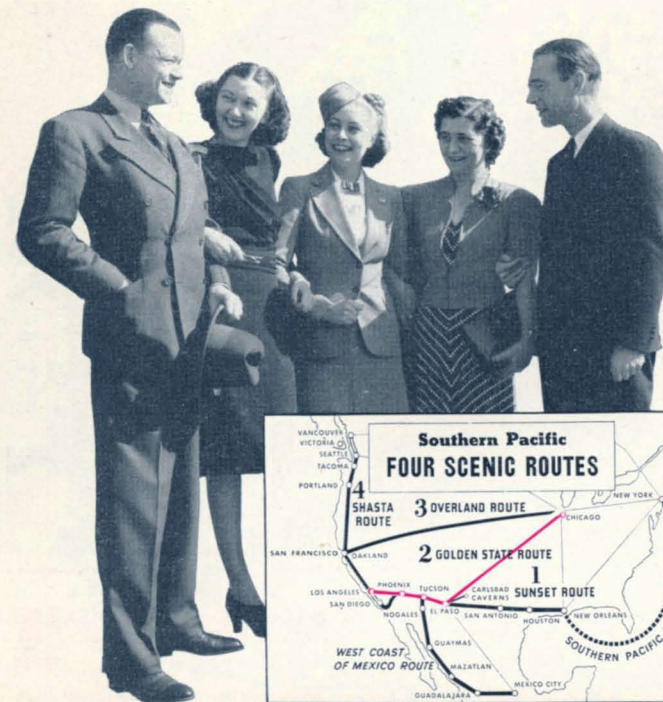




A TRIP TO CHICAGO ON SOUTHERN PACIFIC'S *Californian* (IN NATURAL COLOR)



IT'S FUN TO SAVE MONEY ON THE "CALIFORNIAN"

MORE popular than the streamliners and the limiteds are Southern Pacific's twin economy trains to the East—the *Californian* (Los Angeles-Chicago) and *San Francisco Challenger* (San Francisco-Chicago). To find the reason for this popularity, Southern Pacific sent two photographers—Jack Whisler and Seymour Snaer—to ride the *Californian*, talk to its passengers and photograph them in natural color living the friendly, informal life aboard this train.

First passengers our photographers met were those shown at left—Lloyd and Peggy Barham and Alline and Horace Shreve—snapped with Stewardess Frances Muffler just before they boarded their tourist sleeping car on the *Californian*. (Map shows route of *Californian* in red.)

Asked why they took the *Californian*, Barham said, "To be honest with you, we did it mainly to save money. The tourist round trip fare from Los Angeles to Chicago is \$74. Our lower berth cost \$8.95 each way. Peggy and I saved nearly \$50 by going tourist on the *Californian* instead of standard Pullman on some other train."

Southern Pacific Representatives

BERKELEY, CAL.....2137 Shattuck Ave.....H. R. Greenrose, *City Pass. Agt.*
EL CENTRO, CAL.....S. P. Pass. Sta.....J. W. Donohue, *Dist. Frt. & Pass. Agt.*
EL PASO, TEX.....101 N. Oregon St.....H. D. McGregor, *Dist. Pass. Agt.*
FRESNO, CAL.....Passenger Sta.....Willard Barr, *Dist. Frt. & Pass. Agt.*
GLENDALE, CAL.....106 North Brand Blvd.....H. E. Pierson, *Dist. Pass. Agt.*
HOLLYWOOD, CAL.....6553 Hollywood Blvd.....C. E. Moser, *City Ticket Agt.*
HUNTINGTON PARK, CAL.....6360 Pacific Blvd.....R. G. Terrill, *Ticket Agt.*
KAMATH FALLS.....Pass. Station.....G. A. Erickson, *Dist. Frt. & Pass. Agt.*
LONG BEACH, CAL.....140 West Ocean Ave.....L. Overman, *Dist. Pass. Agt.*
LOS ANGELES, CAL.....Pacific Electric Bldg.....C. A. Pector, *Dist. Pass. Agt.*
(or any of our five conveniently located ticket offices in Los Angeles)
MEDFORD, ORE.....Pass. Station.....A. S. Rosenbaum, *Dist. Frt. & Pass. Agt.*
MODESTO, CAL.....S. P. Pass. Station.....L. S. Stitt, *Trav. Frt. & Pass. Agt.*
OAKLAND, CAL.....13th & Broadway.....Garnett King, *Asst. Gen. Pass. Agt.*
PASADENA, CAL.....148 E. Colorado St.....G. W. Wetherby, *Dist. Pass. Agt.*
PHOENIX, ARIZ.....101 N. Central Ave.....S. J. Schwartz, *Dist. Pass. Agt.*
POMONA, CAL.....Southern Pacific Sta.....W. E. Campbell, *Trav. Pass. Agt.*

PORTLAND, ORE.....520 S. W. Yamhill.....Wm. Sutherland, *Dist. Pass. Agt.*
RENO, NEV.....Passenger Sta.....T. Bergerson, *Dist. Frt. & Pass. Agt.*
RIVERSIDE, CAL.....3750 Market St.....Geo. T. Brown, *Dist. Frt. & Pass. Agt.*
SACRAMENTO, CAL.....S. P. Passenger Station.....M. A. Peck, *Dist. Pass. Agt.*
SAN DIEGO, CAL.....300 Broadway.....A. D. Hagaman, *Dist. Frt. & Pass. Agt.*
SAN FRANCISCO, CAL.....95 Market Street.....T. Louis Chess, *Dist. Pass. Agt.*
(Ticket offices also at 65 Geary St., Ferry Bldg., and 3rd St. Station)
SAN JOSE, CAL.....Passenger Sta.....E. A. Tuebner, *Dist. Frt. & Pass. Agt.*
SANTA ANA, CAL.....504 North Main St.....E. B. Sharpley, *Trav. Pass. Agt.*
SANTA BARBARA, CAL.....906 State St.....G. C. Drake, *Dist. Pass. Agt.*
SANTA MONICA, CAL.....416 Santa Monica Blvd.....A. J. Rehbold, *Dist. Pass. Agt.*
SANTA ROSA, CAL.....N. W. P. Pass. Sta.....C. S. Newberry, *Traveling Agt.*
SEATTLE, WASH.....1405 Fourth Ave.....E. F. Ghormley, *General Agt.*
SPOKANE, WASH.....1129 Old Nat. Bank Bldg.....R. H. Holmes, *General Agt.*
STOCKTON, CAL.....Passenger Sta.....R. K. Smith, *D'st. Frt. & Pass. Agt.*
TUCSON, ARIZ.....Passenger Sta.....E. D. Rockwell, *Dist. Frt. & Pass. Agt.*
VANCOUVER, B. C.....619 Howe St.....Cecil G. Alton, *Canadian Gen'l Agt.*

G. B. HANSON, *General Passenger Agent*, Los Angeles, Calif.
J. A. ORMANDY, *General Passenger Agent*, Portland, Oregon.
F. C. LATHROP, *General Passenger Agent*, San Francisco, Calif.
J. D. MASON, *General Passenger Agent*, El Paso, Texas.
L. H. TRIMBLE, *General Freight and Passenger Agent*, Phoenix, Ariz.
J. T. MONROE, *Pass. Traffic Mgr.*, Texas and Louisiana Lines, Houston, Tex.
E. A. TURNER, *General Passenger Agent*, New Orleans, La.

W. W. HALE, *General Traffic Manager*, Chicago, Ill.
O. P. BARTLETT, *Passenger Traffic Manager*, Chicago, Ill.
H. H. GRAY, *General Passenger Agent*, New York, N. Y.
L. G. HOFF, *General Traffic Manager*, Mexican Lines, Guadalajara, Mexico.

F. S. MCGINNIS, *Vice-President*, System Passenger Traffic
San Francisco, Calif., and Houston, Texas.

PRINTED IN U. S. A.

5-15-40 - 40M



1. The Barhams were delighted to find that their tourist tickets entitled them to the free use of a big, shiny modern lounge car on the *Californian*. "As beautiful as any lounge car I've ever seen," said Peggy. This photo shows husband Lloyd offering a toast to a happy, comfortable trip.



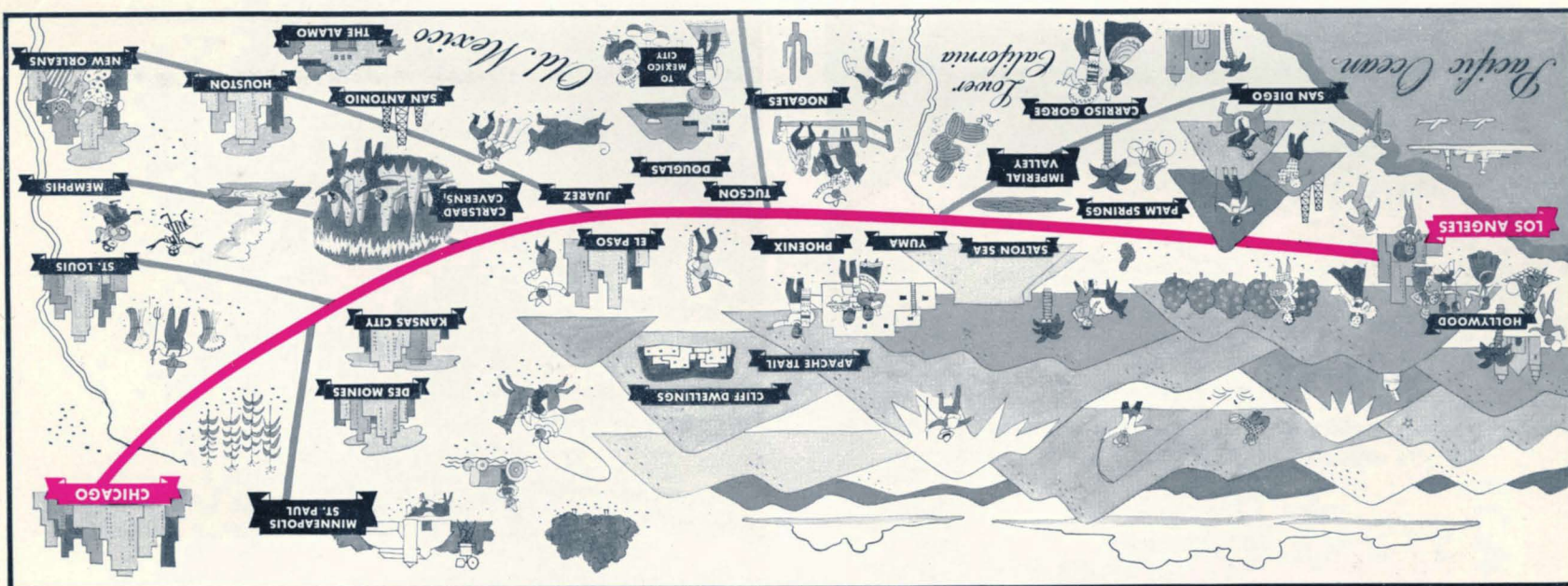
2. Whisler wanted to get a picture of a tourist berth on the *Californian*, so attractive Frances Charles agreed to pose for him. Tourist berths on the *Californian* are exactly the same size as standard Pullman berths on other trains, but cost about half as much. "It's a very comfortable bed," said Frances.



3. Next morning the Barhams asked Frances if she'd like to play a few hands of bridge while speeding along through Arizona. Photographer Snaer volunteered to make a fourth. All were surprised to find that tourist sleeping car porters set up tables just like those in standard Pullmans.



4. At noon, the Shreves and Barhams debated whether to order the plate luncheon or a la carte. The girls decided to take no chances on gaining weight, chose the Salad Bowl (25c). Horace and Lloyd had the luncheon—salisbury steak, vegetable, potatoes, bread and butter, ice cream and coffee—all for 30c.



Route of Southern Pacific's *Californian*



5. Near Tucson, Whisler got this shot of a streamlined chair car on the *Californian*. "Those new cars are certainly swell," says Whisler. "The seats have cushions of foam rubber, the windows are about twice as big as ordinary ones and the chair car fare from California to Chicago is only \$39.50 one way and \$65 round trip. If that isn't a bargain, I don't know what is!"



6. Passengers make friends quickly on the *Californian*. The hours between Los Angeles and Chicago pass all too quickly. Here Nancy McKenna (seated with William Stahl, a college friend) is talking with train acquaintances. Whisler wanted to take a picture in the chair car ahead of this but Stewardess Muffler said, "That car is reserved for women and children."



7. These four chair car passengers found they could turn the seats around and thus enjoy a very cozy game of bridge. Said Bill Stahl, "This certainly beats those hard little bridge chairs with the stiff backs. I'd like to take one of these *Californian* seats home with me." Said Nancy, "I'd like to take this air-conditioning home with me! It's so clean and comfortable in here."



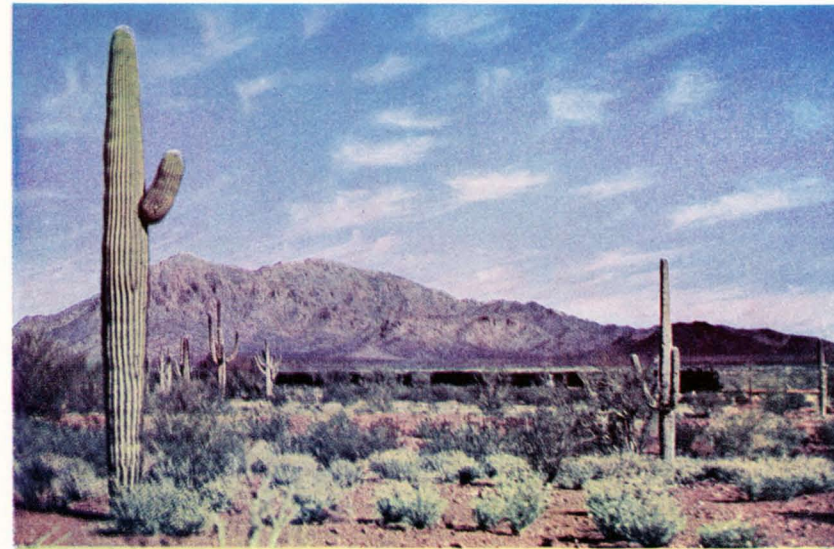
8. It's easy to see that Nancy and Bill don't find each other's company tiresome. Leaning back in their reclining chairs, they talk over college experiences and the fun they'll have back home. (The pillows were furnished by the *Californian's* chair car porter, without charge.)



9. Traveling on a limited budget, Nancy and Bill were certainly thankful for the *Californian's* economy meals. For dinner they had chicken pot pie, vegetable, potatoes, dessert and coffee for 35c. "I don't see how they do it," said Bill. Nancy insisted upon paying her own check.

BREAKFAST 25¢	LUNCHEON 30¢	DINNER 35¢
Tomato Juice	Potted Breast of Lamb with Vegetables	Filet of Fresh Fish, Remoulade or
Dry or Cooked Cereal with Cream	Garden Peas Mashed Potatoes	Chicken Pot Pie, Family Style
Toast or Muffins	Bread and Butter	String Beans Hashed Browned Potatoes
Coffee (Cup)	Ice Cream with Cake	Dinner Roll
Milk	Coffee (Cup)	Peach Cobbler, Vanilla Sauce
Tea (Pot)	Milk	Coffee (Cup) Milk Tea (Pot)
	Tea (Pot)	

10. The Californian's diner serves a plate breakfast for 25c, luncheon for 30c, dinner for 35c—also low-priced a la carte items. Above are typical menus, changed daily. Passengers are offered a choice of at least two entrees. Total meal cost from California to Chicago (seven meals) is only \$2.05.



11. Speeding through Arizona's impressive cactus forests, the Shreves and Barhams decided to stop over at El Paso, see Juarez and Carlsbad Caverns National Park. *Californian* arrived in El Paso that evening.



13. Next morning they boarded this big red streamlined stage for the trip to Carlsbad Caverns National Park. Tour tickets cost them \$9.75 each, which included stage fare to Caverns and back, lunch en route, admission to Caverns, elevator fee from Caverns to surface.



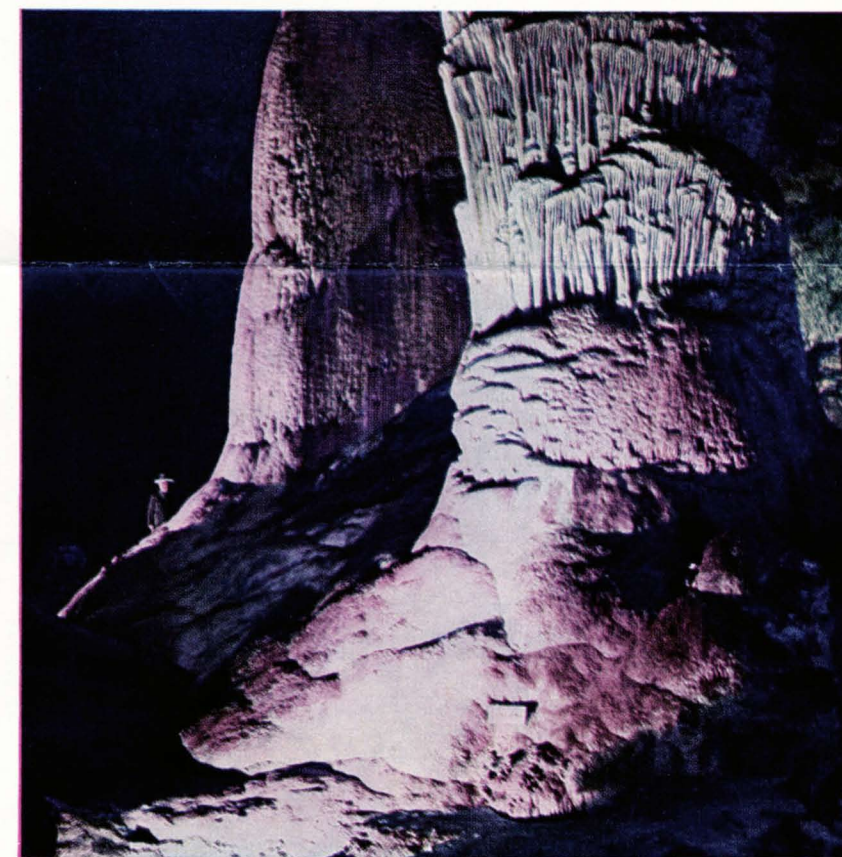
15. Colonel Thomas Boles, genial Superintendent of Carlsbad Caverns National Park, showed them the entrance to the largest caverns ever discovered. Then they walked down the easy, zig zag trail, through ever-widening rooms and passages to the Big Room, 750 feet beneath the surface.



12. Getting to Juarez is no problem. It's just across the Rio Grande from El Paso. The Shreves and Barhams simply walked across the International Bridge (toll 2c), found themselves in Old Mexico. Here photographer Whisler snapped them dickering for a *sarape* (native blanket.)



14. En route to the Caverns (3½ hours from El Paso) the paved highway followed the historic Butterfield Trail, passed Signal Peak, highest point in Texas. Though the day was warm, the Shreves and Barhams never noticed it because the stage was air-conditioned. They ate box lunches en route.



16. Awed by size of the stalagmites and stalactites, skillfully illuminated by hidden lights, Alline said it was just like being in fairyland. They returned to the surface by elevator, arrived back in El Paso that evening in time to board the *Californian* to Chicago.

Southern Pacific
THE ROAD OF WESTERN HOSPITALITY