

NOTED writers have said that our West Coast Route to Mexico City is the most colorful and dramatic of any route. Surely the West Coast of Mexico is a most interesting territory, old in civilization, yet comparatively new to modern travel. Go down the West Coast by rail when you visit in a foreign country. See Guaymas, Mazatlán, Guadalajara, each city different, each with its own particular atmosphere. In America, when a train stops, nothing much happens, but on our WEST COAST, the journey itself is an adventure. Every stop is a new town, a new scene, a new experience. Between Mazatlán and Mexico City just over-night's journey, with the West Coast train, you will see the most interesting sights of the West Coast of Mexico. The trip through Mexico takes three weeks, including eight days in Mexico City (longer if you wish, as the car operates weekly). The car is completely air-conditioned. It contains Pullman berths, spacious lounge, kitchen, and is accompanied by a Pullman conductor speaking English and Spanish. This car is your hotel everywhere but in Mexico City. Rates to Mexico are low. Coasts in Mexico are reasonable and the wonderful rate of exchange makes a trip still easier on the pocket book. If you like you may go to Mexico City one way via the West Coast Route and one way through El Paso via the National Mail.

For further information write or call on any Southern Pacific representative or write F. S. McGinnis, Vice-President, Southern Pacific, San Francisco; O. P. Bartlett, Passenger Traffic Manager, Chicago, or J. T. Monroe, Passenger Traffic Manager, Houston, Texas.



Southern Pacific

OLD MEXICO A NEW WAY TO HERE IS

THE WEST COAST OF MEXICO ROUTE

TUCSON
•
NOGALES
•
HERMOSILLO
•
GUAYMAS
•
NAVOJOA
•
SAN BLAS
•
CULIACAN
•
MAZATLAN
•
TEPIC
•
GUADALAJARA
•
MEXICO CITY



• Above: Languorous Mazatlán, facing the rolling Pacific, is where "South Sea" movies are made.
• Below: Tepic, charming historic city, built on plateau surrounded by high, volcanic mountains.



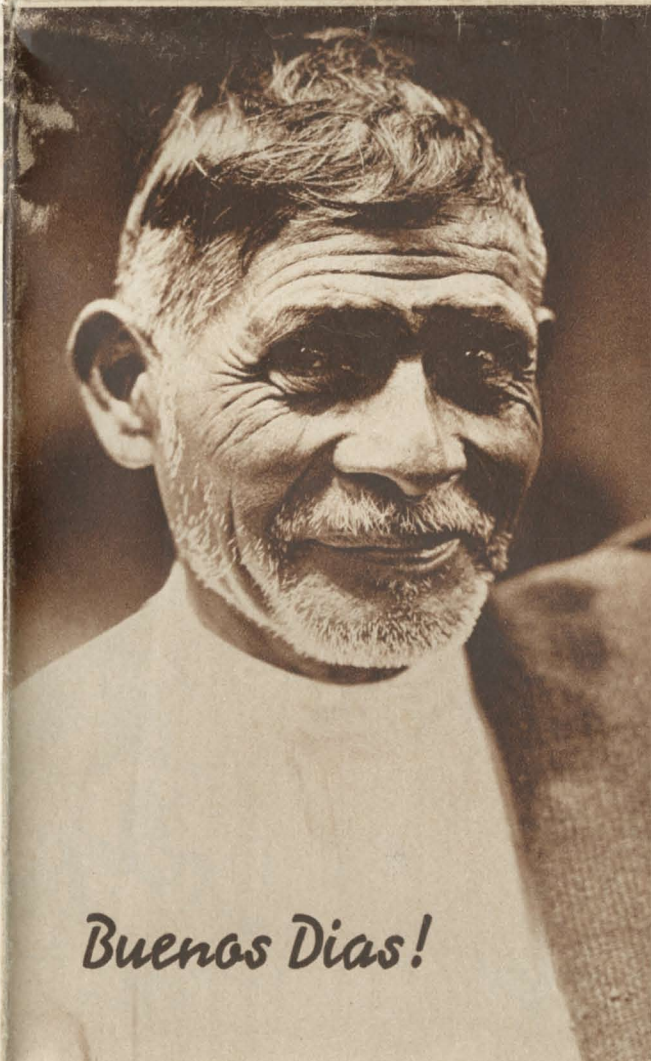
• You'll enjoy the mariachi—wandering musicians. They play with spirit and play because they enjoy.



• Above: Hermosillo, capital of Sonora. Here are rose gardens, orange groves, quaint Cathedral.
• Below: Guadalajara, second city of Mexico, famous for pottery, glassware and perfect climate.



• Above: The native markets on the West Coast are a constant source of interest. A basket and hat vendor with his wares.

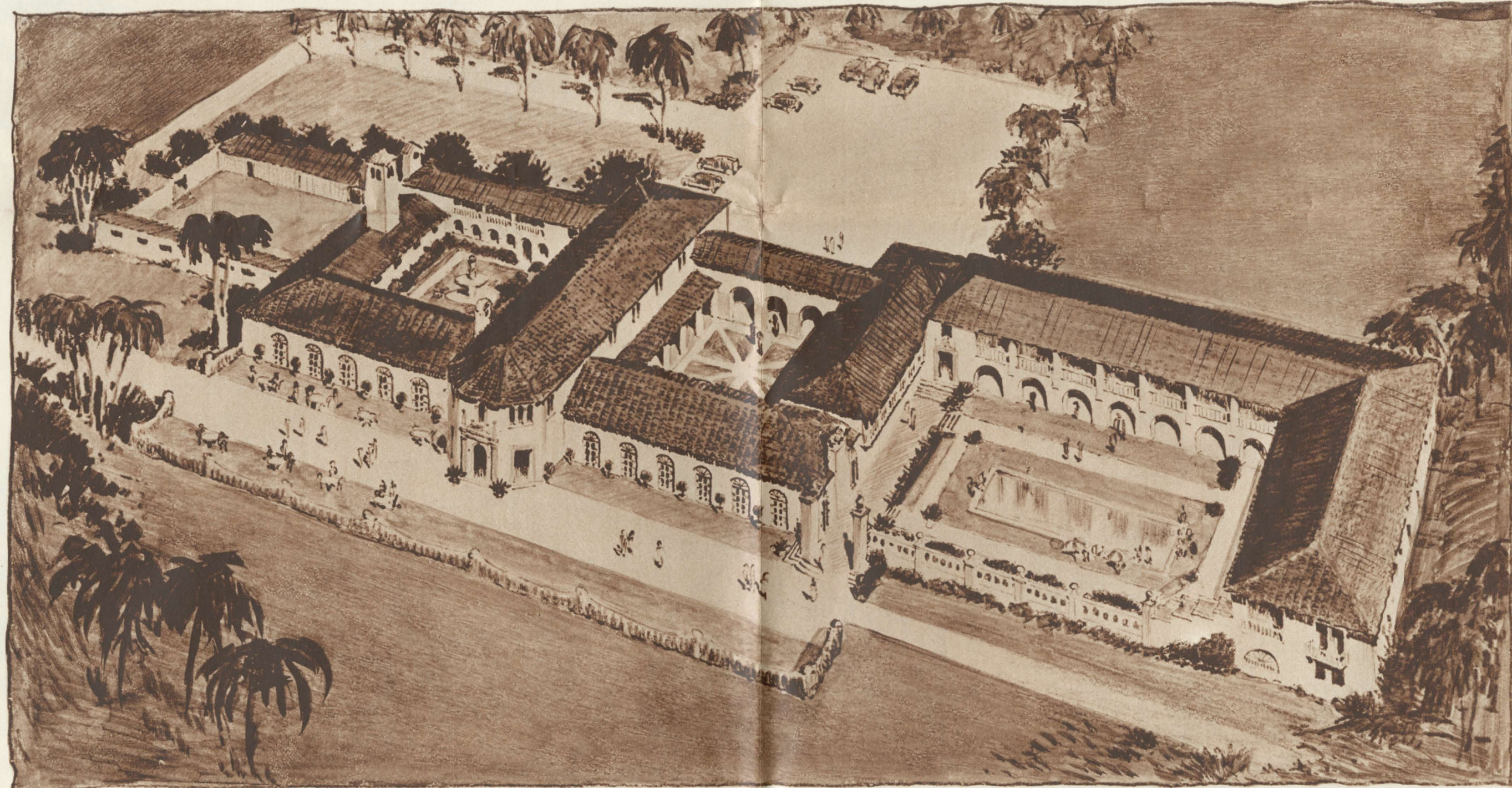


Buenos Dias!



Of principal interest in Mexico is the native life. Here we see a pulque gatherer on his busy work of the Gulf of California.

Announcing the new hotel PLAYA DE CORTÉS at Guaymas



STARTING in the late fall of 1935, the West Coast Route will have an added attraction—a beautifully appointed resort hotel, Playa de Cortés, on the beach at Guaymas, world-famous deep sea fishing center. It will be unique in that it will have many of the characteristics of a desert resort, yet a desert resort located near the rolling surf. Here is a place to hunt, fish or ride, or just relax in utter peace and let cares and worries fly away. The hotel is ideally situated on the curving shore of Bocochibampo Bay, about three miles north of Guaymas, sufficiently close to the city to be easily accessible to its shops, and at the same time remote enough to give complete seclusion. The hotel building stands but a stone's-throw from the bay and has been so designed that a beautiful marine view will be afforded from every guest room in the building. As the visitor retires at night he is lulled to deep and dreamless slumber by the drowsy murmur of the surf upon the shore; and in the morning his first glance out of the window reveals the sunshine sparkling upon the waves of the bay. Four private cottages will supplement the hotel proper. The Bay of Guaymas is one of the most beautiful

harbors in the world, but it is not the bustling, rushing harbor of modern commerce. Life moves at a leisurely pace here. The half dozen or so vessels that usually dot its waters but add a picturesque touch to the scene. Bare mountains, fifteen hundred feet high, surround and look down upon the bay and, in the morning when the harbor water is smooth, their reflections are mirror-like in their perfection. Day after day, there is the blue of the clear sky, but at dawn when there are a few fleecy clouds, the eastern sky flames with yellow and scarlet, and at sunset brilliant carmines, spectral greens and burning golds run riot on the gulf horizon. From the mountain tops on clear evenings one can look across to Lower California, ninety miles away, and the contrast of blue gulf and flaming sky is awe-inspiring. Guaymas, buttressed in the rear by towering cliffs, and sloping gently to the water's edge of its landlocked bay, is a typical Mexican city. Here are the adobe homes of which we read, their somber walls touching the sidewalk and concealing the patio which is the center of the family life and in which teems a social activity undreamed of by the casual passerby. Here are the iron-grilled win-

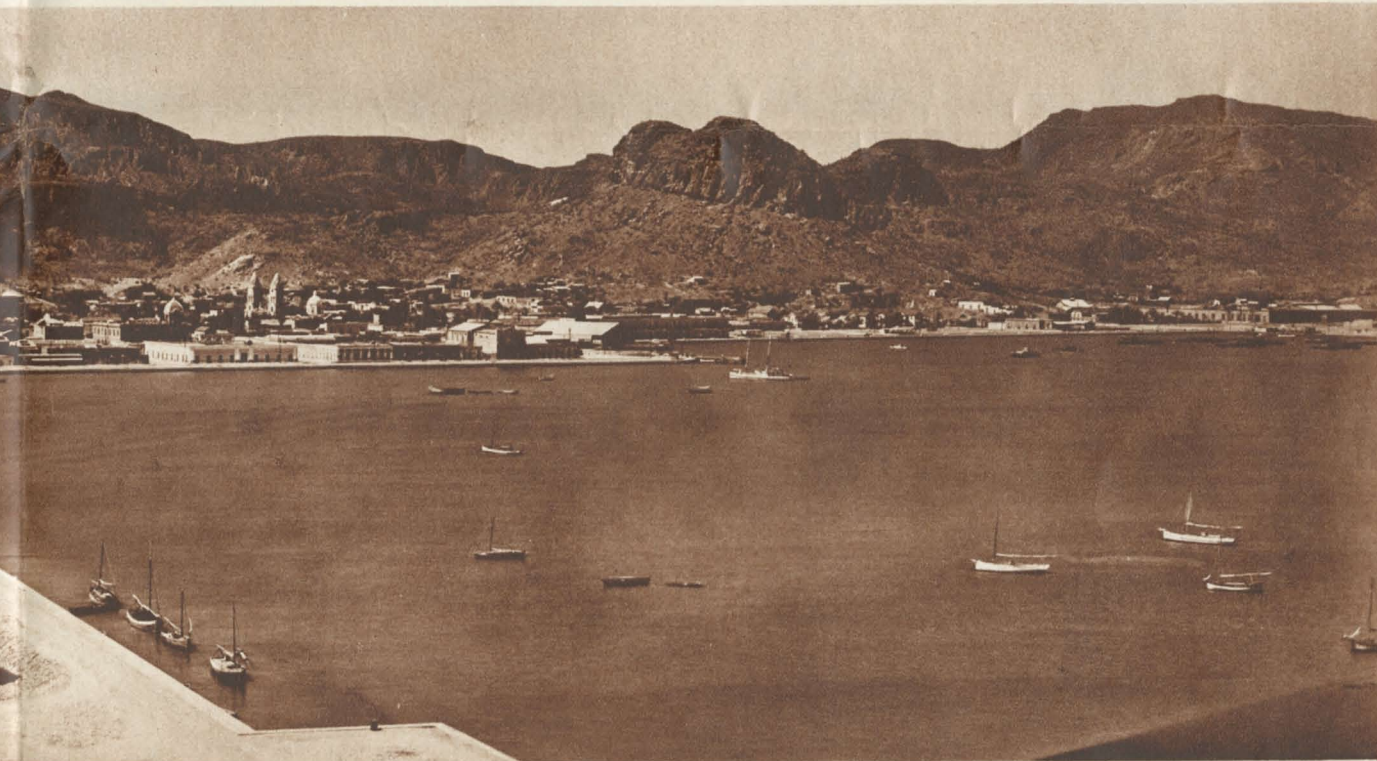
dows from which the black eyes of beautiful señoritas peer coyly out as lovelorn swains "play the bear" for their favor. In brief, here is the romantic atmosphere of old Mexico of which we have all read and longed to visit. The city occupies a striking position, and with its fine palms, flowers and Spanish-Moorish houses it is unusually attractive. The landlocked bay is dotted with coves and islands that are unparalleled as fishing grounds. In the summer there is an abundance of tuna, sailfish and marlin swordfish within five to seven miles of Playa de Cortés. In the winter the waters of the bay teem with fine fish, including the totoaba or sea bass, cabrilla, boca dulce, yellowtail, bonita, etc. Arrangements may be made at the hotel for launches for fishing or other trips, and necessary fishing tackle may be secured when desired. For those not interested in the fishing, arrangements may be made for horseback riding and camping trips to the mountains and nearby ranches. Experienced guides will also be available through the hotel for either hunting or fishing trips. The Gulf of California, in which the Bay of Guaymas is located, is the hunting grounds of the big-game hunters of the deep. Here are some of

the biggest and most wily denizens of the deep: a place visited with keen anticipation, thrilling realization and affectionate recollection by deep-sea fishermen famous the world around. Here on their holidays come the stars of Hollywood, famous writers and artists. The hotel will be known as the hotel Playa de Cortés, or, in English, the Cortés Beach Hotel. The name is derived from the fact that in Spanish colonial times the Gulf of California was known as "Mar de Cortés," or in English, the Sea of Cortés. Here, in ideal surroundings, one may live in modern luxury, while at his very threshold, awaiting his exploration, lies a city of the old world, laden with the mystery, the glamour and romance the unknown holds for all. Here one may indulge in active sports or, casting aside all other thoughts, utterly relax and rest while at his feet the restless waves reveal to the shining sands in sibilant whispers, their ageless secrets. Playa de Cortés will be open the year 'round. The rates, which will be on the American plan, will range from \$6.00 to \$10.00 U. S. currency, per day, depending upon the class of accommodations. Proportionately lower rates will be granted to guests remaining for extended periods.

• Guaymas and its harbor. The Southern Pacific hotel, Playa de Cortés, is located 3 miles from the town, and on the beach of the Bay of Bocochibampo.



• Guaymas is strikingly situated on the Gulf of Lower California, famous for its fine fishing. Here is a place to rest and relax in comfort, enjoying the charm of a friendly, foreign land.



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