



West

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CAPTAIN SUNDSTROM'S "DIXIE"...
NEW "NOON DAYLIGHT"

PUBLISHED BY

Southern Pacific

West CRUISES TO NEW ORLEANS

ON SOUTHERN PACIFIC'S S. S. DIXIE

Few ships enjoy as loyal a clientele as Southern Pacific's famous Morgan Liner *S.S. Dixie* between New York and New Orleans. Captained by genial Einar W. Sundstrom, hero of the American Merchant Marine, the *Dixie* has won an enviable record for safe, smooth operation. To find the reasons for the *Dixie's* success, WEST sent photographers Ansel Adams and Roger Sturtevant to cover a cruise from New York to New Orleans.

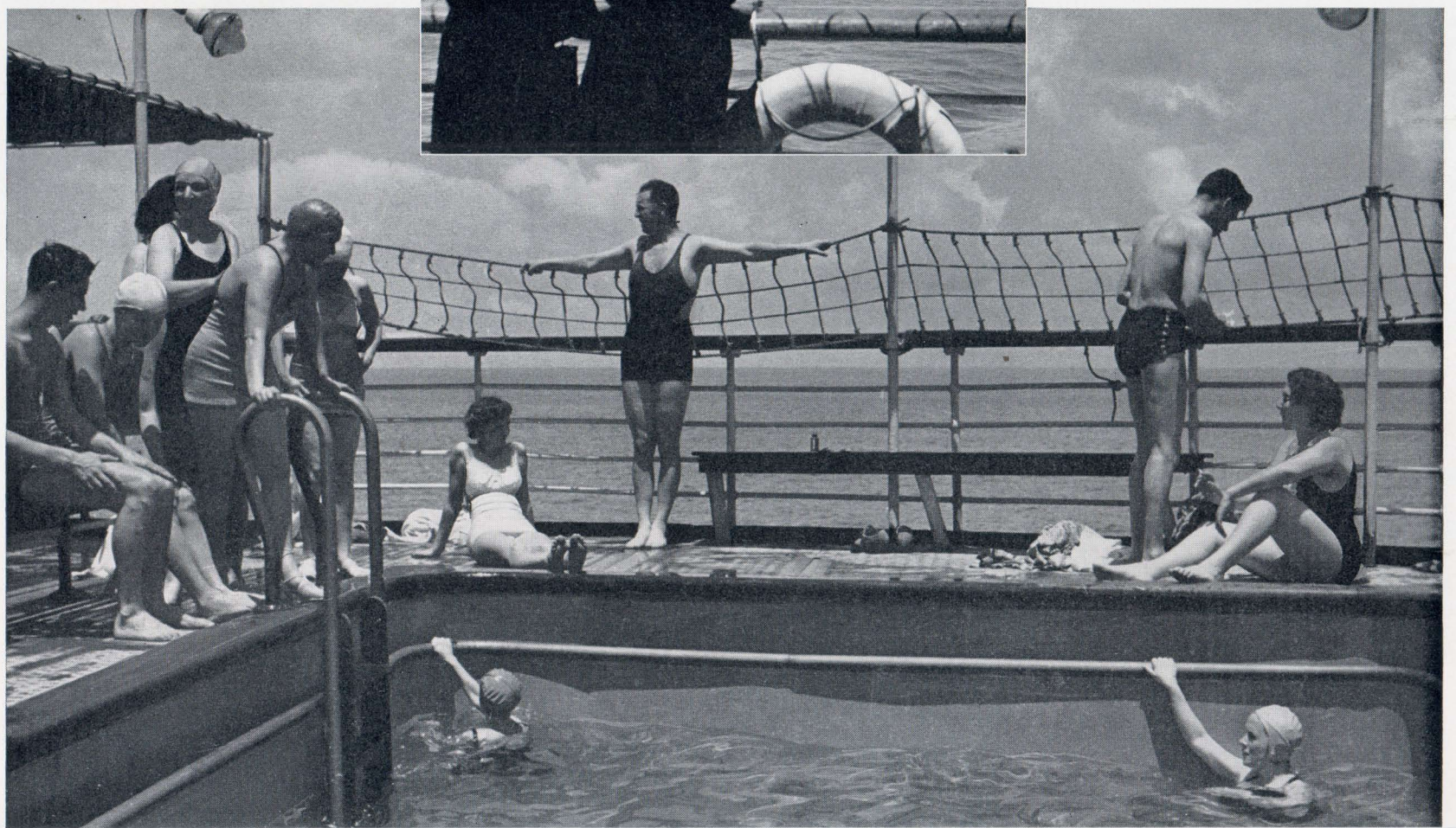
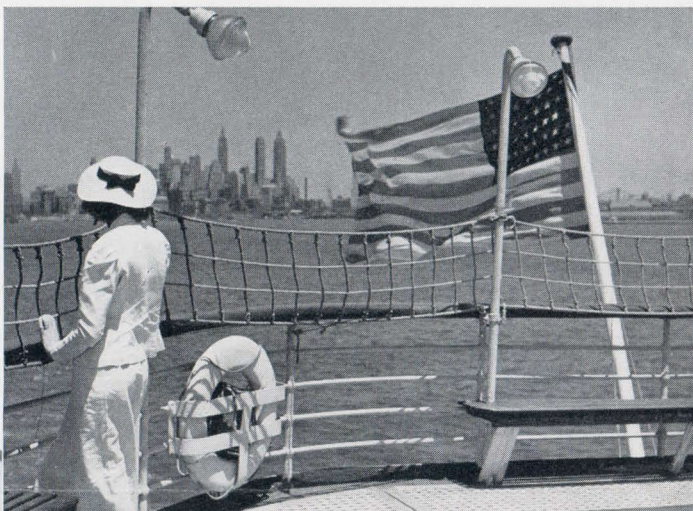
Built at a cost of nearly \$2,500,000, the *Dixie* is 445 feet long and 60 feet wide, with a displacement of 12,440 tons. It is equipped with every known safety device: fathometer, radio direction finder, Sperry Gyro Compass and Gyro Pilot, etc. Under its new expedited schedule, the *Dixie* sails from New York every other Friday at 7 P. M. (daylight saving time), arriving New Orleans at 7 A. M. the following Wednesday. From New Orleans it also sails every other Friday, arriving New York Wednesday at 8 A. M. (daylight saving time). Its passengers enjoy a 4½-day cruise through peaceful, tropical waters . . . the Florida Coast, the Gulf of Mexico and the Mississippi.

Passengers holding First Class Roundtrip Southern Pacific tickets between New York, New England and the West can include this *Dixie* cruise for only \$11 extra. Meals and minimum stateroom aboard ship are included.

Sailing from New York's Pier 51, North River, at 7 P. M. every other Friday, the *Dixie* glides by Manhattan's impressive skyline. Comforting to war-timid tourists is the American flag flying from the stern, assurance of a peaceful cruise through peaceful American waters.

Passing the famous Statue of Liberty, the *Dixie* quickly heads out to sea. Ahead lie four delightful days of cruising down the East coast, around the tip of Florida, through the Gulf of Mexico and up the placid Mississippi to New Orleans. The oil-burning *Dixie* is capable of a 16-knot speed.

Below is the *Dixie's* most popular feature—the big outdoor swimming pool located on "A" Deck at the stern. When the Gulf Stream spreads its warmth, passengers gather here for a refreshing dip in the cool salt water and a sun bath under tropical skies. Land is visible for much of the trip.





After a refreshing swim in the pool, the *Dixie's* bar is very inviting. The *Dixie* has many public rooms, and a hostess to arrange entertainment. Music for dancing is provided by phonograph, radio and piano.



The Dixie is famous for its meals. And, of course, everything on the menu is included in your ticket. Service is courteous, efficient, in keeping with the reputation of the *Dixie*.

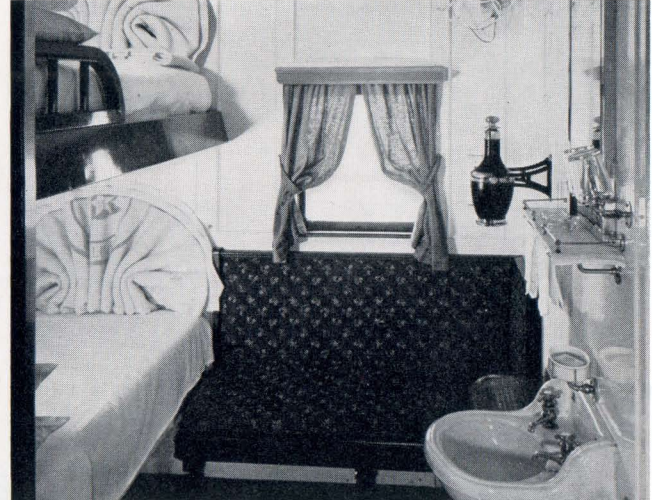


Here Captain Sundstrom stops to chat with a passenger. A seasoned veteran of the seas, Sundstrom is unusually popular with *Dixie* passengers and crew.

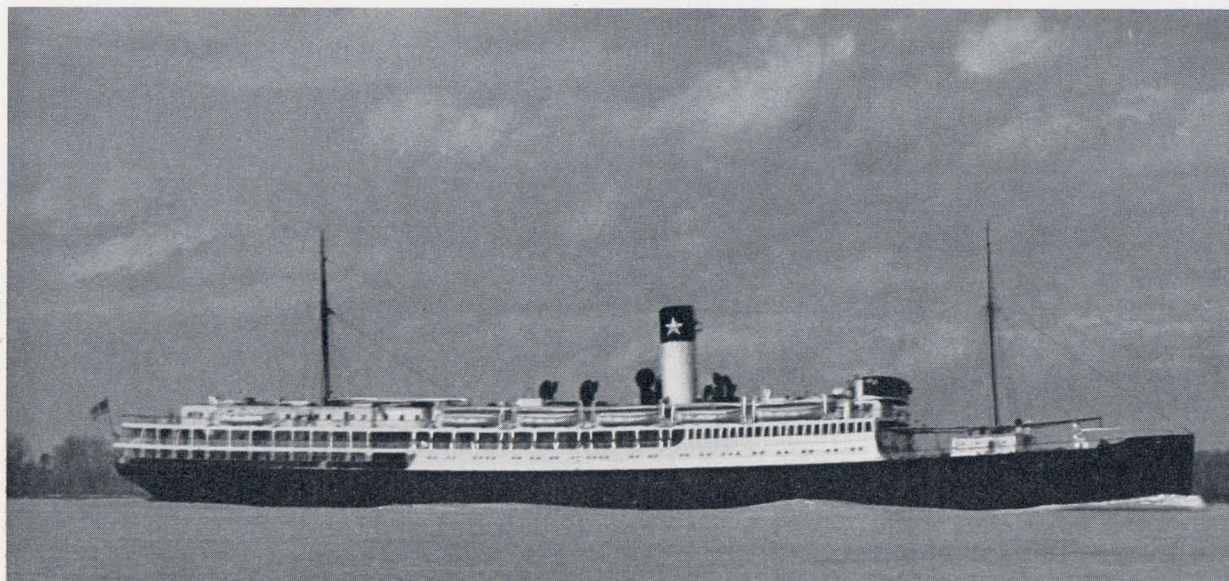


Speeding along through the warm Gulf Stream, *Dixie* passengers enjoy watching the abundant marine life—schools of graceful porpoise, silvery

flying fish, sometimes a whale or sea turtle. After edging the Florida coast, the *Dixie* rounds Key West and enters the Gulf of Mexico.



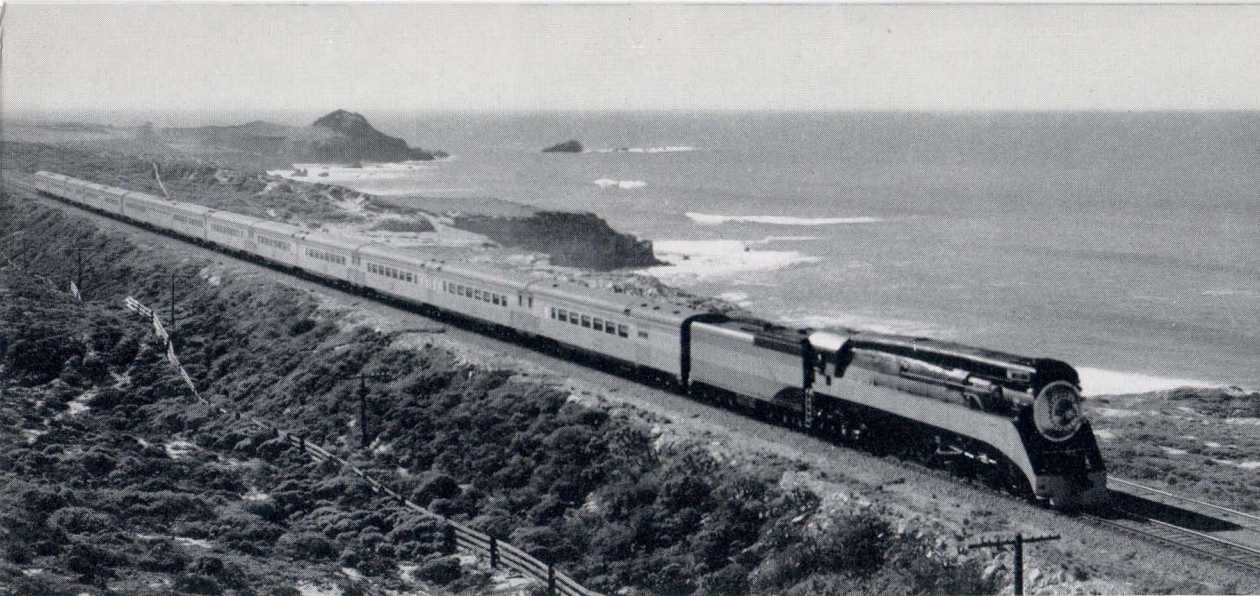
Above is a minimum fare stateroom on the *Dixie*, with regular Pullman-size berths. Below, a premium stateroom with twin beds. The *Dixie* accommodates 275 First Class passengers. Every room has hot and cold running water.



Gliding up the Mississippi River, the *Dixie* docks in New Orleans at 7 A.M. Passengers can connect almost immediately with Southern Pacific's famous *Sunset Limited* to the West, or spend the day in the Creole City, visiting its picturesque French Quarter, fine old homes, treasure-laden antique shops and renowned restaurants, boarding Southern Pacific's *Argonaut* that eve-

ning. Both trains speed to California on the romantic *Sunset Route* (see map), through Louisiana, Houston, San Antonio, El Paso (side trip to Carlsbad Caverns National Park costs only \$9.75) and Southern Arizona. *Sunset Limited* goes clear to San Francisco. *Argonaut* connects at Los Angeles with streamlined *Daylight* to San Francisco. (See back page.)





Only Coast Line between San Francisco and Los Angeles is Southern Pacific's. It follows the very edge of the Pacific Ocean for 113 breath-taking miles. This is the route of the streamlined *Daylights*.

NEW "NOON DAYLIGHT" MAKES INSTANT HIT WITH SAN FRANCISCO-LOS ANGELES TRAVELERS

ON March 30, Southern Pacific inaugurated a new streamlined *Daylight* service between Los Angeles and San Francisco. Leaving each city daily at 12 Noon, the *Noon Daylight* arrives at 9:40 P. M. This noon schedule saves half a day, has made an instant hit with business men who want the morning at the office; with women who like plenty of time to get husbands off to work and children ready for school.

Now there are two *Daylights* daily in each direc-

tion between San Francisco and Los Angeles. On its new and faster schedule, the *Morning Daylight* leaves each city at 8:15 A. M. and arrives at 5:45 P. M. The *Noon Daylight* leaves at 12 Noon and arrives at 9:40 P. M. The four red and orange streamliners that provide this double daily service cost more than a million dollars each. All four offer the same luxurious accommodations and superb service. They are without question the most beautiful trains in the world.



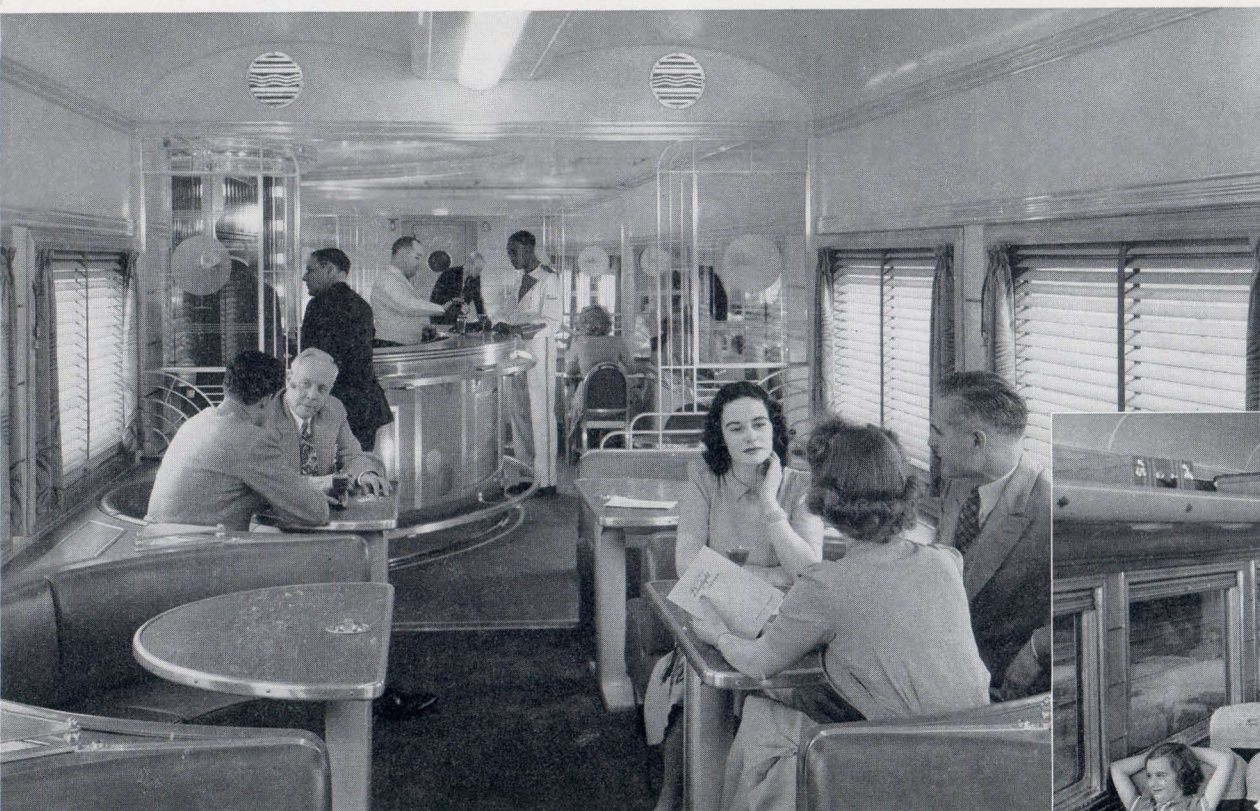
The Diners on the *Daylights* are beautiful beyond description. Here delicious meals are served with Southern Pacific's real Western hospitality.



The Coffee Shops on the *Daylights* serve less elaborate meals for as little as 45 cents.



Each Daylight has two Parlor Cars with individual seats, reserved for First Class passengers.



Above is the luxurious Tavern Car on the *Daylights*, a stunning cocktail lounge on wheels. At right is one of the *Daylight* chair cars. Windows are enormous; seats cushioned with softest foam rubber. In these streamlined chair cars, travelers speed between San Francisco and Los Angeles for only \$6 one way, \$10.80 round trip. Chair car passengers on the *Daylight* enjoy unrestricted use of Tavern Car, Coffee Shop and Diner.



Southern Pacific THE ROAD OF WESTERN HOSPITALITY