

How to see
TWICE AS MUCH
 on your trip to California
 and the **SAN FRANCISCO**
WORLD'S FAIR

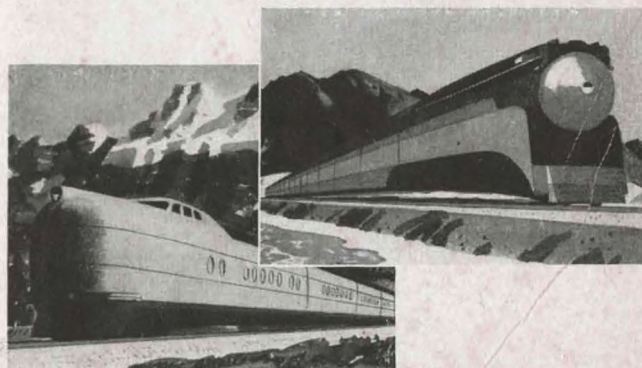
It's as simple as A, B, C



A Southern Pacific has *Four Scenic Routes* to California, not just *one*, like most railroads. Read the description of these routes in this booklet.



B After reading about these routes and looking at the pictures, pick the two routes that interest you most.



C Go to California on *one* of these routes and return on the *other*. **RESULT:** You see an entirely different part of the United States each way. You see *twice* as much of the West as you would by going and returning on the same route. And from most eastern and mid-western places, such a "go one way, return another" Southern Pacific ticket costs you not 1c more rail fare than you would pay to go straight there and back on the same route! You can, if you wish, see the *whole Pacific Coast*, from Los Angeles to Seattle!

FOR EXAMPLE: Go straight to San Francisco on our *Overland Route*, the shortest, fastest way from the East and Middle West. See the \$50,000,000 Golden Gate International Exposition on San Francisco Bay, most beautiful world's fair in all history. Then return on our romantic *Sunset Route* through Los Angeles, Southern Arizona, Texas, the Old South and New Orleans; or return on our spectacular *Shasta Route* through the evergreen Pacific Northwest, or on our famous *Golden State Route* via Los Angeles, the Mexican Border country and the Middle West.

It's as simple as A, B, C—go to California on *one* Southern Pacific route, return on *another* Southern Pacific route and see *twice* as much of the West.



SEE THE WHOLE PACIFIC COAST



The little map above shows how Southern Pacific's Four Scenic Routes meet at San Francisco. By going to the Golden Gate International Exposition on one of these routes and returning on another, you see *twice as much* of California and the West as you would by going and returning on the same route.

Here, on this illustrated map and in the pictures on the following pages, is the whole Pacific Coast. Here are the bright vacation spots of Southern California. Northward along Southern Pacific's Coast Line (where the new streamlined *Daylight* speeds for more than a hundred miles along the seashore) are lovely Santa Barbara and Del Monte.

Or up the very center of California stretches another band of steel to San Francisco: the San Joaquin Valley Line, leading to the vaulting cliffs of Yosemite National Park and to the Big Trees of Sequoia and General Grant National Parks.

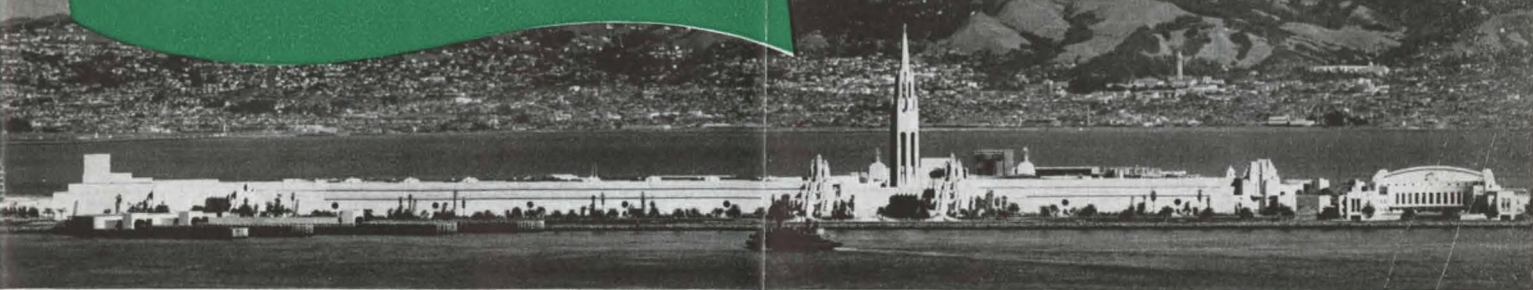
Further up the Pacific Coast, Southern Pacific's Shasta Route trains take you through the Evergreen Playground of Oregon and Washington.

Remember, *only* Southern Pacific offers you a choice of Four Scenic Routes to California. *Only* Southern Pacific can show you the whole Pacific Coast.

Southern Pacific

TREASURE ISLAND

Golden Gate International Exposition
on San Francisco Bay
FEBRUARY 18 to DECEMBER 2, 1939



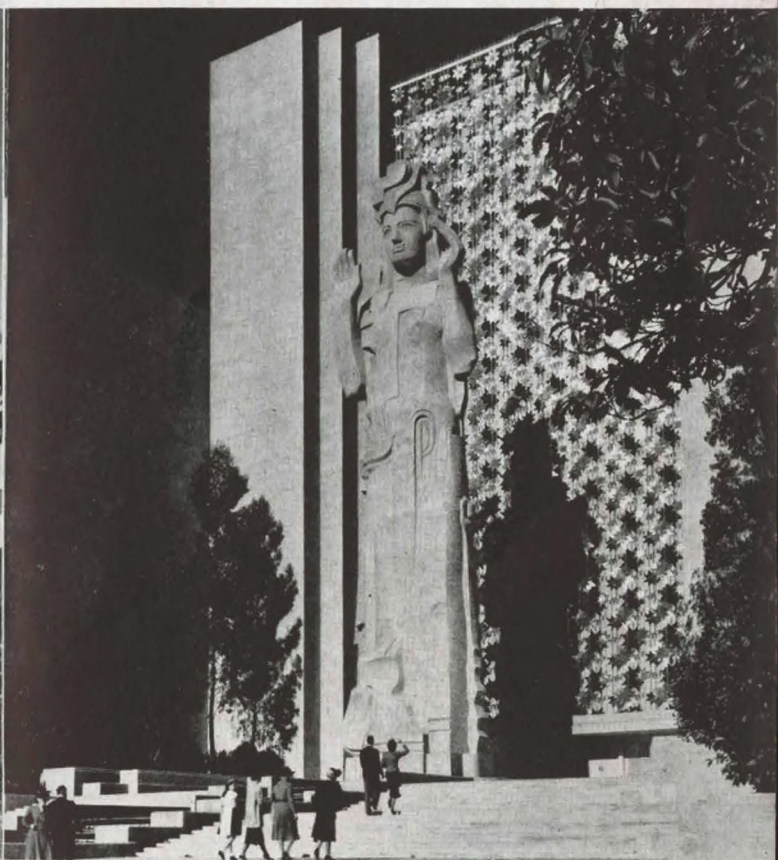
MOST BEAUTIFUL

World's Fair in history is the \$50,000,000 Golden Gate International Exposition on Treasure Island in the middle of San Francisco Bay. Here are dramatized the beauty, arts and culture of the Orient, South America, Hawaii and dozens of other exotic lands.



PORTALS

of the Pacific are these massive "Elephant Towers" on the west side of Treasure Island, entrance to the magnificent inner courts.



PACIFICA

This great statue, second in size only to the Statue of Liberty, is backed by a "chime curtain" that tinkles in every breeze.



NIGHT FALLS and the magic of indirect light transforms Treasure Island into an enchanted "Never-never" land, afloat on the Bay.

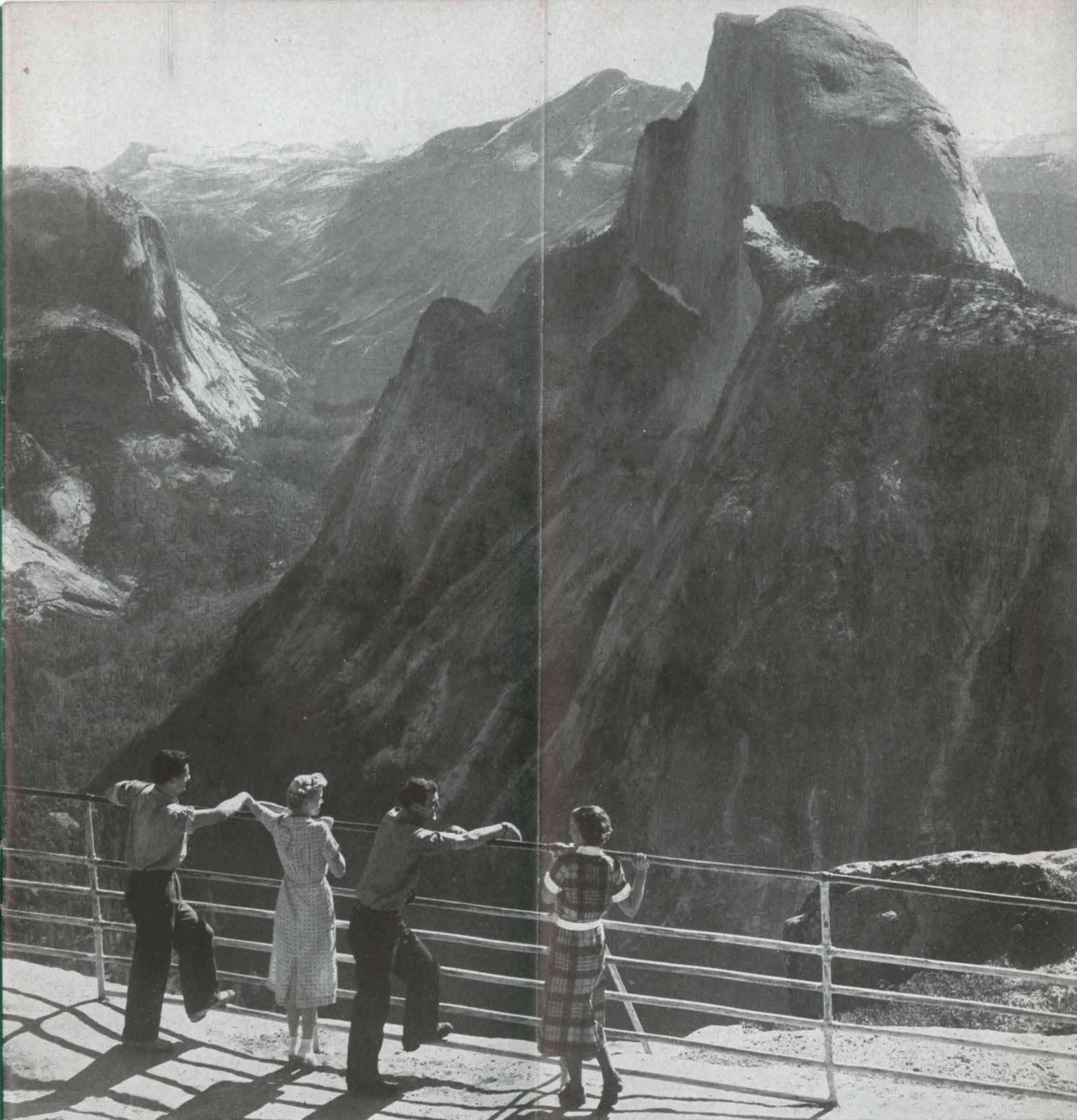


CABLE CARS climb San Francisco's hilly streets, revealing enchanting vistas of the Bay, the mammoth bridges and Treasure Island.



WORLD'S LARGEST

From the Golden Gate International Exposition on Treasure Island, you enjoy breath-taking views of the great San Francisco-Oakland Bay Bridge and the Golden Gate Bridge. This picture shows how Treasure Island joins Yerba Buena Island and the Bay Bridge.



YOSEMITE NATIONAL PARK

From Glacier Point, 3,000 feet above the floor of Yosemite Valley, you get a thrilling aerial view of High Sierra peaks and big, shiny granite Half Dome. Glacier Point is easily reached by trail and auto road from the Valley floor.



REDWOODS

These forest giants (SEQUOIA SEMPERVIRENS) grow in stately groves near Santa Cruz, south of San Francisco.



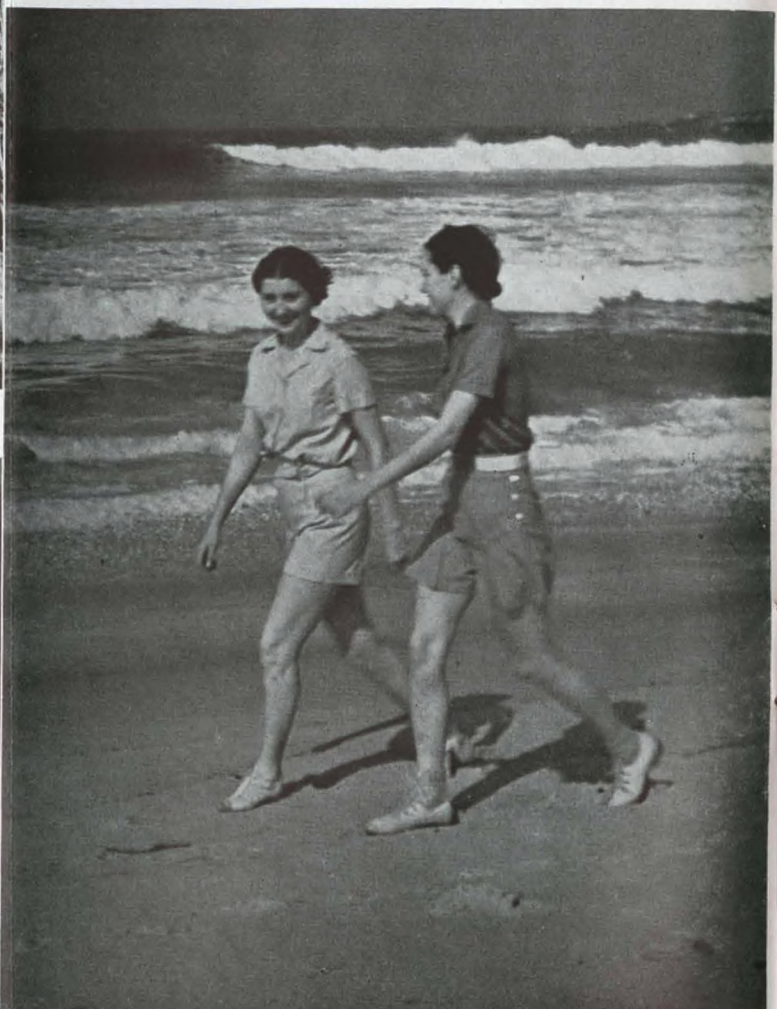
MISSIONS

Southern Pacific rails pass close to most of the 21 California Missions. This is Mission Santa Barbara, founded in 1786.



MONTEREY PENINSULA

is an enchanted playground region on Monterey Bay, south of San Francisco.



DEL MONTE

is one of the world's great resorts. Here two guests enjoy a stroll along the beach near the famous 17-Mile Drive.



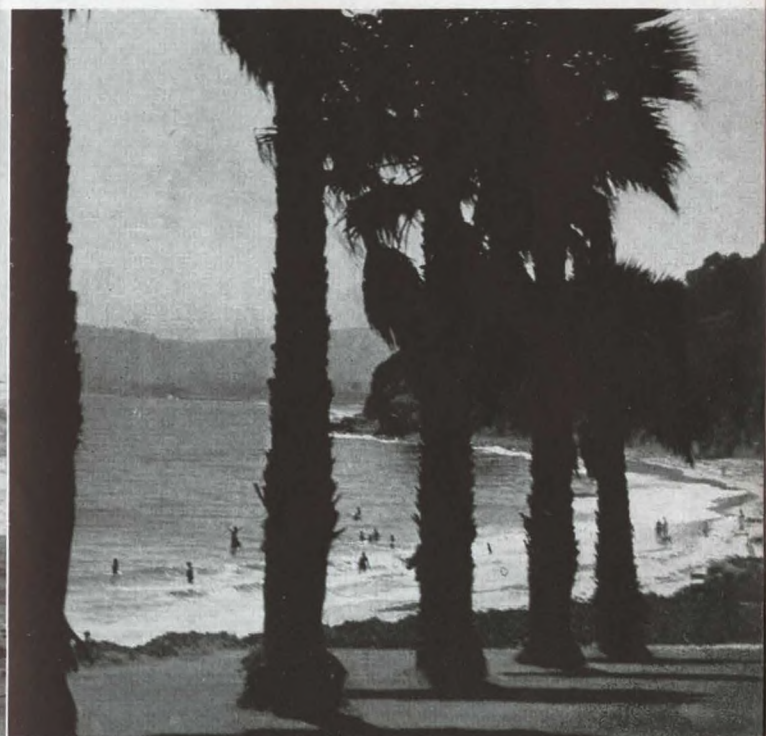
LAKE TAHOE *This great blue sea in the High Sierra is a popular side trip with tourists riding on OVERLAND ROUTE trains.*



BIG TREES *of Yosemite, General Grant and Sequoia National Parks in California are the world's oldest, largest living things.*



DAYLIGHT *The beautiful streamlined Daylight shows you 113 miles of blue Pacific Ocean between Los Angeles and San Francisco.*



SANTA BARBARA *is a beautiful city of Spanish architecture, overlooking the Pacific Ocean's palm-fringed shore.*



LOS ANGELES

Southern California's metropolis is famous for its matchless climate and fine boulevards, like Wilshire (above).



BEACHES

are the biggest attraction at Long Beach, Venice, Santa Monica, Catalina, and many other places near Los Angeles.



HOLLYWOOD

has become the center of the radio industry as well as moving pictures. Here is an exciting movie premiere.



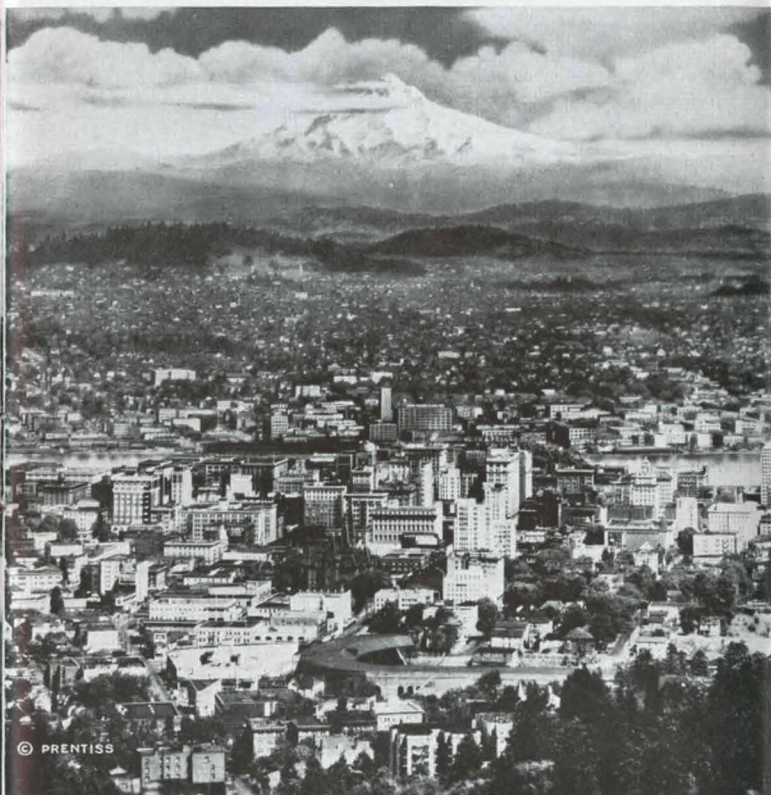
PALM SPRINGS

To this sunny Southern California desert winter resort only Southern Pacific provides main line service.



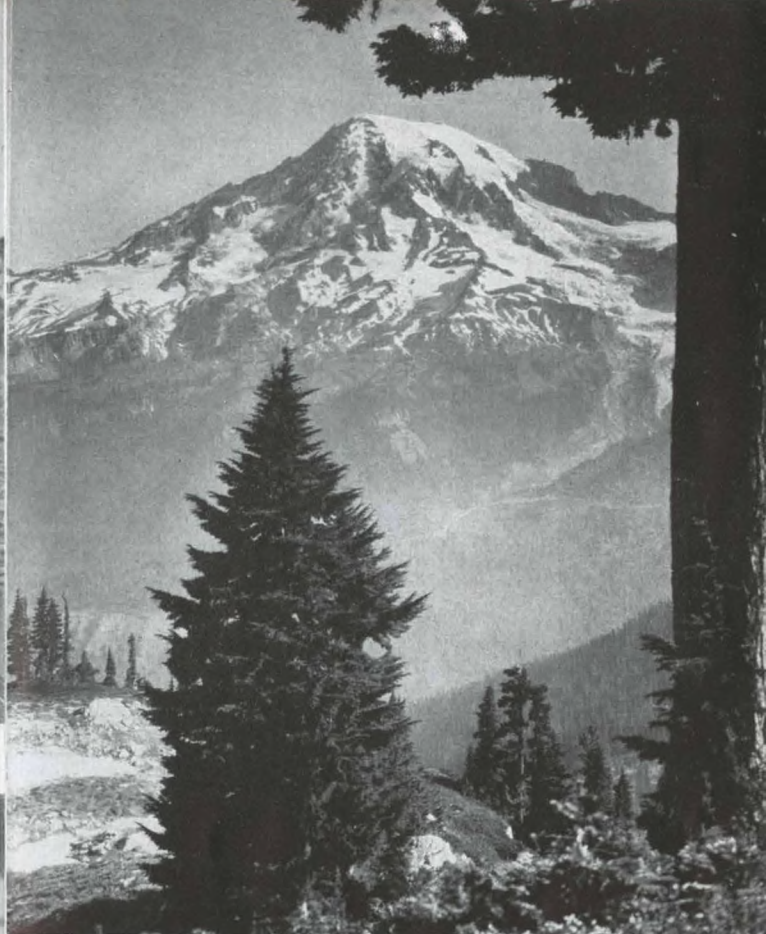
CRATER LAKE

Its waters are so blue you won't believe it until you see it yourself. Power boats make tours around the lake.



PORTLAND

has, for a backdrop, the lovely snow-capped peak of Mt. Hood. It is only sixty miles away by excellent highway.



MT. RAINIER

National Park near Seattle and Tacoma is a "must see" for eastern visitors to the evergreen Pacific Northwest.



COLUMBIA RIVER

Highway (from Portland) shows you leaping waterfalls and breath-taking vistas like this.



This map shows the routes of Southern Pacific's through trains. Northern United States lines make direct connections at Seattle and Portland with Shasta Route trains to California. Also eastern lines connect with Southern Pacific trains at Chicago and New Orleans. In addition we operate through Pullmans to California from many points, such as Salt Lake City, Denver, Dallas, Fort Worth, St. Louis, Little Rock, Oklahoma City, Seattle, Tacoma.

And Now . . . Your Trip

Above are shown the Four Scenic Routes of Southern Pacific. In planning your trip to California, remember that each route is a possible way to go and each is a possible way to return. Hence there are sixteen different ways to vary your journey. Remember also that a Southern Pacific "go one way, return another" roundtrip ticket, *showing you twice as much of the West*, costs no more (from most eastern and midwestern points) than an ordinary back-and-forth roundtrip ticket.

Presenting the Four Routes

On your way to California, choose the kind of scenery you personally would like to see. The romantic Old South is served by our *Sunset Route* from New Orleans to Los Angeles, San Diego and San Francisco. The Evergreen Northwest by our *Shasta Route*, connecting with other cross-country lines at Seattle and Portland, and cutting south to San Francisco. The vivid mesas and deserts of the Southwest by our *Golden State Route* from Chicago to Los Angeles and Santa Barbara. And finally the peaks of the High Sierra by our *Overland Route*—the shortest, most direct line from Chicago to San Francisco.

Forget the Weather

"Weather" is a forgotten word on our through trains. It's always perfect. Travel in any part of the country in any season of the year—the north in winter, the south in summer—and you'll find the temperature in the coaches, diners, Pullmans, tourist sleeping cars, chair cars—in *every car*—just exactly right. There is no dust, no dirt. Every Southern Pacific trans-continental train is completely air-conditioned.

And a Note About Mexico

Mexico—its bright, giddy colors, its friendly people, its market places and lovely cathedrals—is well worth a trip in itself. But if your time is short, a special sidetrip arrangement allows you to visit Mexico on your way to California. At El Paso on our Golden State and Sunset Routes, air-conditioned trains speed you to Mexico City. You return in air-conditioned comfort over our spectacular West Coast of Mexico Route to Tucson, continuing to California from there. (See page 25.)

The following pages are devoted to a complete description of our Four Scenic Routes to California, our West Coast of Mexico Route and the accommodations of Southern Pacific trains.



SUNSET ROUTE

From New York and New Orleans to Houston, San Antonio,
El Paso, Tucson, Phoenix, San Diego, Los Angeles and San Francisco

FLASHING across the Old South and Southwest to connect New Orleans and San Francisco, the Sunset Route is admittedly one of the world's most scenic trips. Sunset Route trains slip through the rich Teche country of Louisiana—moss-heavy oaks and still bayous—and into the rolling plains of Texas. Along the furrowed banks of the Rio Grande they go, into the red mesas and crooked cactus of Arizona, up through the fashionable desert resort region of Southern California to Los Angeles and San Francisco.

Fast trains from the East and Midwest connect with Sunset Route trains in New Orleans. Or, if you live in New England or in the vicinity of New York, you may board Southern Pacific's famed liner, *S. S. Dixie*, for the sunny four-day cruise (summer schedule) down the Atlantic Coast and around the tip of Florida to New Orleans. The ticket cost on the *Dixie* from New York to New Orleans is slightly more than by rail, but stateroom accommodations and meals are included.

Sunset Route trains, to put it briefly, are *luxury on wheels*. The *Sunset Limited*, ace train over this route, is arranged for complete living while traveling. Another fine train is the *Argonaut*. Both trains are completely air-conditioned. No extra fare.

Let us suppose, then, that you've sailed down the coast on the *Dixie* or have boarded one of the many fine trains from the East and have stepped into . . . New Orleans. Well, to begin, let us warn you: no matter how much time you have to see the "Crescent City" it simply won't be enough. So just take your time (as the whole South does) and try to:

See the French Quarter. Here, in the *Vieux Carre de la Ville* drift about on foot, browse through the antique shops on Royal Street, visit the Spanish *Cabildo*, the St. Louis Cathedral, the Old Absinthe House, admire the railings on the Pontalba Buildings, eat in an ancient open-air courtyard (what food!)—and all this is just the beginning of a tour through the old French Quarter.

And the New City. Drive along Canal Street, widest you've ever seen, and look over the modern shops and the modern hotels. Then tour St. Charles Avenue to Audubon Park, double back through the historic cemeteries, and out to glistening Lake Pontchartrain. Come back to follow the river front and to watch river boats and ferries being loaded.

And the Night Life. The *Mardi Gras*, at least the spirit of it, doesn't end with Lent. This you'll discover in a gay tour of



NEW ORLEANS

is the romantic beginning of our SUNSET ROUTE. Here is a corner of the historic French Quarter.

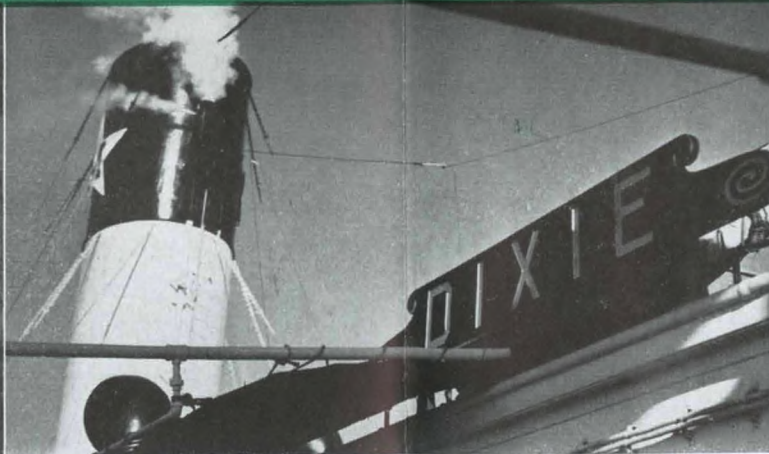


MISSISSIPPI

River boats are disappearing fast, but you can still occasionally see steamboats like this in New Orleans Harbor.



Some DIXIE passengers gather around for cooling refreshments.

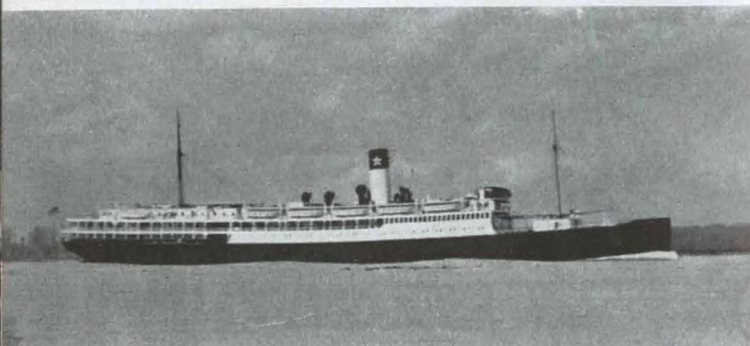


S. S. DIXIE

This gallant Southern Pacific steamer offers you a delightful five-day ocean voyage between New York and New Orleans.



"Horse-racing" is a popular DIXIE sport. We hope you pick the winner!



With New York behind, the DIXIE rounds the tip of Florida and glides up the colorful Mississippi River (shown here) to dock in gay New Orleans.



Here's where you can be as lazy (or as active) as you like—a sunny corner of the DIXIE's inviting broad boat deck near the popular swimming pool.



The days at sea pass too quickly on board the DIXIE. In addition to this popular swimming pool, there is a comfortable lounge and large games room.

cabarets and theaters. You'll find music of every kind and dancing of every kind. You may have refreshment to your liking. And then come, in the early morning, to the old French Market, for coffee and doughnuts.

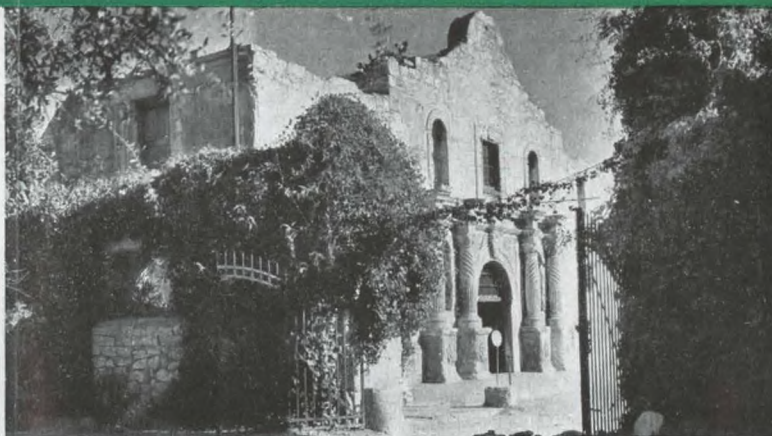
All Aboard

Sooner or later, though, you must leave New Orleans. So climb aboard our Sunset Route train and you're headed west. Out of the city, over the New Orleans Public Belt Railroad Bridge across the Mississippi, and into the lush bayou land of Louisiana. Like immense mirrors these bayous twinkle past, lined with giant oaks that drip spidery Spanish moss. Underbrush is thick. Cattle are fat. Small negro children wave from the doorways of tiny huts. Over the Texas border you go, whistling through rich grassland and groves of oak, to Beaumont, the oil city, and then Houston—bustling, prosperous, shiny metropolis at the head of the great Houston Ship Channel. Fifty miles to the south is Galveston, rimmed by the warm waters of the Gulf, an ideal resort city.

Across Texas

Picking up speed again, you're soon in San Antonio, another rich Texas community, built by oil and agriculture, proud of her Alamo, and of her venerable Missions that tell the story of Texas history.

After San Antonio comes the Southwest, the beginning of it, the low rounded hills and plains that stretch out as far as the eye can see, sprinkled with ranches and white-faced cattle. Then the carved shores of the Rio Grande (Mexico across the way), winding past sudden bluffs, clumps of mesquite . . . cactus begins to show itself . . . and then, suddenly, El Paso. At El Paso, you'll want to stop over to see Juarez, Mexico, just across the river or take the one-day sidetrip to Carlsbad Caverns. (See page 19.) Here, the Golden State Route joins the Sunset Route on its way to California. Here, too, the Sunshine



SAN ANTONIO

is proud of its historic Alamo, one of the few remaining monuments to Texas' struggle for independence.



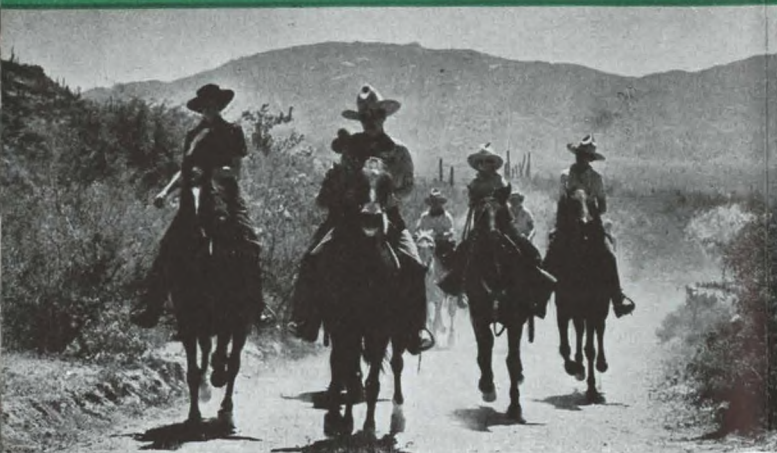
SAN XAVIER

Mission near Tucson in Southern Arizona was one of the first missions founded by the Spaniards in the Americas.



CACTUS FORESTS

like this border Southern Pacific's main line through Southern Arizona. This photograph was taken between Phoenix and Tucson, where SUNSET and GOLDEN STATE ROUTE trains pass a dozen miles of these grotesque plants. The tall ones (above) are saguaro cacti.



GUEST RANCHES

and resort hotels of Southern Arizona are favorite winter playgrounds served by S. P. main line trains.



INDIANS

squat on the station platform at Yuma and offer their picturesque baskets, beads and native jewelry to Southern Pacific passengers.



SAN DIEGO

California's southernmost city has a superb year 'round climate. Here are Coronado, La Jolla and California's First Mission.

Special Route joins the Sunset Route. (Through cars from St. Louis via Dallas and Fort Worth to Los Angeles.)

Land of Sidetrips

Slipping out of El Paso, your Sunset Route train slices off a corner of New Mexico and rolls into Southern Arizona. Enter cowboy-land . . . the wide sweep of cactus-dotted plains and bluffs that hide famous Arizona dude ranches. Here amateur cowboys come all the year around to ride herd and sleep under low-hung desert stars.

If you wish, a branch line at Bowie whisks you to Globe where a fast motor coach presents the panorama of the ancient Apache country: over a smooth highway, past the great dams of the Salt River Irrigation Project to the cliff dwellings, adobes, pottery of the onetime powerful Apache Tribe. The Apache Trail sidetrip, 124 miles, meets your train again at Phoenix. Or your train may follow the "south line" out of El Paso. If so, it shows you Douglas (gateway to a fascinating country of weathered rock, the Chiricahua National Monument) and Bisbee, famous copper mining center. And Tucson where the graceful old Mission San Xavier still stands and Southern Pacific rails slip down the West Coast of Mexico. (See page 25.)

California

The whistle blows, you wave goodbye to Phoenix, and your train speeds on . . . to Yuma, where Indian souvenirs are sent home, and where our line to San Diego cuts southward via the spectacular Carriso Gorge and old Mexico. Past the Salton Sea, the dazzling winter resorts at Indio and Palm Springs (served exclusively by Southern Pacific trains) and then the neat groves of oranges and palms and above them the snow-tipped peaks of lofty Mt. San Geronio, San Jacinto and others.

Los Angeles next! Stop over in this gay vacation city if you like, before you continue northward to San Francisco and the Golden Gate International Exposition—up Southern Pacific's beautiful coast line where, for more than a hundred miles, your train races along the Pacific. Past lovely Santa Barbara and sporting Del Monte. Or choose our San Joaquin Valley Line via Bakersfield and Fresno, your train speeding through a verdant farmland and offering sidetrips to mighty Yosemite and to General Grant and Sequoia National Parks. (Note: Both Yosemite and Del Monte are included in the California Parlor Car Tour between Los Angeles and San Francisco. See your railroad agent for details.)

Coming Back

There are several ways to return home from San Francisco: direct to Chicago, for instance, on our Overland Route. Northward, if you like, through the Evergreen Northwest to connect with northern transcontinental lines. Southward on our Golden State Route from Los Angeles to Chicago. Or, of course, you may retrace your Sunset Route trip to New Orleans.



EL PASO

is Spanish for "The Pass." Southern Pacific trains take you right through the heart of this very interesting border city.



THE DESERT

of Southern Arizona, a formidable barrier to early settlers, holds no terrors for S. P.'s air-conditioned trains.



PECOS RIVER

in Texas, a stirring name in pioneer days, is spanned by this spectacular bridge, one of the world's highest.



MEXICO

is just across the Rio Grande from El Paso. A short walk across a bridge and you're in the real Mexican town of Juarez (above).



CARLSBAD CAVERNS NATIONAL PARK

A great writer called these caverns "the first wonder of the world." Last year more than 200,000 visitors came to marvel at the immense stalagmites and stalactites of delicately tinted limestone.



GOLDEN STATE ROUTE

From Chicago to Kansas City, El Paso, Tucson, Phoenix, San Diego,
Los Angeles, Santa Barbara and San Francisco

GOLDEN STATE ROUTE is the direct way from Chicago and other Midwest points to the great vacation and sunshine country of Southern California and the Southwest; to the Mexican border at El Paso, through New Mexico and Southern Arizona to Los Angeles, Santa Barbara and San Francisco. As you glide along looking from your train window you watch the thick green of the Midwest change to the greys and yellows of billowing Texas plains and then to the reds and purples of the cactus and desert country. The semi-tropical hues of Southern California are a satisfying finale.

Adding to the pleasures of a Golden State Route trip is the luxury of the air-conditioned *Golden State Limited*, crack train over this line, offering the luxuries of an extra fare train—*without the extra fare*. Or you can take the *Californian*, a new fast air-conditioned train for chair car and tourist passengers, with 25c-30c-35c meals, stewardess-nurse service, free pillows, a lounge car for tourist car passengers, special chair car for women and children, etc.

All Aboard

Sailing out of Chicago, your Golden State Route train begins its southward dash by clicking through Illinois and crossing

the Mississippi River at Davenport, Iowa. Then on . . . over Iowa, across a part of Missouri, and into Kansas City—tall buildings overlooking a bright carpet of plains and the surging Missouri River. (Kansas City is the connecting point for through Pullmans from St. Louis to California.) Past Topeka, sunny capital of Kansas, past the panhandle of Oklahoma, into New Mexico and, then, El Paso, Texas. Here is "The Pass"—the oldtime gateway to Mexico and, for you, the gateway to the Southwest.

Juarez, Old Mexico

Nestled along the north bank of the slow Rio Grande, El Paso's lofty buildings and fine hotels are but a scant ten minutes by streetcar to the old Mexican city of Juarez. You must see Juarez. It's a border town and a typical one, teeming with (it seems) thousands of tiny Mexican children and frightened dogs and crazily arranged curio shops set alongside the town's lopsided walks. There are more things to buy than there is money to buy them with: cigarettes and sandals, belts and baskets, sombreros, sarapes, bubble glass, fruit, flowers.

You need no passport or tourist card to see Juarez. Just 2c (if you walk across the bridge). Furthermore, you should see the



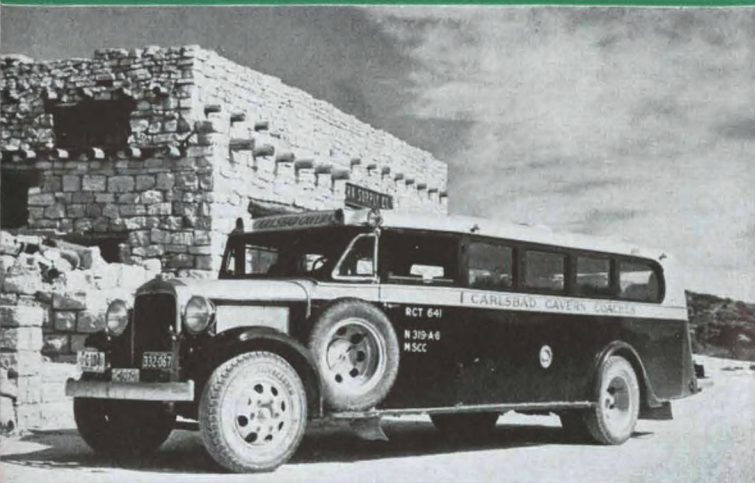
MT. SAN JACINTO

looks down on Southern Pacific's GOLDEN STATE ROUTE near Palm Springs, California.

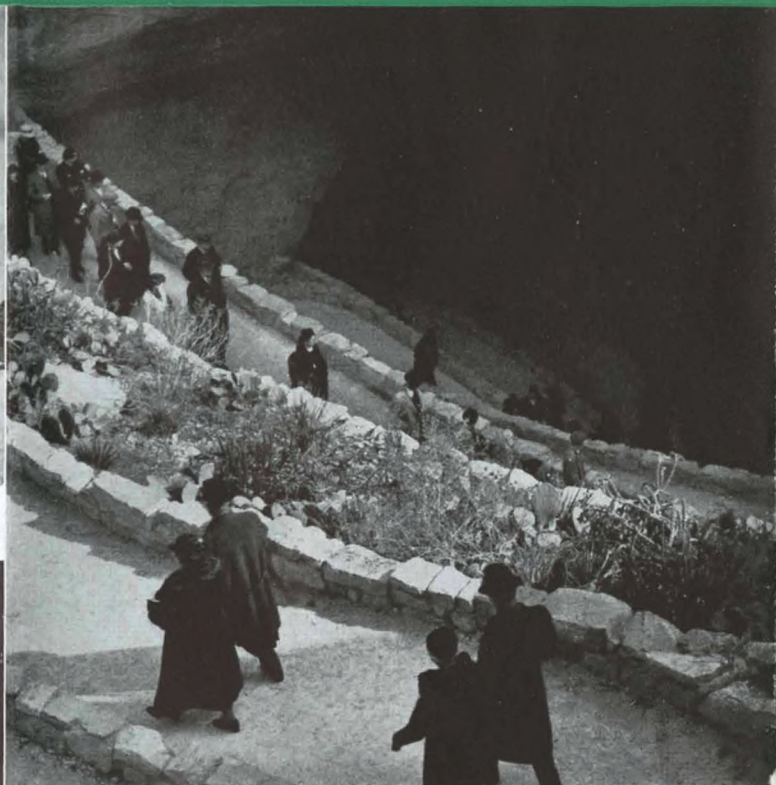


BLOSSOMS

welcome you to California in the spring. This picture was taken on our GOLDEN STATE ROUTE near Banning, Calif.



THIS swift, comfortable motor coach picks you up in El Paso and takes you over a high speed road to Carlsbad Caverns National Park.



DOWN down you go until you are more than 700 feet underground. (Many people prefer riding the modern elevators to walking.)



GIANT DOME

Scientists estimate that this great stalagmite, the largest one in the world, is at least 60,000,000 years old.



ANOTHER

view of the Caverns shows graceful limestone "drapes." These Caverns are brilliantly lighted and perfectly safe.

town at night if possible, when the *cantinas* are at full din and musicians wander the streets.

Carlsbad Caverns

A FAMOUS columnist visited Carlsbad Caverns National Park recently. He wrote:

Everyone said I must see the caves of Carlsbad. But I had seen caves and I wasn't particularly keen to see another one. However, I came, I saw, and I have been conquered.

And what did he see? Seven hundred and fifty feet under the surface of the Guadalupe Mountains of New Mexico, he came upon a mighty chain of palaces, banquet halls and amphitheaters. He saw there, cut from limestone, towering spires, giant crystal-like drapes, weird replicas of totem poles, lily pads, frozen waterfalls, silent statues of saints, men and animals.

Carlsbad Caverns National Park is easily a part of your Golden State Route (or Sunset Route) trip to California. Fast motor coaches meet trains from the East at El Paso and take you to the Caverns and back in one day. Or you may remain overnight or longer in the near-by town of Carlsbad.

The Caverns are completely safe, brilliantly lighted and equipped with wide pathways. Experienced guides (National Park Service Rangers) accompany your party.

Westward, Ho!

And now, having seen Juarez and Carlsbad Caverns, you leave Texas behind, and your Golden State Route train is speeding across New Mexico and Arizona to California. Following the same tracks as Sunset Route trains (see preceding section), your train provides the same opportunity to see the Apache Trail, the "Wonderland of Rocks," the Arizona dude ranches and Southern California desert winter resorts at Palm Springs. Los Angeles welcomes you to the West Coast. Los Angeles, Hollywood, Beverly Hills, Pasadena, Glendale, Long Beach—what an enchanting circle of cities in which to play and loaf! Here high mountains slide down into valleys luxuriant with groves and gardens; and these same valleys end in a foamy rim of beaches. Here, within a hundred mile radius, are Alps and Saharas and South Sea Island spots, a delightful beginning to a Pacific Coast holiday.

Further north is Santa Barbara, verdant and lovely, on Southern Pacific's Coast Line to San Francisco. The *Golden State Limited* offers through car service to Santa Barbara.

Coming Back

From Los Angeles you continue on up the Coast to San Francisco and the Golden Gate International Exposition, returning home on an Overland Route train or on a Shasta Route train through the Pacific Northwest. If you like you may return over the fascinating Sunset Route to New Orleans. Or retrace the Golden State Route back to Chicago.



NEW MEXICO

is your GOLDEN STATE ROUTE introduction to the colorful Southwest area. Here is your first glimpse of cactus.



JUAREZ

in Old Mexico is only ten minutes from the center of El Paso. Shown above is the International Bridge. The pedestrian fare is 2c.



CHIRICAHUA

National Monument, a fantastic "Wonderland of Rocks," is a short but unusual side trip from Douglas, Arizona.



GREAT SALT LAKE

is no barrier to Southern Pacific's OVERLAND ROUTE trains. They "sail" straight across it on the spectacular Lucin Causeway, more than thirty miles from shore to shore. Shown above is the giant new Streamliner CITY OF SAN FRANCISCO crossing Great Salt Lake.



OVERLAND ROUTE

From Chicago to Omaha, Ogden, Reno, Sacramento, and San Francisco

TAKE a map of the United States and draw a straight line from Chicago to San Francisco. With a few minor curves added, that would be the Overland Route—the shortest and most direct rail line between these two points. Since first the Pony Express relayed across the West, it has been the quickest way to go from Chicago to San Francisco. Today, Overland Route trains maintain the tradition, are *hours* faster than the trains of any other line between the two cities.

Way of History

History unrolls itself as you watch from the car windows. Across the great sweep of the Midwest, tracing the path of the covered wagons, sliding through the Rockies to stop at Ogden, near the first home of the emigrant Mormons. Then over Nevada, into the vaulting heights of the High Sierra where your Overland Route train follows the same path as the first transcontinental railroad, and coasting down through the Gold Country to Sacramento and San Francisco.

The Streamliner and Forty-niner

The giant new streamliner *City of San Francisco* heads the list of fast trains serving San Francisco over this direct route. It leaves Chicago five times each month for a swift 39¾-hour dash to the coast. Only one business day en route! Extra fare.

The equipment of the *City of San Francisco* is as modern as tomorrow. Completely air-conditioned, perfectly streamlined, latest type Pullmans, sixty rooms, restful coach chairs. To ride on the streamliner is to experience a thrilling new kind of rail travel. The streamlined *Forty-Niner* alternates with the *City of San Francisco* to provide super-speed, extra fare service between Chicago and San Francisco *every three days*.

Fastest *daily* train on the Overland Route is the distinguished *San Francisco Overland Limited*. It is an all-Pullman train, with tastefully appointed club and observation car. Another fine daily train, the *Pacific Limited*, is a boon to sightseers because it crosses the mountains by daylight.

The fifth train on this route is the famous *San Francisco Challenger*, a real economy train for chair car and tourist passengers exclusively. Its services include stewardess-nurse, free pillows, 25c-30c-35c meals, special chair car for women and children, lounge car for tourist car passengers.

Over the Rockies

Eastern rail lines make convenient connections with Overland Route trains in Chicago. You climb aboard, the last mail is tossed in, the engine bell clangs, and you swiftly leave Chicago behind . . . rushing over northern Illinois and the corn belt of



LAKE TAHOE in the High Sierra is an ever-popular summer resort. S. P. trains take you directly to the shore of the lake.



RENO "The Biggest Little City in the World" is right on the main line of Southern Pacific's OVERLAND ROUTE trains. (As you can see.)



DONNER LAKE

On the shores of this Sierra lake, a party of emigrants in covered wagons met tragic death in winter of 1846.



HIGH SIERRA

Powerful locomotives with the cab in front pull Southern Pacific trains over this high mountain barrier to California.

central Iowa. Omaha is ahead, and then past, and you're driving through Nebraska—golden fields, clumps of trees, slight hills, and toy-like farmhouses. Then a gradual rise, higher and higher, slipping over the continental divide of the Rockies, through a maze of Wyoming canyons, and into Ogden.

Free Sidetrip

Ogden, a great western terminal, is criss-crossed with other tracks. One heads north, an overnight run to Yellowstone National Park. Another turns southward, an hour or so to Salt Lake City. You may take advantage of the free sidetrip to Utah's lovely capital—in summer, dense with the foliage of gardens and parks; in winter, high-gabled with snow.

Sailing by Rail

Back on board you go then with the most exciting part of your trip still ahead. Your train spins out of Ogden, heading westward, rounding low hills, roaring through small valleys, and then, all of a sudden, you're in the center of a mighty blue sea, actually sailing over Great Salt Lake. The tracks are laid on the man-made Lucin Causeway, but if you slump down ever so slightly in your Pullman seat, you can imagine being aboard some super speedboat, heading for a range of distant hills. Soon your "ship" reaches shore, becomes a train again and hustles on.

Topping the Sierras

A short pause in Reno, a glimpse of this smart resort center, and then up into the Sierras. Truckee, near the summit, winter sports Mecca and junction for Lake Tahoe—Mark Twain's "Sea in the Sky." Past Donner Lake, glistening landmark of the ill-fated Donner Party. Along the very crest of the Sierras, gracefully swinging through dense forests of pine and clusters of giant boulders, and down into the foothills of the Forty-Niner Country—zipping past gullies and over streams that once ran heavy with gold. (If you like, you can enjoy a fascinating two-day motor tour through the historic "Mother Lode" country, scene of California's gold rush. Ask agents for details.) Sacramento is next and then the last rush through lovely mid-California farmland into Oakland. Your ferry boat sails across San Francisco Bay past Treasure Island, and you're in San Francisco.

Return Trip

You'll want to see all of San Francisco and the Golden Gate International Exposition. And you'll want to take advantage of our offer to see the Pacific Coast on your way home. Northward, Shasta Route trains take you to the Evergreen Playground and allow you to return east over any one of the several northern transcontinental lines. Or perhaps you prefer the south. Then return home on the Sunset Route or Golden State Routes as previously described in this booklet. Or retrace your Overland Route journey back to Chicago.



SHASTA ROUTE

From Seattle, Tacoma and Portland to San Francisco

IT IS said that the last extensive frontier within the United States is the evergreen Pacific Northwest. And so you will agree, for even though this rich land is dotted with hundreds of fine, modern communities, there still remain mammoth tracts of virgin timber, and mile-high lakes, flowery meadows and snow-tipped peaks that few people have ever visited.

Shasta Route trains serve this land, in fact cut right through the center of it. Connecting with northern transcontinental lines, the Shasta Route heads south . . . out of Portland, up through the high Cascade and Siskiyou ranges, past Mt. Shasta and Mt. Lassen (the Shasta-Cascade wonderland area), down the sheltered Sacramento Valley to San Francisco. Number one train over this Route is the *Cascade*, modern and finely equipped down to the last detail. Like other famous Southern Pacific trains, the *Cascade* is completely air-conditioned and offers comfortable, swift transportation. Other completely air-conditioned trains over this Route are the *Oregonian*, *Klamath* and *West Coast*.

Double Line

You'll board your Shasta Route train in Portland or connect with it (through Pullmans) from Tacoma or Seattle. Away you go . . . slipping through the outskirts of Portland, down the rich gardenland of northern Oregon, rolling into Salem, the capital, and a little later, Eugene.

At Eugene, the Shasta Route divides. The new Cascade Line

swings more to the east, pulling up the Salt Creek Canyon into the highest reaches of the Cascades, skirting peaks and ravines, whistling past the shores of Odell Lake and Klamath Lake to Klamath Falls. Then down and down to swing around the base of mighty Mt. Shasta, joining the Siskiyou Line at Black Butte. Over the Cascade Line speed the *Cascade*, *Oregonian*, *West Coast* and *Klamath*.

The other line from Eugene—the Siskiyou Line—heads due south, sailing through the Umpqua River Valley, up and over the Calapooya Mountains, into the Rogue River Valley—the tracks playing tag with the river bank—and drawing up at Grants Pass. Then through hillside orchards and farms to Medford, driving up into the deep-forested Siskiyou and down again into Black Butte.

Lake in a Mountain

Between these two lines, quiet and shimmering in the hollow of an extinct volcano, lies Crater Lake. Six miles in diameter, 2,000 feet deep, and rimmed with perpendicular cliffs, this strange body of water changes color from dawn to dusk; from a shade of fathomless cobalt to a sky-blue and back again. Thousands come every year to stand on the rim and see the clear double-picture made by the bluffs reflected on a smooth mirror-like surface.

Crater Lake National Park is a short sidetrip from either line of the Shasta Route. If you travel over the Cascade line, you



MT. SHASTA

This beautiful mountain, 14,161 feet high, seems to be right next to your SHASTA ROUTE train for hours.



LAKES

dot the virgin wilderness of the Cascade Mountains, through which S.P.'s Cascade Line winds between California and Oregon.



© PHOTO BY PATTERSON

CRATER LAKE

National Park occupies the crater of an extinct volcano. Its water is a deep, indescribable blue color.



REDWOOD EMPIRE

is an empire ruled by forest giants. (For special tour through this country, see adjoining column.)

may leave the train at Klamath Falls, boarding a motor coach for the swift ride to the crater. From Medford, to the Siskiyou line, a similar coach makes the trip. Either road will return you to a Shasta Route train.

Redwood Empire Tour

An alternative route between Portland and San Francisco is the Redwood Empire Tour by rail and motor coach through the innumerable groves of majestic trees that line the Redwood Highway. You leave your Shasta Route train at Grants Pass, where you board the coach and drive through the magnificent groves to Eureka. At Eureka, a Northwestern Pacific train carries you down the coast to San Francisco.

Through California

South of Black Butte (getting back to your Shasta Route trip), you gradually leave Mt. Shasta in the distance, its dark crevices and sparkling top getting fainter and fainter as your train races downhill through forests of pine and oak to Dunsmuir. Further down you go, while away to the east, seeming to move along with you, is a sharp white cone-like silhouette: Mt. Lassen, the only active volcano on the continent.

And now the Sacramento Valley pours past your window: long green farms, spotted with white houses and cut by sparkling irrigation canals, great ranches that unfold from the road-bed one after another like an endless series of green parks. Small towns swim past with their shiny shop fronts, and the bell at the highway crossings jangling down the scale. Then the open country again, little automobiles bravely chasing the train and being left far behind. Finally your train roars over Southern Pacific's great Martinez-Benicia Bridge, edges San Francisco Bay, and pulls up in Oakland.

San Francisco

A ferryboat trip across the Bay is your first introduction to San Francisco, and it is the best possible way to see the city. First, there are the two new bridges—the largest in the world. Your ferry passes right under the largest of the two. To your right in mid-Bay, beyond Yerba Buena Island, is Treasure Island, with the magic towers of the Golden Gate International Exposition beckoning to adventure. Landing in the city proper, at the foot of her tilting fourteen hills, you'll start your visit in the right way, perhaps, by riding a hill-scaling cable car. Then you'll board another ferry for your first visit to Treasure Island, the most beautiful world's fair in history.

Returning East

From San Francisco to the East you have your choice of Routes: direct to Chicago on our Overland Route, via Los Angeles and New Orleans on the Sunset Route, or down through the Southwest on the Golden State Route (Los Angeles-El Paso-Chicago). Or, if you like, you may return over the Shasta Route.



WEST COAST OF MEXICO

Tucson, Nogales, Guaymas, Mazatlan, Tepic, Guadalajara, Mexico City

SOUTHERN PACIFIC'S West Coast of Mexico Route extends from Tucson and Nogales, Arizona, down to Guadalajara, Mexico, connecting with the National Railways of Mexico to Mexico City. *El Costeño*, the principal train on this route, is air-conditioned. It carries Pullmans, a cafe-lounge car and an observation car. There is through Pullman service from Los Angeles to Mexico City via Tucson and also via El Paso. Westbound passengers may make an easy and thrilling sidetrip to Mexico City, going in on the National Railways of Mexico via El Paso and coming out on the West Coast Route to Tucson, continuing to California from there.

The West Coast Route was completed in 1927, when Southern Pacific engineers succeeded in piercing the supposedly impassable Barrancas of Nayarit. Since the train is still a newcomer on the West Coast, its arrival is the biggest event of the day in every small town on the line. Great crowds turn out to meet it, with colorful things to sell. At Navojoa they have fine *sarapes* (blankets). At Mazatlan, articles made of alligator

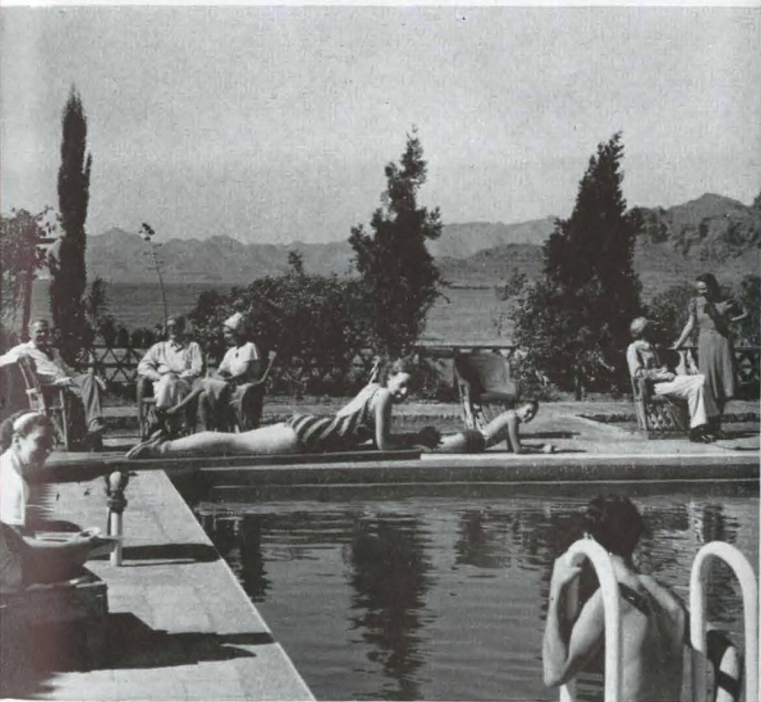
hide. At another station, bananas and pineapples. At another, giant gulf shrimps in wicker globes. At another, baskets and hammocks. And at Tequila, little wooden kegs of the liquor made there.

Every stop is a fiesta—a gay fair staged for the passengers. You fall into the friendly, carefree spirit of Mexico long before you reach Mexico City.

Principal attractions along the West Coast Route:

GUAYMAS, a twenty minute trip from Empalme on the main line, is situated on a beautiful bay, whose emerald green and blue waters mirror red cliffs. A few miles away is Southern Pacific's picturesque new resort, Hotel Playa de Cortés, a modern American oasis in a foreign country. The fishing here is unexcelled anywhere in the world. Completely equipped boats for fishing trips are maintained by the hotel.

MAZATLAN has provided the background for many a South Sea Island moving picture. Its beach is fringed with tall cocoa-



PLAYA DE CORTES

This is the swimming pool of Southern Pacific's modern resort on the Gulf of California.



MAZATLAN

This dreamy, tropical village on a blue bay is the halfway point on S. P.'s West Coast Route to Mexico City.



SHOPPING

from the train is a favorite sport on the West Coast Route. This picture of a blanket "deal" was snapped at Navojou.



BARRANCAS

Between Tepic and Guadalajara, you see Mexico's most rugged scenery by daylight—the Barrancas of Nayarit.



STOPS

are fun on the West Coast of Mexico Route. The whole town turns out to meet your train! Its arrival is the biggest event of the day.

nut palms, and for a few centavos, a Mexican will climb up and fetch you a green coconut so you can drink the milk. The town of Mazatlan is quite modern in many respects, with a beautiful hotel, the Belmar.

TEPIC is a perfectly preserved Spanish-Colonial village, tucked away in the Sierra Madre. Isolated from the world, it dreams of the days when Spanish conquistadores clanked through its cobbled streets.

THE BARRANCAS will give you an exciting afternoon. For hours your train winds in and out through wild mountains, crossing bottomless gorges, high above remote valleys.

GUADALAJARA, terminal of the West Coast of Mexico Route and overnight from Mexico City, is the second largest city in Mexico. Sometimes called the "Dresden of Mexico," it is the center of the pottery and glass industry. You can watch Indians making pottery and weaving sarapes at San Pedro Tlaquepaque, a short distance outside of the city.

Any Southern Pacific representative will gladly help you plan your trip to Mexico. Remember that the rate of exchange is highly favorable to the American dollar, and that you need go through no formalities (except the usual customs examination) to cross the border. All you need is a tourist card, which can be obtained from any Mexican consul for \$1.

Mexico offers you a trip to a really foreign country for less trouble and less money than a trip to almost any other foreign country in the world.



GUADALAJARA

is famous for its invigorating climate and its pottery and "bubble" glass. Shown here is a pottery market.



YOUR HOME EN ROUTE

THE PICTURES here and on the following pages show your home en route—the three types of accommodations offered on our principal trains. They show (1) the air-conditioned standard Pullmans, (2) the air-conditioned tourist sleeping cars, and (3) the air-conditioned coaches.

Photographs, however, can't show you a number of things that make all the difference in the world between mere "train travel" and actual *living* on our trains. They can't reproduce, for instance, air-conditioning. They can't tell you how cool and refreshing it is in these cars even when the weather outside may be broiling hot, nor how your clothes remain clean and spotless on the longest of trips.

Photographs only suggest the neatness and cleanliness of the cars themselves. The fresh linens, the polished interiors, the spacious wash rooms, the gleaming service in the diner—these are indications of skillful Southern Pacific housekeeping.

There are the many extra comforts you would expect in your own home. A shower bath. Radio. Writing desks. An ample supply of reading matter. And food—not only economically priced, but the kind you would take pride in serving your own guests.

Finally, on our finest trains, porters, stewards, waiters, valet, barber, and stewardess-nurse make up a staff of competent servants who are genuinely interested in making your trip a thoroughly enjoyable experience.

So as you look over the pictures here and on the following pages, please remember that the story they tell is a limited one; that you must imagine the above—the radiant fresh air, the cleanliness of the accommodations, the extra comforts and services. You must take all these and *put them in the pictures*. Then you will understand what we mean when we say that our trains will be "your home en route."



DINING CAR

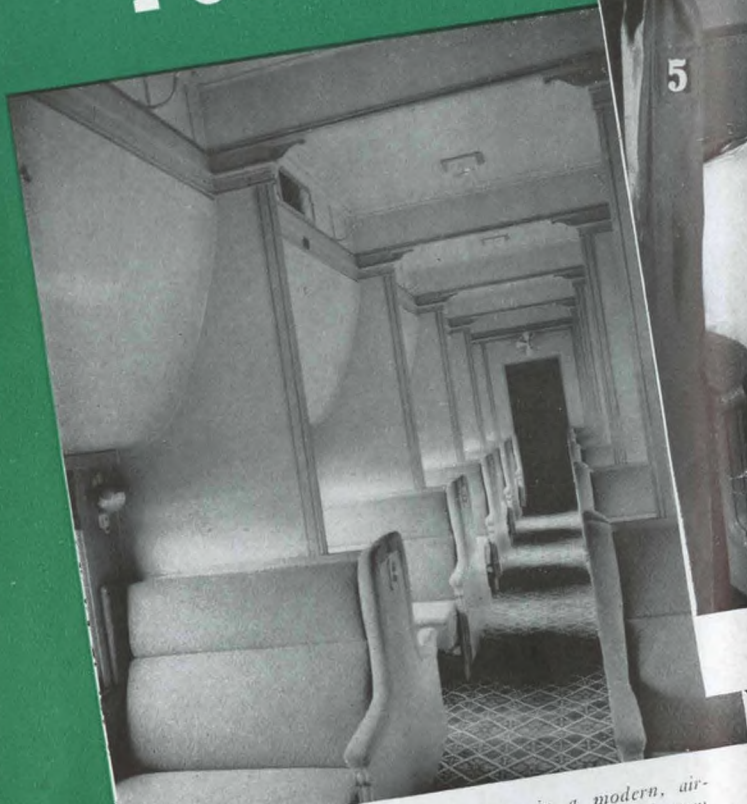
Southern Pacific dining cars are noted for delicious food served with real western hospitality and service.



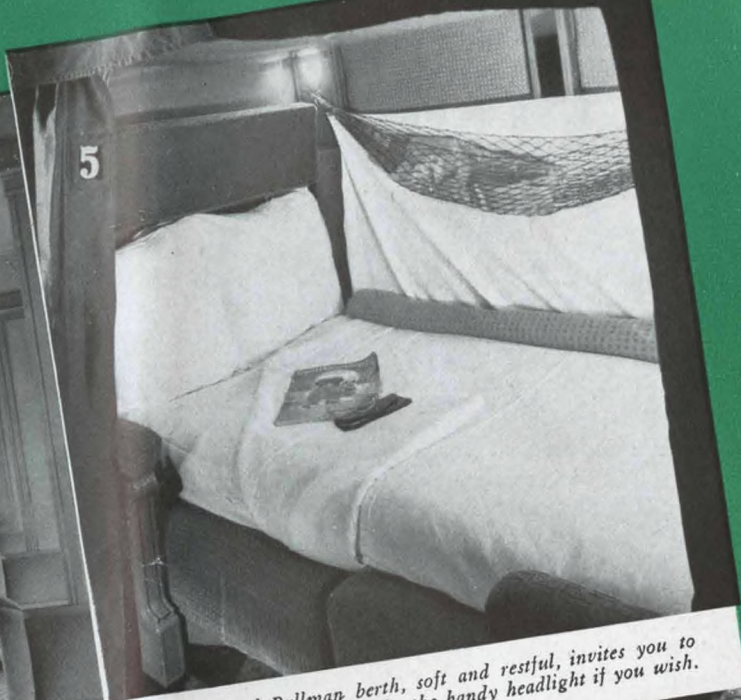
LOUNGE CAR

All transcontinental S. P. trains have lounge cars where you can rest, relax and read while the miles slip by.

PULLMAN



This view shows the roomy sections in a modern, air-conditioned standard Pullman—"tops" in travel luxury.



A standard Pullman berth, soft and restful, invites you to enjoy sound sleep. Read by the handy headlight if you wish.



This photograph caught a small-size passenger all tucked away for the night



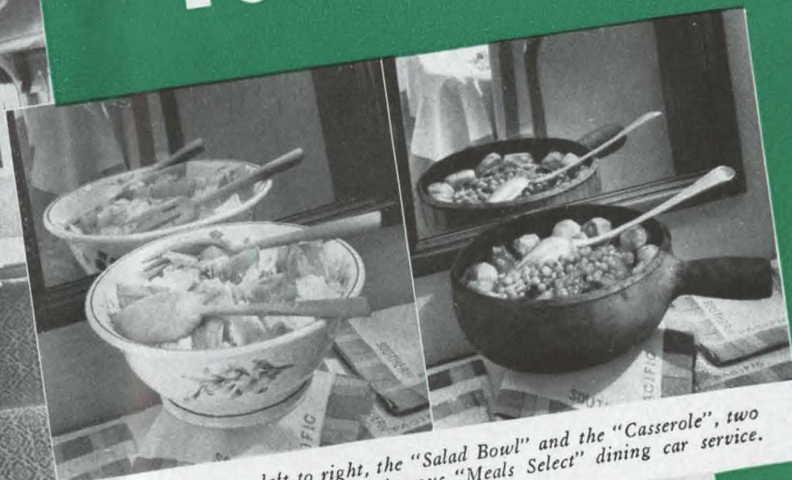
"You have no idea how refreshing air-conditioning is", writes this lady.

Private rooms in air-conditioned cars may be arranged en suite for the convenience of families or parties of friends

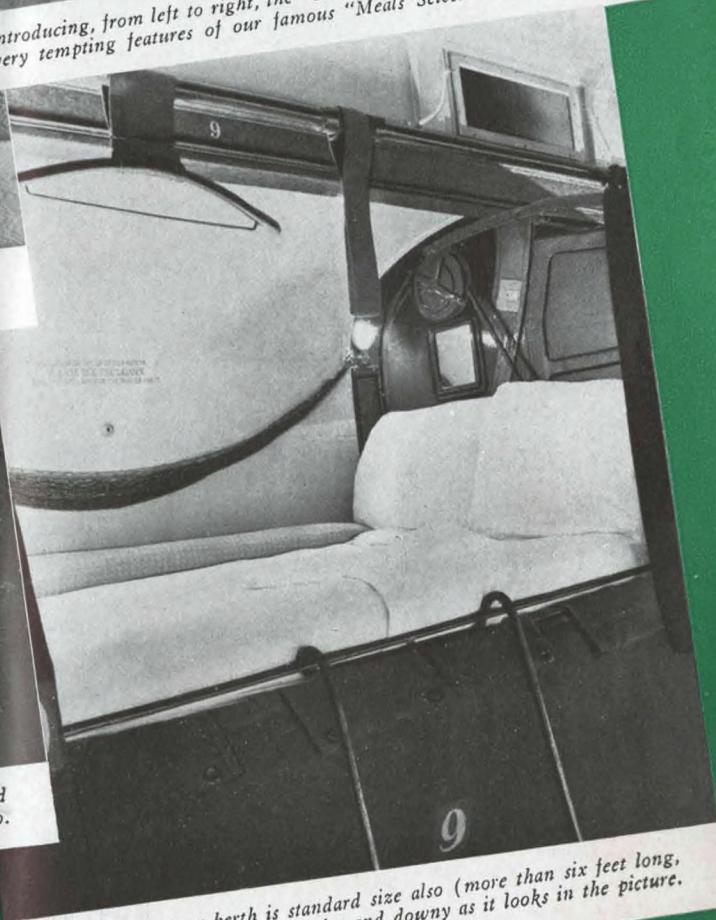
TOURIST



The economical tourist sleeping car is not as fancy as the standard Pullman, but it's air-conditioned and the sections are just as roomy.



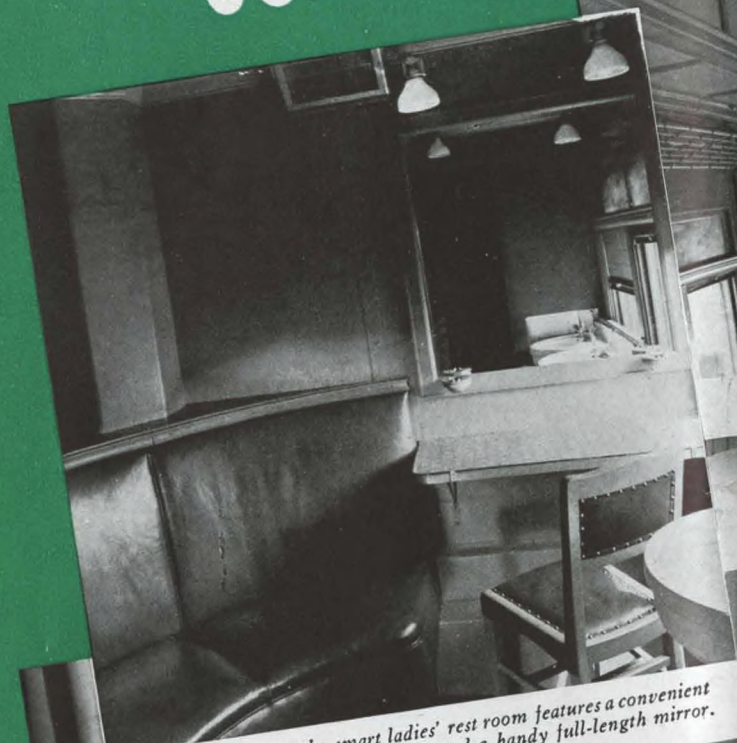
Introducing, from left to right, the "Salad Bowl" and the "Casserole", two very tempting features of our famous "Meals Select" dining car service.



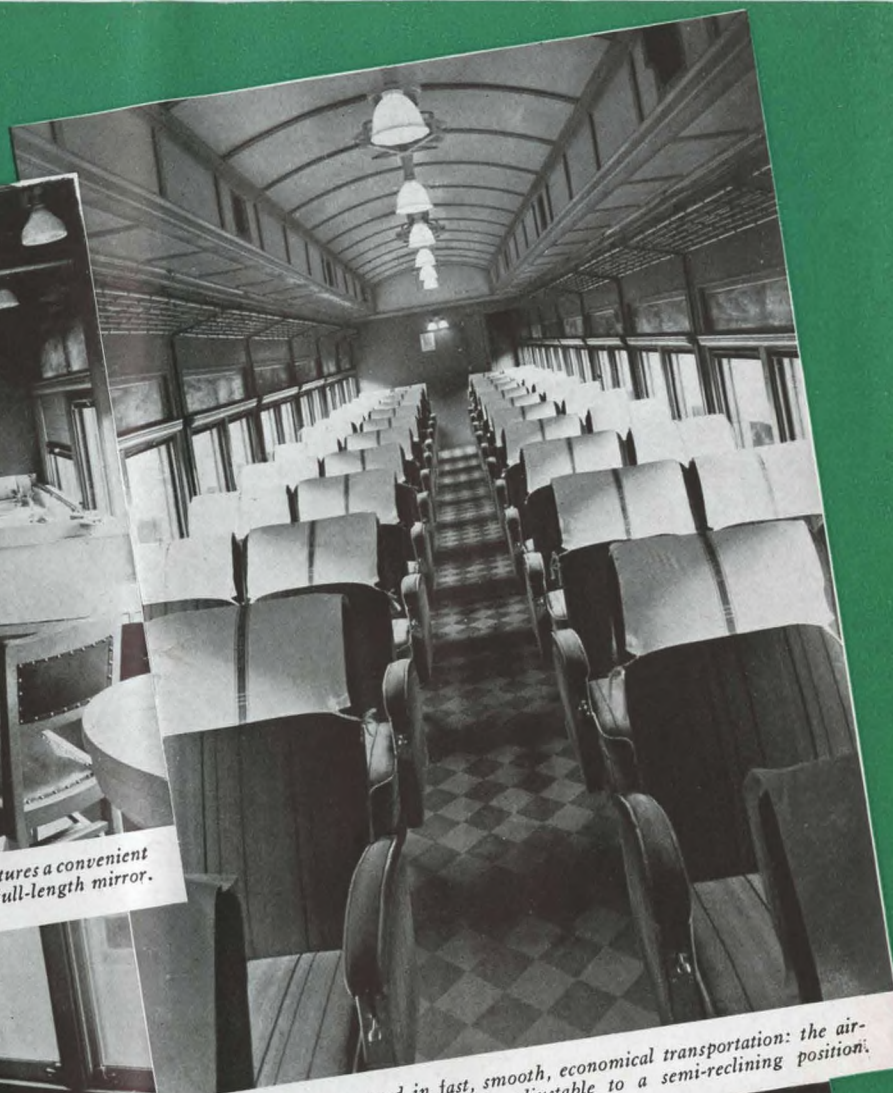
The tourist upper berth is standard size also (more than six feet long, three feet wide,) and just as nice and downy as it looks in the picture.

Just as wide, just as long, and just as comfortable as in the standard Pullman, this tourist lower berth costs less. The same porter service too.

COACH



Bright and clean, the smart ladies' rest room features a convenient dressing table, individual towels, and a handy full-length mirror.



Here is the latest word in fast, smooth, economical transportation: the air-conditioned chair car. Seats are adjustable to a semi-reclining position.



The heavy leather lounge in the smoking room is a man's idea of solid comfort. Adjoining is a large washroom where shaving becomes a pleasure.



An action shot in the chair car, where vendors sell tasty coffee (10c), sandwiches (15c), etc., to passengers.

This is a roomy MINIMUM FARE stateroom on Southern Pacific's steamer, the gallant S. S. DIXIE. (See page 7).

The Streamliner CITY OF SAN FRANCISCO (see page 13) offers bedrooms between San Francisco and Chicago. As above, they may be arranged in pairs.

SOUTHERN PACIFIC REPRESENTATIVES

Your nearest Southern Pacific representative will gladly give you full information as to passenger fares, Pullman reservations, time schedules, etc. He will also attend to such details as tickets, hotel and Pullman reservations, etc., for you, or help you with your freight shipments.

| | | |
|--------------------|--------------------------------|--|
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 O. P. BARTLETT, Passenger Traffic Manager, Chicago, Ill.
 H. H. GRAY, General Passenger Agent, New York, N. Y.
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 F. C. LATHROP, General Passenger Agent, San Francisco, Cal.

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| | | |
|-----------------------|--|---|
| MINNEAPOLIS, MINN. | 619 Metropolitan Life Bldg. | Paul E. Carneek, Gen. Agt. |
| MONTERREY, MEX. | Morelos Ote 501. | Alfonso Marquez, Gen. Agent |
| NEW YORK, N. Y. | 535 5th Ave. (at 44th) Room 1012. | F. L. Pickering, Gen. Agent |
| | 531 5th Ave. (at 44th St.)—Sou. Pac. Ticket Office | W. J. Hanrahan, City Passenger & Ticket Agent |
| OKLAHOMA CITY, OKLA. | 924 Perrine Bldg. | J. A. Eads, Gen. Agent |
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 San Francisco, Cal., and Houston, Texas.

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HOW TO SEE THE WHOLE

PACIFIC COAST



Southern Pacific

HOW TO SEE THE WHOLE

PACIFIC COAST



Southern Pacific