profusion above the eaves of the houses. Flaming poinsettia plants flaunt flowers 24 inches wide.

From Empalme it is only five miles to Guaymas. Here you may take an ancient carriage or modern automobile at the station and drive about the rambling narrow streets of the quaint old city. You will see one of the most beautiful land-locked harbors of the world at Guaymas, a palm-bowered



UNBELIEVABLY PICTURESQUE IS THIS TROPIC LAND



Every day seems to be wash day with the Mexican peons. The women are busy at every stream you pass and often the trees and bushes nearby are gay with the brightly colored garments that are drying in the breeze.



Bands of wandering musicians are found everywhere in Mexico and have interested audiences in every town and hamlet they visit, for the people universally have a love for music. The snapshot of the picturesque group shown here was taken by a Southern Pacific representative in a tiny mountain village between Guadalajara and Lake Chapala. The man playing the large and unusual harp is the leader. The music generally produced by such itinerant artists consists of a relatively brief theme many times repeated with variations, often having a cadence suggestive of Hawaiian music.



It's a marvel how they can balance and carry things on their heads.



The water cart is a common sight in most towns.



Drowsing in the sunlit street. You can snap your kodak almost at random in any village and be sure that you will get a quaint and interesting picture.



ONE OF WORLD'S GREATEST WINTER FISHING PLACES

plaza, Spanish-Moorish adobe houses, a fine old church; and on the ocean front a brave sweep of sandy beach.

This is the point of departure for sport fishing parties up the Gulf of California. In these semi-tropic waters, adventurers seeking a new thrill may harpoon the giant ray, or blanket fish weighing a ton or more, or troll for the gamy rooster fish, yellow tail, tuna, red snapper, or sea bass, many of the latter weighing more than 150 pounds. The Gulf of California is regarded by many as the world's greatest winter fishing place.

Up the coast 125 miles to the north lies rocky Tiburon Island, inhabited by the Seri tribe of Indians, who are proficient with the bow and arrow and are expert fishermen.

Across the Gulf is La Paz, world-famous and picturesque pearling center.

Guaymas is noted for its fine oysters and spiny lobsters. Commercial fishing and canning comprise an industry that is expected to prove important, as in the Gulf are found sardines, shrimp, mullet, anchovies, and other fish in great abundance.

If one prefers hunting, he may find it in the hills that rise sharply at the city's edge. In the country roundabout are deer, brown bear, wild goats, wild hogs (to be hunted with javelins if desired), ducks, quail, and all manner of bird life. All down the Coast, in fact, game has hardly been disturbed. Alligator hunting is among the unusual sports.

For the naturalist and entomologist this region is a paradise. That most modern of sportsmen, the man that hunts with a camera, will find the West Coast country a reservation of fascinating subjects.

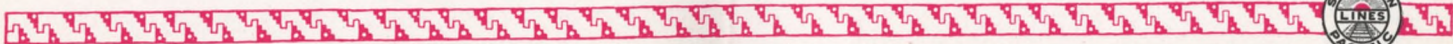
Guaymas is one of the several points along the Coast where people come from near and far to attend the annual Carnival, February 26 to March 1. The Carnival opens with the formal burning of the effigy "Bad Humor" and continues with masked merrymaking in the streets, fireworks, parades, and dancing for five days. (And, ah, how they love to dance in Mexico!) It is comparable with the famous Mardi Gras at New Orleans.



Big hats are popular. The men got to wearing such large sombreros in Guadalajara that a local ordinance was passed placing a graduated tax upon all hats above a certain size.

Festival days are frequent on the West Coast and they provide colorful and entertaining spectacles for visitors. On the Fifth of May, anniversary of the defeat of Maximilian, and the Sixteenth of September, Mexican Independence Day, are other celebrations enthusiastically observed with water-sports, athletic contests, parades, fireworks, and dancing.

Music is a passion with the Mexicans and every little village has its plaza where bands or orchestras play several evenings each week. Wandering musicians may be seen at every hacienda or settlement, however isolated, and always find a group of listeners at any hour of the day or night.



AMERICA'S WINTER GARDEN FOR FRESH VEGETABLES AND MELONS



Growing of henequin promises a great industry to West Coast. General Alvaro Obregon, shown here, is largely interested in it.

AT Corral, 93 miles south of Guaymas, a branch railroad runs northerly 97 miles to Tonichi, known as one of the most highly mineralized districts in the world.

Ores and commercial minerals of the West Coast include gold, silver, copper, lead, zinc, tungsten, molybdenum, graphite, manganese, coal and gypsum, mica, antimony, arsenic, and bismuth.

The state of Sonora alone has 18 well defined mineralized zones.

FROM Corral south along the coast are produced the fresh winter vegetables and early melons that are dispatched to the markets of the United States in trainloads of Pacific Fruit Express refrigerator cars. Shipments begin about November 15, reach the peak late in January or early February, and continue in decreasing volume into the spring months when the heavy production of California and Arizona begins. Tomatoes are the most important of the West Coast's perishable

products, which include peas, string beans, chili, lettuce, honeydew melons, and cucumbers.

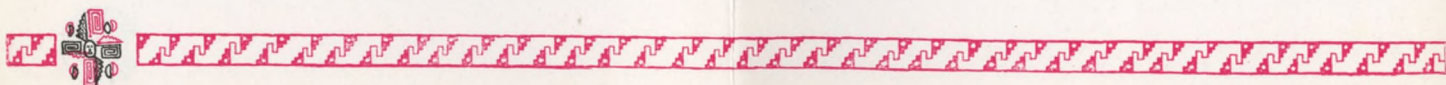
There has been an average increase of 25 per cent in production of perishables each year since 1918. The figures on total carload export shipments of perishables from the West Coast since 1920 follow: 1009 carloads in season of 1920-21; 1395 in 1921-22; 2185 in 1922-23; 2700 in 1923-24; 3507 in 1924-25; 4437 in 1925-26; and 6500 (estimated) carloads in the season of 1926-27.

Progressive increase in the production of tomatoes affords an example of the growth of the fresh winter vegetable industry on the West Coast. During the season 1920-21, 902 carloads were exported. This increased to 1141 carloads in 1921-22; to 1714 in 1922-23; to 2048 in 1923-24; to 2604 in 1924-25; to 4110 in 1925-26 and to approximately 6000 in 1926-27. The largest shipping district for tomatoes is the Rio Fuerte Valley, of which San Blas is the most important town. Other leading tomato raising districts are the Rio Sinaloa Valley, with principal shipping stations at Verdura and Bamoa, and the Rio Culiacan Valley with principal shipping stations at Rosales, Colorado, and Culiacan.

Another important phase of fresh vegetable farming is the growing of peas. Nearly 700 carloads of peas were exported from the West Coast during the 1926-27 season, as compared with only three carloads in 1920-21. The Rio Yaqui Valley now leads the Coast in production of peas.

Canning is expected to prove an important industry to take care of unshipped fresh products and also of pineapples and grapefruit, as citrus fruit, which thrives on the West Coast, is denied entry to the United States.

Irrigation is relatively easy, the present systems being largely gravity and by pumps, with important storage projects in contemplation, particularly in the Rio Yaqui and Rio Mayo valleys. Nearly all of the rivers along the Coast have natural dam sites on their upper reaches.



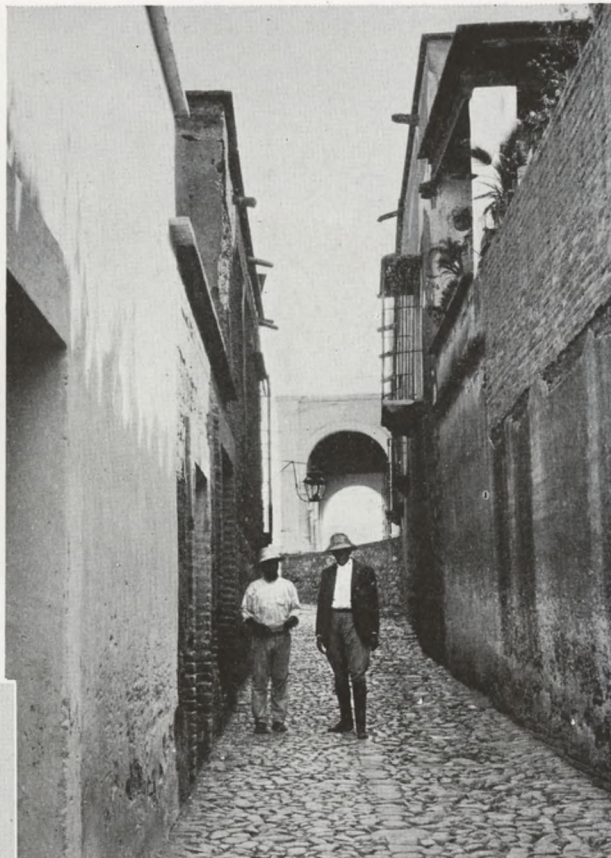
OF INTEREST TO FARMER AND TOURIST, ALIKE



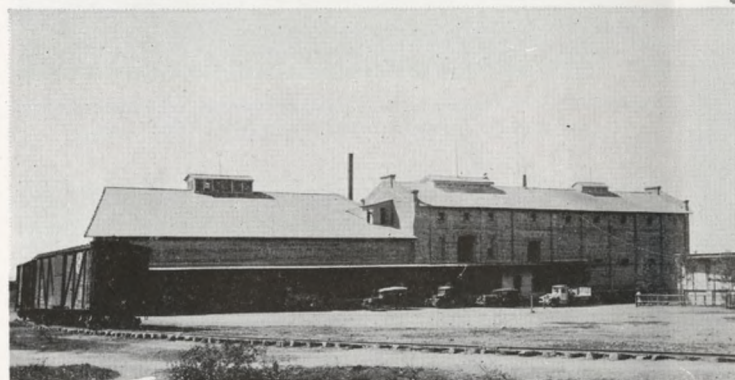
Delicious papaya melons grow in great clusters on trees on West Coast.



Lettuce is an important winter vegetable. Photo was taken at Cajeme, Sonora.



Moorish influence is clearly evident in the architecture at Alamos, quaint old town on a branch line from Navojoa. Some of the stone-paved streets are but six feet wide.



This flour mill belonging to the Alvaro Obregon interests is one of the many substantial industrial buildings springing up in West Coast towns. An example indicating the remarkable development of the West Coast is the spectacular history of the town of Cajeme which in two years grew from a mere stopping place on the railroad to a community of more than 2,000 population. This was due to the rapid development of farming in the Yaqui River Valley. Rice of unusual excellence is produced there in large quantities for export, and the valley leads the entire West Coast in the growing of fresh winter green peas.



Rich land yet unreclaimed.



Tomatoes, the West Coast's leading perishable crop.



QUAINT AND CHARMING IS CITY OF CULIACAN



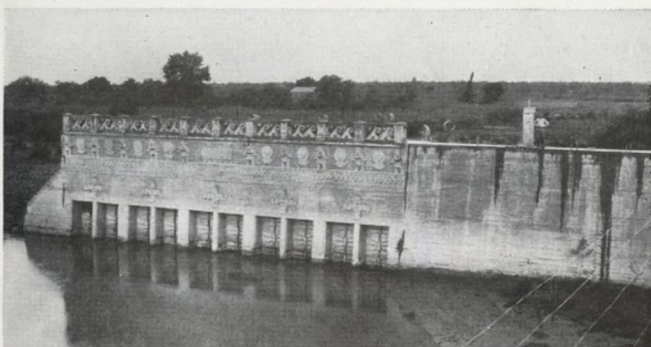
The Portals of Culiacan. This charming old city is capital of the great productive state of Sinaloa in the center of the coastal region served by the lines of the Southern Pacific Railroad.



Standard Pullman cars afford tourists on the West Coast of Mexico the travel comforts which are customarily to be had in the United States.



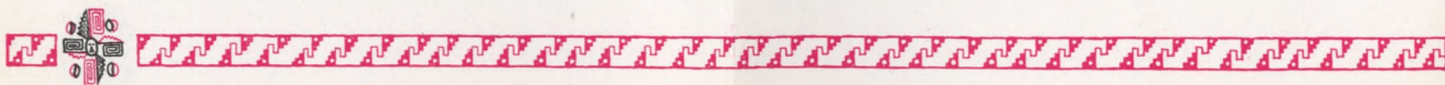
At Los Mochis in the Fuerte Valley is located the largest sugar mill on the Coast, and the largest colony of Americans, numbering 500.



Note the interesting ornamentation on this construction work for the Rosales irrigation system, an important project on the West Coast.



At the corner of this inn at Culiacan is one of the typical old-style carriages: at the side is an araña, a one-passenger-and-driver conveyance.



A PATH CUT THROUGH TANGLED WILDERNESS

IN the Rio Yaqui Valley, just south of Corral, is Cajeme where, under the impetus of irrigation and progressive management thousands of acres are being profitably devoted to peas, lettuce, cantaloupes, watermelons, and other perishable crops. Rice of an unusually high quality is shipped thence to many parts of the world. Here General Alvaro Obregon has brought under intensive cultivation 11,000 acres. On this great farm the lateral canals of the irrigation system are lined with date palms brought from Arabia and which are expected to produce crops of great value. Several thousand acres have been planted to henequin, which looks like the Century Plant, and from the fibre of which are manufactured rope, bags, Palm Beach cloth, artificial silk, and many other useful things. Henequin requires no irrigation after the first year.

Just south of Cajeme is Navojoa, outstanding garbanza growing center. Rice and flour mills are located both at Cajeme and Navojoa, the flour being all used locally on the West Coast. Labor is abundant here, as along the whole Coast.

On experimental farms of General Alvaro Obregon and others, citrus fruits, figs, grapes, dates, artichokes, prunes, plums, pears, and asparagus are being tried out with encouraging results. A novelty is a grape fruit with pink juice, imported from Yucatan. It is interesting to note also that roses have been brought from Spain.

Out from Navojoa to the east runs a branch mining line to the quaint old town of Alamos, much of it built in Moorish style, some of its stone paved streets being only five or six feet wide.

AS you journey southward, with the shattered topped wall of the Sierra Madre on your left, you pass over a path cut for the railroad through a tangled wilderness of mesquite, giant, sahuaro cactus, and green undergrowth that becomes increasingly higher and denser as you progress. Here and there you will see splashes of bril-



Typical bit of Mexican architecture. The archways facing the plaza and opposite the cathedral in the city of Culiacan.

liant blooming shrubs, including many "tree of the deer," so called because deer feed upon its white blossoms. Flocks of parrots occasionally fly overhead with raucous cries. Crossing over lagoons in the more southerly districts one may see a lazy alligator in the water below. At intervals the wilderness has been cleared away and you see great fields of vegetables, dotted here and there with the bright costumes of workers; fields of sugar cane, corn, or bananas.

CONTINUING on into the State of Sinaloa, the traveler arrives at San Blas in the Rio Fuerte Valley. Westward toward the Coast is Los Mochis, where a community of 500 Americans comprises the largest American colony on the West Coast. Here is a great sugar mill with a capacity of 25,000 tons of refined sugar a year, the largest on the West Coast. Powerful pumping plants take the water from the Rio Fuerte on to the land. The production of winter green vege-





HARBORS OF GUAYMAS AND MAZATLAN

GUAYMAS (above), seaport city of 15,000 population, fronts on a land-locked harbor of rare beauty with background of mountains rising sharply on all sides. It is the place from which winter sport fishing parties leave for the Gulf of California, waters of which fairly teem with a great variety of game fish. There are good oysters, spiny lobsters and other delicious sea food, too.

Mazatlan (right) is picturesquely set on a peninsula, crowned with a rocky promontory. In the picture here the Olas Atlas or "high waves" bay is on the right or ocean side and in the background is the harbor. Mazatlan breathes the very spirit of romance and beauty. It seems a place where one could dream away the days, yet it is a substantial commercial city of growing importance.



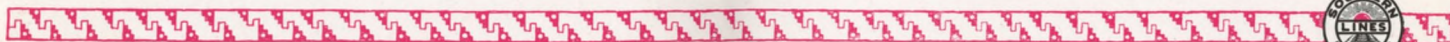
CONTRAST TO THE IMPRESSIVE NOBILITY OF MEXICO'S GREAT CAPITAL

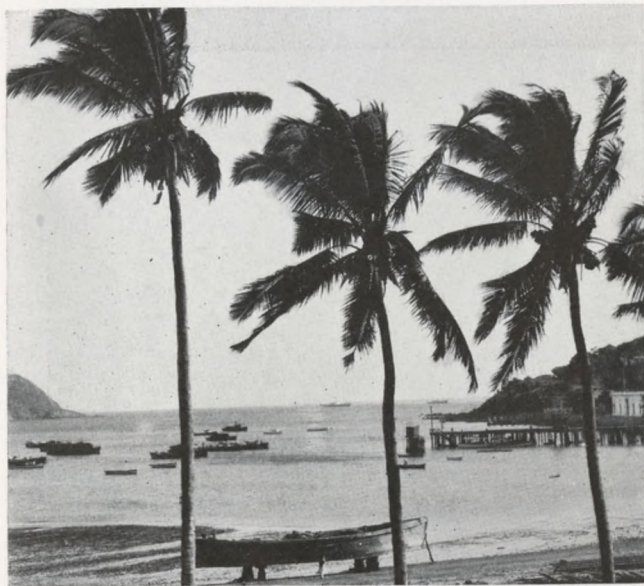


PLAZA DE LA CONSTITUCION, MEXICO CITY

THIS noble plaza was once the center of the ancient Aztec city. Here the temple of the Aztecs stood, adjoining the palace of Montezuma, and here in 1521 was fought a bloody battle with invading Spaniards who destroyed the Aztec city and began the building of the present city there. The ground beneath the streets and buildings is a vast storehouse of relics of the old Aztec civilization.

In the center background is the impressive cathedral, one of the great and distinguished church buildings of the world. The long building to the right is the National Palace which houses the office of the President, the Senate, Public Archives, etc. Ten streets end in the plaza. Under the archways along the west side of the plaza, at left in the picture, are vendors of fruits, sweets, ice cream, etc.





Cocoanut palm trees lend a touch of romantic beauty to the long sweep of sandy beach that borders the inner harbor at Mazatlan.

tables is on the increase in the Fuerte Valley and has proven a profitable crop. Tile making is an industry just getting under way.

As in all parts of the West Coast, the country has an abundance of game. Polo and horse racing are among the amusements. A new race track and a new hotel have just been completed.

Crossing the Rio Sinaloa and Rio Mocorito you continue to Culiacan, capital of the State of Sinaloa, a quaint and charming city situated on the banks of the Rio Culiacan. Here one may pause indefinitely to enjoy the sunlit streets through which pass trains of donkeys laden with faggots, charcoal, and produce, and creaking ox carts; all of these contrasting with the modern automobiles, old fashioned carriages, and arañas, or covered carts, used also by residents and visitors. Residences form solid walls along the streets, the pastel pink and blue stucco broken only by the iron-barred and latticed windows and doorways through which one may have a glimpse of many a charming patio garden.

A FEW miles east of Culiacan are hot springs, known locally for healing qualities.

Nearby also is the important government irrigation project of Rosales.

Southward through this intensely rich coastal country you cross the Rio San Lorenzo at Quila, the Rio Elota, Rio Eixtala and Rio Quelite. Beyond the Rio Quelite the mountain range swings in to the coast; the railroad following to Mazatlan, Aztec name for "place of the deer."

This is a city of 30,000 population set picturesquely on a peninsula capped by a rocky promontory and destined to become one of the most famous winter resorts on the continent. It is just south of the Tropic of Cancer and opposite the southern tip of Lower California.

On a mild January evening, you may look from your hotel window across the boulevard down upon the breakers of the Olas Altas (high waves) bay, lighted with phosphorous, tumbling against the sea wall, a scene of indescribable romance and beauty. A drive about the streets, shore line, and over the rocky promontories of Mazatlan reveals a hundred vistas of entrancing beauty; tall cocoanut palms and banana trees waving idly in the breeze; the faded blue and pink stucco of the city proper; in the background thatched-roof huts of fishermen and humbler folk. Picturesque gloriets, stone-built lookout places, perch on the cliffs above the sea.

Here is a place truly to enjoy life in the June-like winter months. One may dine in the open garden patio of a quaint Old World cafe or while away the hours over a cold drink, listening to the music in a palm-bowered refreshment pavilion; or swim, bask in the sun, ride horseback, hunt, go fishing or boating. Before the city is the blue, blue sea, behind it the picturesque bay and above are constant blue skies.

At Mazatlan and along the whole coast are endless delights for the gourmand, too. All manner of sea food and game may be had—even an occasional steak of the Iguana, the giant lizard. Native Mexi-



MAZATLAN BREATHES SPIRIT OF ROMANCE AND BEAUTY



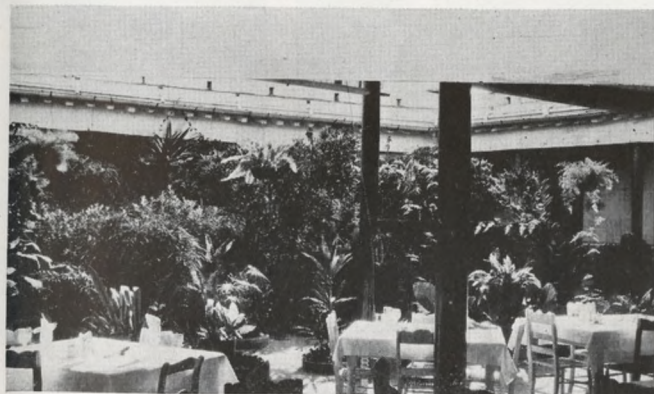
Mazatlan's beautiful cathedral faces, as is customary in Mexico, upon the city's central tree-bowered plaza. The plan of having two towers with spires and a dome as outstanding architectural features is also characteristic of design for churches in Mexico.



Looking over the Olas Altas Boulevard to the blue bay where white crested breakers tumble lazily into Mazatlan's sea wall, above. Phosphorescence adds a touch of magic to the water at night. Below, a glorietta, or place to look out over the sea.



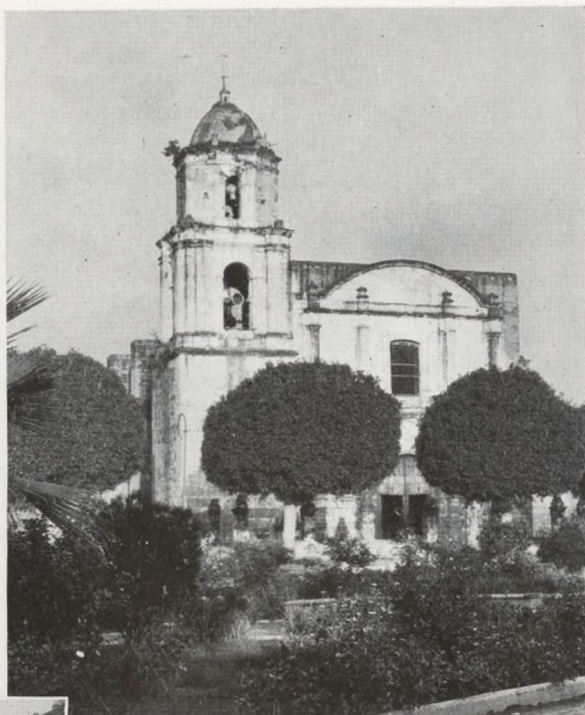
Lights and shadows in a side street at Mazatlan, above. Rambling, one-story buildings, some thatched with straw, some with tiled roofs. Palm trees waving in the gentle breeze overhead. A perfect June day in January. Right, patio dining room of Hotel de Paris, used all the year round.



REGION OF HISTORIC AND PREHISTORIC INTEREST



The odd deity type images from the mounds near Ixtlan are thought to be of pre-Aztec origin, probably of Tarascan culture. The idol at the right is believed to represent the god Nayarit—or god of war.



Another church with the charm of antiquity is that at Compostela, built in the 15th Century.



Patio of hotel at Tepic. While it is modern, yet it is typically Mexican in design and in ornamentation. The hotels are universally built around open courtyards, each story having an outdoor balcony affording access to the rooms. Not infrequently there is a fountain in the center of the patio which gives opportunity for serving dinner guests in the open air.



A glimpse of the heavy railroad construction work in the Barrancas.



Tobacco drying on "Q" Ranch between Mazatlan and Tepic. Tobacco raising is an important industry in the State of Nayarit and the South Coast region.



In this tropical climate sugar cane grows to great size



THIS IS THE LAND OF ETERNAL SPRING

can dishes and drinks tickle the palate. Among the many delicious fruits is the Papaya melon, which grows in clusters upon trees, and contains a juicy refreshing meat of great pepsin content—a tonic for the stomach. Then there are avacados (the Mexicans call them “aguacates”), Manila mangoes, bananas, figs, custard apples, “tunas” or cactus fruit, strawberries all winter long, and Chinese pomegranates, containing a cooling morsel that is taken at a gulp like an oyster.

IT is probable that before you arrive here you will have become familiar with some of the customs common to all of Mexico.

There is the matter of time-of-day: one o'clock is thirteen o'clock, two o'clock is fourteen o'clock, and so on up to twenty-four o'clock, midnight. Stores generally open at 8:30, close at 13 o'clock, re-open at 14:30 or 15, and close for the night at 19 o'clock. Thus business houses are closed from one to two-thirty or three o'clock in the afternoon. The mid-day nap, or siesta, is still popular.

Most people use silver coin or “plata,” and it is a common practice to carry about quite a bag of it.

At railway stations and hotels, licensed porters, or cargadores, white-clad, with wide hats, sashes and sandals, will carry baggage limited only in amount to that which can be piled on their heads or hung from their shoulders. They are incredibly strong. In any street both men and women may be seen walking with trays, pots, or baskets balanced easily on their heads. This is a fascinating novelty for visitors.

Noting peons, jogging by on burros, all sitting well back on the animals' hindquarters, one wonders why they ride them so far astern rather than amidships. The answer is—try to ride one amidships.

AS one goes south from Mazatlan the coastal plain broadens out with the successive crossing of the Rio Rosario, Rio Las Canas, Rio



Through the sun-lit streets paved with stone go quaint trains of burros laden with charcoal. Here is a scene from Tepic, land of eternal spring.

Acaponeta, and Rio San Pedro, until it reaches its maximum width at the Rio Santiago, the largest river in Mexico.

At the Rio Las Canas the traveler is leaving the State of Sinaloa and entering Nayarit, where the abundant rainfall and tropical climatic conditions produce in great profusion all tropical products, including sugar cane, pineapples, corn, bananas, tobacco, and coffee.

After passing through the valley of the Rio Santiago the railway begins a climb of 3,000 feet to a tableland where Tepic (population 15,000), the capital of the State of Nayarit, a city of great charm, historic interest, and natural beauty, lies in perpetual springtime. Its cathedral dates from 1750. From the high plateau, on all sides rise fringed mountains and volcanoes. There are famous curative hot springs near Bolanos, Nayarit.

Near Tepic is Compostela, founded by the Spanish Conquistadores in 1535. Here is a very interesting old church, building of which started



RAILROAD LINE PIERCES RUGGED MOUNTAINS



In the sleepy village of San Pedro Tlaquepaque, a trolley ride from Guadalajara, famous pottery artists ply their interesting trade.

in 1539. In it are preserved altar cloths and other gifts of the King of Spain. The material used in construction of the church is largely "tezontle," a dark red pumice stone much used in the construction of buildings in the central plateau of Mexico, but as far as now known not found at any other point north of Guadalajara.

Compostela was the first capital of the Province of Nueva Galicia, which comprised all of the West Coast of North America from what is now the State of Oaxaca to the Columbia River. It was from this point that expeditions were outfitted to explore the entire West Coast, these expeditions including the three ships commanded by Captain Mendoza, which sailed from the Port of San Blas, Nayarit. Cape Mendocino on the northern

California coast was named for this same Captain Mendoza.

Leaving Compostela, the line follows the edge of the foothills, ascending through the "Cerro Pelon" (Bald Hill) Pass, then descending through old lava flows from the extinct San Pedro Volcano, seen on the left of the line, to the freight terminal of Tetitlan. This Aztec name means "Town of Rocks." Here is located the most modern engine-house in Mexico, built of reinforced concrete and equipped with all facilities for light repairs to locomotives.

The Hacienda of Tetitlan, formerly the seat of the Counts of Tetitlan, vast land-holders of the Colonial Regime and who received their grants from the Spanish Crown, is located about a mile from the station.

Leaving Tetitlan, the line ascends to the Ixtlan Valley, brushing the shoulder of Ceboruca, a live volcano. At one place the railroad is but a few hundred yards from the edge of the last lava flow from the big eruption of 1873. This lava is still hot a few feet below the surface, and early in the morning or late in the evening the Ceboruca's sides are plumed with jets of white steam.

Just a few miles south of Tetitlan the railroad is constructed through a fissure flow, comparatively new, but the exact date of which is not known. The view from the train gives a very good idea of the difficulties of construction through this formation. The edges of the rocks are hard and as sharp as glass, and boards had to be laid to permit of the workmen handling the materials excavated, as it was impossible to walk on the bare rocks without having shoes or sandals cut to pieces in a very short time.

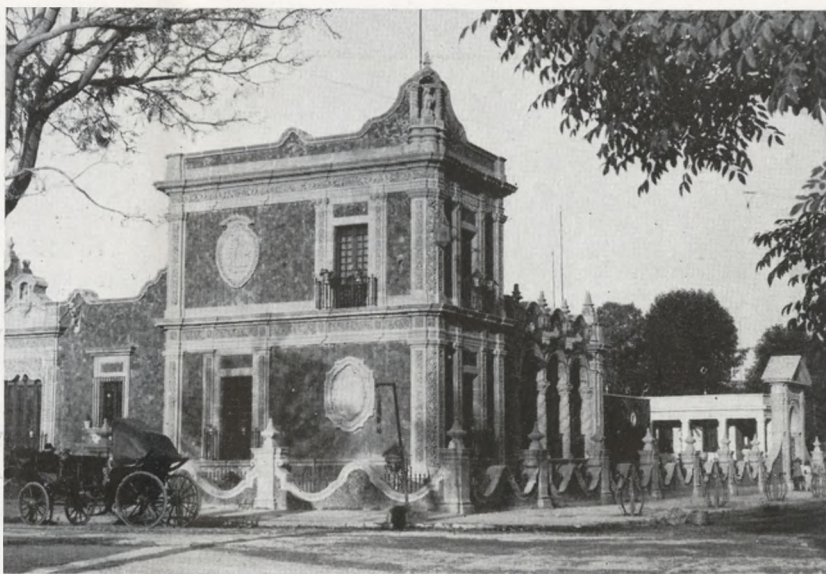
A little over ten miles south of Tetitlan the grade breaks abruptly from one-and-one-half per cent to level, and follows the east bank of the Ixtlan River, passing near the old Aztec towns of Ahuacatlan and Ixtlan. On both sides of the line may be seen numerous mounds which are the remains of the Tlascalcan villages, and from which



ODD SCENES FROM GUADALAJARA, "PEARL OF THE OCCIDENT"



Statuary of the most intricate design is made by the artists near Guadalajara. Here also are wrought by hand the large pottery jars that ornament patios and gardens of thousands of Mexican homes.



The governor's mansion at Guadalajara. Many of the handsome homes for which the city is famous are of this type with open yards about them instead of the more typically Mexican enclosed patio gardens. One may find in Guadalajara scores of fine residences showing English, French, and Swiss influence as well as Spanish. The city has quite a large foreign population and is usually a favorite with visitors to Mexico from other countries.



Sidewalk merchants are found in all the large cities in Mexico. They sell water jugs, pots and bowls made of baked clay, most of them painted and glazed; colored fabrics, needlework, small ornaments of all sorts, candies and cakes. Merchants of sweetmeats seem to have a particularly constant and lively patronage. Chewing gum is popular, and visitors from the United States especially find themselves objects of sales efforts for chicle.



Here is a typical group in the plaza at Guadalajara. Note the highly decorative design of the building in the background.

NEW SOUTHERN PACIFIC LINE CLOSES GAP



The great Cathedral in Mexico City. Its building started in 1525 and its original cost is estimated at \$2,000,000

have been taken many idols, pottery, and fantastic relics of a race whose history is lost in the shadowy past.

From the station of Ixtlan the line again ascends on a one-and-one-half per cent grade, following the foot of the hill, and 11 miles to the south enters a wild broken country known as the "Barrancas." It is through the Barrancas territory that the most costly and difficult construction in North America, if not in the world, has just been carried to completion by the Southern Pacific. In a distance of 16 miles, there are 26 tunnels, two of them nearly 3,000 feet long; and 12 viaducts, the longest being that of Salsipuedes ("get out if you can"), 860 feet long and 240 feet high, and which cost somewhat over \$300,000 to construct.

Most of the tunnels are lined with concrete or stone masonry, and, where difficulty was encountered in placing concrete, with heavy timber. All viaducts are of the most modern type of design and construction and are seated on solid rock. The line through the Barrancas runs along the mountain sides at an elevation of 1,500 feet above the bottom of the canyon, and at about 1,000 feet

below the top of the rim. An interesting feature is the "Big Bend" near the north end of the Barrancas where a large horse-shoe curve, five-and-one-half miles in length, is necessary in order to avoid crossing a side canyon. The distance across the points of the horse-shoe curve is less than a mile.

By closing a gap of 103 miles in this mountainous region, Southern Pacific has completed its connection with the National Railways of Mexico at Orendain Junction, thus making possible through Pullman service on lines of the Southern Pacific from Portland to Guadalajara, a distance of 2,914 miles. The length of the Southern Pacific main line from Nogales to Guadalajara is 1,103 miles.

From the car window many a thrilling and inspiring view may be had in the Barrancas, passing Portezuelo, where formerly it was necessary to take pack mules in order to get through the canyons to La Quemada.

NOW you are in the great productive State of Jalisco, and, passing through Orendain Junction, in an hour's ride come to Guadalajara, whose population of 170,000 makes it the second city in point of size in the Republic of Mexico. This is a land of sunny, health-giving skies and green productive fields. The altitude is 5,052 feet.

Guadalajara, "Pearl of the Occident," is a city of magnificent homes, well swept streets and handsome old public buildings. In its cathedral, built in the 16th century, is Murillo's "Assumption of the Virgin," one of the finest examples of that great artist's work. Guadalajara has more than a score of fine old churches, mediaeval in architecture and of great historic and artistic interest. Guadalajara is noted for its beautiful women.

Nearby is Lake Chapala, 47 miles long and 10 miles wide, its waters floating strange crafts and its shores dotted with great fashionable homes and quaint Indian villages.

Half a dozen miles from Guadalajara is La Barranca de los Oblatos, a sheer canyon 2,000 feet in



INTERESTING GLIMPSES IN AND NEAR MEXICO'S CAPITAL



Bull fights offer the most exciting and colorful spectacle in Mexico. Here we have a banderillero teasing the bull into a fury before the matador begins.



In certain quarters of Mexico City there are endless numbers of quaint shops and bazaars which tempt alike the kodak fan and the searcher after curios and souvenirs.



This is the ancient Aztec stone calendar taken from the top of the Pyramid of the Sun.



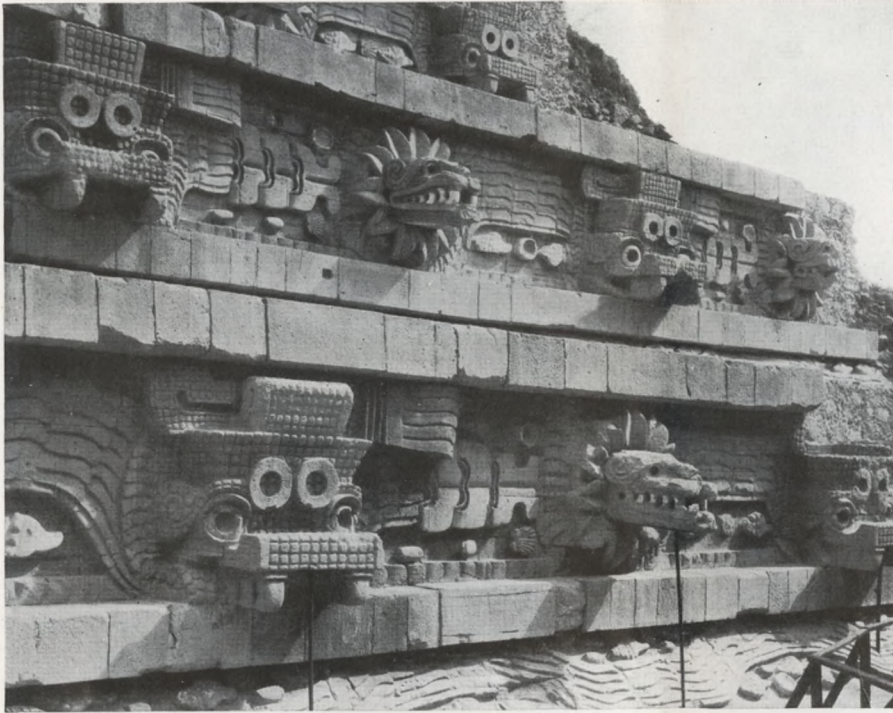
Well at Shrine of the Virgin of Guadalupe.



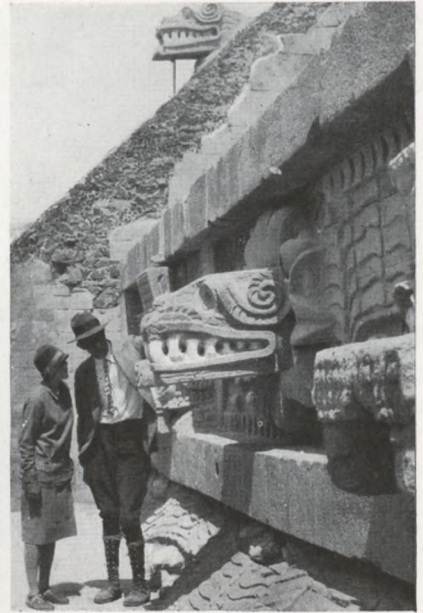
Statue of Mexican Independence.



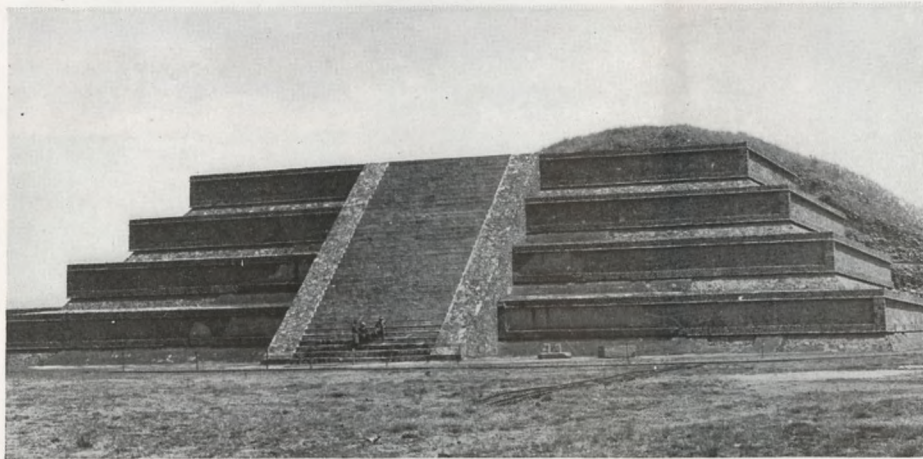
TREMENDOUS SPECTACLE OF PYRAMIDS FIRES IMAGINATION



Strange and grotesque are the figures left by prehistoric residents of the recently uncovered archeological city of Teotihuacan, which is an hour's ride from Mexico City.



Only part of the ruins of this ancient "Place of the Deities" has been unearthed.



Temple of Quetzalcoatl, God of Winds. It is at the back of this formation that the strange graven figures shown at the top of this page are to be seen.



Modern statue representing the prehistoric man of the Mexico Valley.



MEXICO CITY, ONE OF WORLD'S GREAT, DISTINCTIVE CITIES

depth, perhaps the greatest natural show place of Mexico. But a few miles away also is El Salto de Juanacatlan, the Niagara Falls of Mexico.

On the city's outskirts is the sleepy little village of San Pedro Tlaquepaque, where famous pottery and statuary are made by Indian artists.

At Guadalajara the Mexican government is building one of the finest fumigation plants in the world for the sterilization of fruits and vegetables moving northward through this gateway of commerce.

From Guadalajara it's but a night's ride to Mexico City.

MEXICO CITY is among the most distinctive and impressive of the world's great cities. The noble architecture of scores of its buildings reaches far back into history of many lands. Among the buildings of outstanding interest are Chapultepec Castle, the president's residence on the heights, where the Emperor Maximilian and Empress Carlotta once ruled in extravagant splendor, as did the Moctezumas, emperors of the Aztecs, before them; the National Museum; the great and beautiful cathedral and the government palace facing the impressive plaza; the Shrine of Guadalupe, holiest of Mexico's shrines and scene of a great feast on December 12.

The National Conservatory of Music, the National Picture Gallery, and the National University, where several hundred students from the United States annually attend the summer school, are among the places of interest.

The National Theatre, cost when completed to be 20,000,000 pesos, is the finest playhouse in the world. Its curtain of glass is internationally famous.

A great old hand-carved door or a patio with many encircling balconies may hold your interest for an indefinite time. Churches of great antiquity, public buildings with brilliant tiled domes or highly ornamented panels thrown against massive masonry command your attention.



This is the mighty Pyramid of the Sun at San Juan Teotihuacan. It is 216.5 feet high and covers an area of 9.8 acres. Broad stairways make it possible for the visitor to climb to the very top.

The Paseo de la Reforma, a broad boulevard sweeping from the business district toward Chapultepec Forest, is studded here and there with monuments to the heroes of Mexico, including Father Hidalgo, Benito Juarez, and the once glorious Aztec Emperor Cuauhtemoc, whom Cortez conquered.

On Sunday mornings and holidays the drive near Chapultepec Castle is a great parade of pomp and fashion. There society takes the air and exchanges greetings as the double line of motor cars slowly pass, and on the bridle path along the way one may see among the smartly accoutered riders, many in gorgeous old-time charro costumes—handsome, wide sombreros, short jackets, sashes, and tight-fitting trousers laced with silver. At Chapultepec in May there is the annual "Battle of Flowers" festival.

There is enough in Mexico City to exhaust the most tireless amusement seekers. Those with steady nerves will not overlook the bull fights, where, more than elsewhere, is seen the Mexican love for color, spectacular ceremony—and action.



YOU CAN NEVER FORGET THE TRIP TO MEXICO



Xochimilco's floating gardens afford a fascinating opportunity for exploration by gondola. Here are music, flowers, feasting, and dancing.

The picturesque "Thieves Market," the National Pawn Shop, and hundreds of bazaars and stores offer endless interest to those who like to "shop around" at quaint and unusual places for curios and relics.

NEAR the city is the Indian village of Xochimilco with its floating gardens where in a gondola you may ride for hours in the canals among the flowers. Vendors in canoes paddle beside your craft and sell blossoms and dainties, while dining pavilions with orchestras invite you to stop at points along the way.

An hour and a half drive over what was once the old Spanish colonial road, now an excellent highway, carries you to San Juan Teotichauca where you may view the tremendous spectacle of the pyramids, suggestive of those in Egypt.

Here you may inspect recently uncovered evidences of a great and ancient civilization; climb

the Pyramid of the Sun, if you are hardy, to the apex; and follow the "Path of the Dead" to the Pyramid of the Moon. Or at Cholula, near Puebla, 60 miles from Mexico City, you may see another great pyramid where human sacrifices were once made as part of vast and gorgeous religious ceremonials ages ago.

At Cuernavaca, 40 miles from the Capital, are gorgeous gardens and the palace where Cortez once lived.

In Mexico City, as at Guadalajara and Tepic, the climate is delightful all the year round. The altitude of 7,400 feet is a tonic and the balmy air is relaxing. It is easy to find one's way about.

There are important colonies of Europeans and Americans in the capital, 50,000 or 60,000 of the latter. The Americans have three clubs, including a University Club and golf and country club.

The Capital of the Republic is distinctively Mexican, yet it is a thoroughly cosmopolitan city. It is intellectual, sophisticated, standing high among the cities of the world as an artistic and musical center.

Of the country, F. Hopkinson Smith, artist, architect, and author, said: "It is a tropical Venice, a new Holy Land—the most marvelously picturesque country under the sun!"

And Philip Terry, author and world traveler: "It is a felicitous blend of Persia, India, Arabia, Spain, and the Holy Land, where life presents an aspect of tranquillity distinctly appealing to the hurried Northerner."

Mexico, as well as its capital, has a personality, so poignant, so colorful and beguiling that it sinks deep, deep into your consciousness.

You can never forget the trip to Mexico.



CUERNAVACA, WHERE CORTEZ ONCE LIVED, AND BEAUTIFUL PUEBLA



Cathedral at Puebla, one of the handsomest temples on the continent. An art treasury of great interest



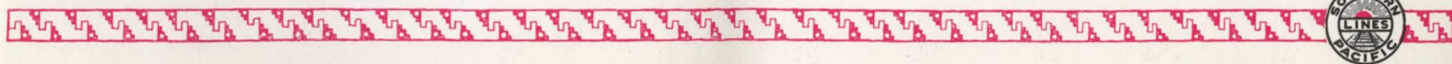
American tourist in front of the famous Borda Gardens, Cuernavaca, a world-famous beauty spot.



Looking down a street in Puebla, a beautiful and industrially important city of 100,000 population in Central Mexico.



In the courtyard of the house where Cortez once lived at Cuernavaca, near the capital of the Republic.



POPOCATEPETL DOMINATES THE VALLEY OF MEXICO



The mighty volcanic peak of Popocatepetl looms like a great white ghost above the Valley of Mexico. It dominates the whole region, its elevation of 17,794 feet above sea level giving it a height of more than 10,000 feet from the floor of the Valley of Mexico.



LET THE SOUTHERN PACIFIC AGENT HELP YOU

YOUR nearest Southern Pacific representative will help you obtain accurate information regarding industrial and recreational opportunities in districts served by Southern Pacific Lines. He will also give you full information as to passenger fares, Pullman reservations, time schedules, etc., and will attend to such details as tickets, hotel and Pullman reservations for you; or help you with freight shipment. If there is a Southern Pacific agent in your city, he will gladly call at your office or home and personally help you arrange your trip. Phone or write him.

ATLANTA, GA., 320 Healey Bldg. D. Asbury, *General Agent*
BALTIMORE, MD., 205-6-7-8 Union Trust Bldg. W. B. Johnson, *General Agent*
BIRMINGHAM, ALA., 405 Woodward Bldg. S. J. Brown, *General Agent*
BOSTON, MASS., 294 Washington St. E. S. Leavitt, *General Agent*
BUFFALO, N. Y., 204 Ellicott Square Bldg. G. H. Vogel, *General Agent*
CHICAGO, ILL., Southern Pacific Building, 33 West Jackson Blvd.
CHICAGO, ILL., Sou. Pac. Bldg., 33 West Jackson Blvd.
CINCINNATI, OHIO, 206 Dixie Terminal Bldg. Robt. McDowell, *General Agent*
CLEVELAND, OHIO, 1116 Hippodrome Bldg. E. G. Cook, *General Agent*
DENVER, COLO., 303 Boston Bldg., 17th and Champa Sts.
DETROIT, MICH., 203 Majestic Bldg. W. W. Hale, *General Agent*
EL CENTRO, CAL., Market St. bet. 3rd and 4th.
EL PASO, TEX., 1st Natl. Bank Bldg. V. F. Frizzell, *Dist. Freight and Pass. Agent*
EUGENE, ORE., 616 Willamette St. Richard Warren, *Dist. Freight and Pass. Agent—Pacific Lines*
FRESNO, CAL., corner H and Mariposa Sts. L. L. Graham, *Dist. Freight and Passenger Agent*
GENOA (4), ITALY, Via Roma 8a. W. T. Plummer, *District Passenger Agent*
GLENDALE, CAL., 106 North Brand Blvd. Brizzolesi, Kemsley & Millbourn, *General Agents*
HAMBURG, GERMANY, 18 Glockengiesserwall. H. E. Pierson, *District Passenger Agent*
HAVANA, CUBA, Room 307 Manzana de Gomez (Central Park) G. Ruhr, *General Agent*
INDIANAPOLIS, IND., 418 Merchants Bank Bldg. R. Menendez, *General Agent*
KANSAS CITY, MO., 113 Railway Exchange Bldg. Lyon Liston, *General Agent*
KLAMATH FALLS, ORE., 110 Eighth St. F. W. Sedgwick, *General Agent*
LIVERPOOL, ENGLAND, 21 Water Street. A. S. Rosenbaum, *General Agent*
LONDON, ENGLAND, 49 Leadenhall Street. J. J. Miller, *Dist. Freight and Pass. Agent*
LONG BEACH, CAL., 156 West Ocean Ave. General Agent for Great Britain
LOS ANGELES, CAL., Pacific Electric Bldg. L. Overman, *District Passenger Agent*
MEDFORD, ORE., 204 Medford Nat. Bnk. Bldg. H. P. Monahan, *District Passenger Agent*
MEMPHIS, TENN., 716 Exchange Bldg. A. S. Rosenbaum, *General Agent*
MERCED, CAL., corner 17th and N Sts. C. A. Bevis, *General Agent*
MEXICO CITY, MEX., Avenida Cinco de Mayo, No. 32. I. T. Sparks, *Dist. Freight and Passenger Agent*
MILAN, ITALY, Via Durini, 34, Brizzolesi, Kemsley & Millbourn, *General Agents*
MINNEAPOLIS, MINN., 1020 Metropolitan Life Bldg. F. V. Stark, *General Agent*
J. H. Desherow, *General Agent*

MONTERREY, MEX., Langstroth Bldg. Alfonso Marquez, *General Agent*
NEW YORK, N. Y., 531 5th Ave. (at 44th St.)
NEW YORK, N. Y., 165 Broadway Southern Pacific Uptown Ticket Office
OAKLAND, CAL., 13th and Broadway. H. H. Gray, *Gen. Agent, Passenger Department*
OCEAN PARK, CAL., Pier Avenue and Trolley Way L. F. Hudson, *District Passenger Agent*
OGDEN, UTAH, 525 David Eccles Bldg. A. J. Rehwood, *District Passenger Agent*
OKLAHOMA CITY, OKLA., 909 Colcord Bldg. F. G. Ruthrauff, *Dist. Freight and Passenger Agent*
PARIS, FRANCE, 3 Rue Tronchet. J. A. Eads, *General Agent*
PASADENA, CAL., 198 East Colorado St. H. Desmidt, *General Agent*
PHILADELPHIA, PA., 706 Packard Bldg. G. W. Wetherby, *District Passenger Agent*
PHOENIX, ARIZ., 107 North Central Ave. F. T. Brooks, *General Agent*
PITTSBURGH, PA., 1311 Park Bldg. R. P. Kyle, *Dist. Freight and Passenger Agent*
PORTLAND, ORE., 4th Street at Stark. H. F. Starke, *General Agent*
RENO, NEV., Commercial Row and Lake St. J. A. Hopgood, *City Ticket Agent*
RIVERSIDE, CAL., 750 Market St. J. H. McClure, *Dist. Freight and Passenger Agent*
ROME, ITALY, Piazza de Spagna, 28. J. R. Downs, *Dist. Freight and Passenger Agent*
SACRAMENTO, CAL., Passenger Station. Brizzolesi, Kemsley & Millbourn, *General Agents*
SALEM, ORE., 184 North Liberty St. D. R. Owen, *District Passenger Agent*
SALT LAKE CITY, UTAH, 41 South Main St. A. A. Mickel, *Dist. Freight and Passenger Agent*
SAN DIEGO, CAL., 677 Spreckels Bldg. Press Bancroft, *General Agent*
SAN FRANCISCO, CAL., 742 Market St. A. D. Hagaman, *Dist. Freight and Passenger Agent*
SAN JOSE, CAL., Second and San Fernando Sts. C. J. Sundberg, *District Passenger Agent*
SANTA ANA, CAL., 223 West Fourth St. Geo. B. Hanson, *District Passenger Agent*
SANTA BARBARA, CAL., 937 State St. L. B. Valla, *Dist. Freight and Pass. Agt.*
SANTA ROSA, CAL., 210 Rosenberg, Bldg. G. C. Drake, *District Passenger Agent*
SEATTLE, WASH., 314 Union St. R. B. Houston, *Dist. Freight and Passenger Agent*
ST. LOUIS, MO., 204 Carleton Bldg., 6th and Olive Sts. B. C. Taylor, *General Agent*
STOCKTON, CAL., Main and San Joaquin Sts. L. B. Banks, *General Agent*
TURIN, ITALY, Via La Grange, 23. S. C. Beane, *Dist. Freight and Passenger Agent*
VANCOUVER, B. C., 585 Granville St. Brizzolesi, Kemsley & Millbourn, *General Agents*
WASHINGTON, D. C., 400 Southern Bldg. E. J. Hendry, *Canadian General Agent*
WASHINGTON, D. C., 1510 H St. (N. W.) A. J. Poston, *General Agent*
G. V. McART, *Agent, Washington Sunset Route*

Handwritten signature: L. Hoff

H. LAWTON, *Traffic Manager Mexican Lines, Guadalajara, Mex.*
L. G. HOFF, *General Freight and Passenger Agent, Mexican Lines, Guadalajara, Mex.*
JOHN M. SCOTT, *Asst. Passenger Traffic Manager, Portland, Ore.*
C. L. McFAUL, *Asst. Passenger Traffic Manager, Los Angeles, Cal.*
J. D. MASON, *General Passenger Agent, El Paso, Tex.*
E. J. FENCHURCH, *Gen. Freight and Passenger Agt., Tucson, Ariz.*
F. S. MCGINNIS, *Passenger Traffic Manager, San Francisco, Cal.*

E. W. CLAPP, *Traffic Manager, Chicago, Ill.*

C. S. FAY, *Traffic Manager Louisiana Lines, New Orleans, La.*
J. T. MONROE, *General Passenger Agent, New Orleans, La.*
C. K. DUNLAP, *Traffic Manager Texas Lines, Houston, Tex.*
W. C. McCORMICK, *General Passenger Agent, Houston, Tex.*
WM. SIMMONS, *Traffic Manager, Sou. Pac. Steamship Lines (Morgan Line) New York, N. Y.*

COPYRIGHT, 1927, Southern Pacific Lines.

Printed in U. S. A.

A-330 (7-15-27—25M)



West Coast of
Mexico
Route

West Coast of
Mexico
Route



Southern Pacific

Southern Pacific