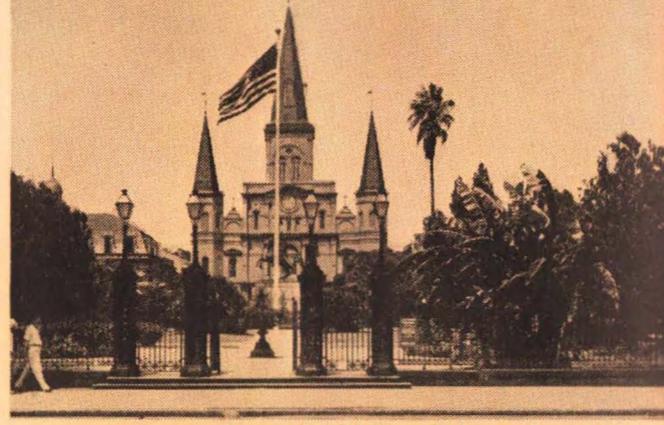


# HOW TO SEE TWICE AS MUCH



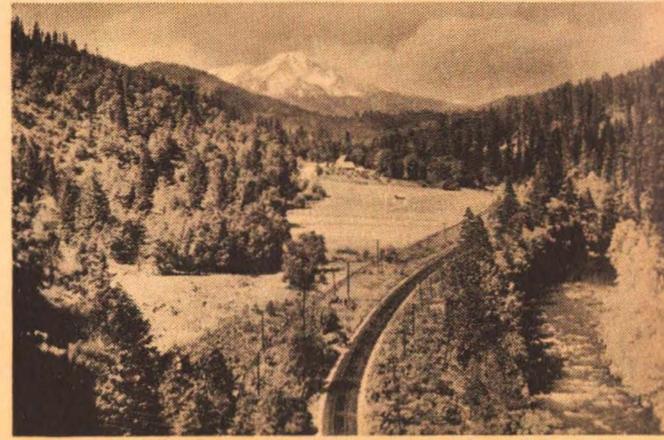
Carlsbad Caverns National Park, Golden State Route



Romantic old New Orleans, Sunset Route



Crossing Great Salt Lake, Overland Route



Majestic Mt. Shasta, as seen from Shasta Route

**ON YOUR TRIP  
TO NEW YORK**

**W**hen you go east on Southern Pacific, you aren't limited to one route or one kind of scenery. Southern Pacific gives you a choice of FOUR Scenic Routes, each showing you an entirely different part of the United States.

By going east on one of these routes and returning on another S.P. route, you see TWICE as much—in most cases for not 1¢ extra rail fare! Every train on these four routes is air-conditioned.

**GO ONE WAY, RETURN ANOTHER**

Sunset Route shows you Southern Arizona, El Paso, the Mexican Border country, the Old South and New Orleans. Famous trains: the "Sunset Limited" and "Argonaut."

Overland Route shows you California, Oregon, Washington, Idaho, Montana, Wyoming, Colorado, Nebraska, Kansas, Missouri, Illinois, Indiana, Ohio, West Virginia, Maryland, Delaware, New Jersey, New York, Connecticut, Rhode Island, Massachusetts, New Hampshire, Vermont, New England, Canada, and the Great Lakes.

Golden State Route is the direct route from Southern California to the east, through Southern Arizona, El Paso (stopover point for the Carlsbad Caverns National Park Tour), New Mexico and the fertile middle west. Two great trains: the "Golden State Limited" and the "Californian" (chair car and tourist passengers exclusively).

Shasta Route joins California with the Pacific Northwest, connecting with transcontinental lines. Route of the fast, all-Pullman "Cascade", the "Oregonian" and two other trains.

If you live in western Oregon or Washington, Southern Pacific will take you east via California and the San Francisco World's Fair (May 25 to Sept. 29, 1940) for no extra rail fare.

From New Orleans you can continue east by rail or sail to New York on S.P.'s popular "S. S. Dixie" (small additional fare, but berth and meals aboard ship are included).

Overland Route, shortest way between Northern California and the east, climbs the High Sierras and the Rockies, crosses Great Salt Lake on the daring Lucin Causeway. Two super-speed, extra fare trains: the Streamliner "City of San Francisco" and the "Forty-Niner", each leaving five times a month. Also fast daily service on the "Overland Limited", "San Francisco Challenger" (chair car and tourist exclusively) and "Pacific Limited".

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Any Southern Pacific representative will be glad to help you plan your trip. If none is near you, write one of the following:

J. A. ORMANDY F. C. LATHROP G. B. HANSON  
Gen'l Pass'g Agt. Gen'l Pass'g Agt. Gen'l Pass'g Agt.  
Portland, Oregon San Francisco, Cal. Los Angeles, Cal.

J. D. MASON L. H. TRIMBLE  
Gen'l Pass'g Agt. El Paso, Texas Gen'l Frt. & Pass'g Agt.  
Phoenix, Ariz.

F. S. McGINNIS Vice Pres., System Pass'g Traffic  
San Francisco, Calif., and Houston, Texas

## FOUR SCENIC ROUTES TO THE EAST

Map showing the four scenic routes to the east: 1. Shasta Route, 2. Golden State Route, 3. Overland Route, 4. Sunset Route.

Map also shows the West Coast of Mexico Route, the Southwest Route, and the Southern Pacific Lines.

New York City—  
World's Fair All Expense Tours

These tours cover every necessary expense (except meals) from the time you arrive at the Fair to the time you leave. For all tours, the Fair is open to you for seven days, including transfer from railroad station to hotel, hotel accommodation, sightseeing tour of the city and a visit to the Fair. In addition, if you plan a trip beyond your budget, you will have the choice of various price hotels, all with comfortable and satisfactory accommodations and service.

These all expense tours are on sale at all S.P. ticket offices.

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**South Pacific  
New York**

**World's Fair 1940**

Holiday Inn U.S.A.  
Hobart-Kellogg-Sullivan, Inc.

Travel Information Service, World's Fair of 1940 in New York

FAIR INFORMATION: We invite you to write to the Travel Information Service, World's Fair of 1940 in New York... or phone World's Fair 6-1140. Details for all-expense tours... also for all-inclusive packages.

TRAVEL INFORMATION: Attractive rates... also for all-inclusive packages.

SPECIAL DAYS: You can have a special day dedicated to your community or organization.

EVERY DAY: Special events of the Fair. Hundreds of special events already have been booked to give you a new program.

REST ACCOMMODATIONS: Thousands of hotels, restaurants, picture grounds for family reunions... the cool shade of 7,000 beds... special rooms... the cool shade of 1940.

EXHIBITORS: The great nations of the world put on their own Federal Government; States groups... arts and sciences.

AMUSEMENT AREA: The biggest gayest easiest... amusements lead to 13 inclusive, 25 cents. Special rates to groups.

ADMISSION: Adults 50 cents, children 30 cents.

COST: A \$155,000,000 show with 1,500 free admissions.

THEIR HIGH Histories lead to the greatest historical landmarks of the Americas... the Civil War, the Spanish American War, the War of 1812, the War of 1865, the War of 1898, the War of 1917, the War of 1940.

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# American Jubilee

AMERICA STRIDES the stage in this romantic, song-spun review fusing musical comedy, circus, opera and pageant. The great names of the entertainment world are here—Arthur Schwartz, Oscar Hammerstein, II, Leon Leonidoff of Radio City Music Hall, and Albert Johnson. They've blended their talents in a star-spangled spectacle rivalling anything the theatre has seen in scope and splendor.

The four outstanding episodes in the rise of a mighty nation parade before your eyes. The inauguration of George Washington . . . the feverish story of discovery of gold in California . . . a tumultuous welcome to Jenny Lind . . . "Swords and Roses," ending as President Lincoln enters Ford's theatre . . . then the Gay Nineties cavalcade, thundering to a climax with Teddy Roosevelt.

Three hundred performers and forty trained horses take part in this great spectacle . . . and you can see it at the Forty Fair for forty cents.



## THE MAGIC FOUNTAINS

COMBINING WATER, fire and sound in a starlit symphony, this inspiring show is given nightly at the Lagoon of Nations . . . FREE!

Never before have engineering skill and great art joined to create such a miracle of light and color. Poets, in their most fantastic flights of fancy, have rarely envisioned a wildness and beauty to match it.

Pillars of water rise high in the air . . . flames dart from hidden sources . . . fireworks burst high above in resplendent glory . . . Music, perfectly synchronized with these myriad effects, rounds out one of the most glorious ensembles ever conceived.

And coolness goes with the wind as 25 fountains, alive with beauty, spread refreshing breezes over the Fair . . . day and night . . . all summer.



*See the Fair with us for FIFTY THRIFTY CENTS  
CHILDREN UNDER 14, TWENTY-FIVE CENTS*



PLENTY OF ROOMS  
at low prices

NEW YORK CITY can accommodate daily approximately 600,000 visitors. Hotels can care for about 80,000 between \$1.50 and \$3.00 per day and about 170,000 more between \$3.00 and \$5.00 per day. In addition there are registered and inspected private homes and rooming houses which will accommodate about 200,000 at \$1.00 and \$1.50 per day per person.

Information regarding rooms in hotels may be obtained through the Hotel Association of New York City, Inc., 221 West 57th Street—Circle 7-0800, or see your local travel agent. Rooms in hotels and private homes may also be obtained through the Mayor's Official World's Fair Rooming Bureau, Chanin Building, 42nd Street and Lexington Avenue—MURray Hill 3-1150. Write, telephone or telegraph to either of the above bureaus for information on rates and location.

The latch-string is out for you all summer—Come when you like—Stay where you like—As long as you like—At rates that are right.

EAT WITHIN YOUR BUDGET



Here you can eat to your heart's content and keep your pocketbook contented too. The Fair's new 5 and 10 cent restaurant strikes the 1940 keynote of good food at low prices.

Just plank your 5 and 10 cent pieces on the counter and watch the fine food appear. Thick sandwiches for thin dimes . . . tempting desserts and other delicious dishes at sweet and low rates . . . no item on the menu more than 10 cents . . . many only a nickel.

PAMPER YOUR APPETITE and coddle your purse! Choose from over 80 eating places on the grounds for good food at low prices. Restaurants, snack bars, soda fountains, cafeterias and lunch counters dot the avenues and are located in many exhibit buildings. Hot dogs and hamburgers are a dime. Coffee is 5 and 10 cents and Coca-



DOROTHY LAMOUR gets a 15 cent snack. (Above) A picnic on the grounds.

Cola and other bottled beverages a nickel. Milk is 5 and 10 cents a bottle. In the city and at the Fair, you can have a breakfast for 25 cents, a lunch for 45 cents, a dinner for 65 cents.

If you have a yen for foreign foods, you can eat in any language . . . camard natais l'orange from France . . . arroz con pollo from Cuba . . . reindeer steak from Finland. . . Prices in the Foreign Pavilions are higher, but the chefs are internationally famous, and the cuisine and service de luxe.

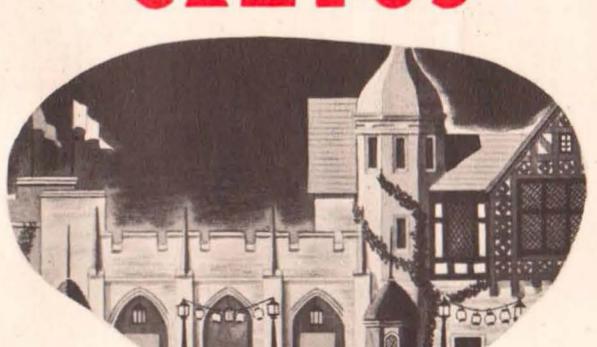
Or pack a lunch, relax beneath a striped umbrella on one of the Fair's free rest grounds, and picnic in comfort.

NEW ORLEANS



THE MARDI GRAS spirit reigns in this New Amusement Area show. Enjoy the famous New Orleans French Quarter . . . visit a night-club featuring Southern "blues" . . . get that carnival thrill in a unique entertainment centre.

CAMPUS



THE "RAH-RAH-RAH" SPIRIT of Old Siwash and Boola-Boola rules over the Dancing Campus, one of the new and colorful amusement features. Riot with the jitterbugs in an atmosphere of collegiate high-jinks. See Flirtation Walk, Dance Prom, college shops and restaurants, football, and a gay musical review of campus life.



CHILDREN UNDER 14, TWENTY-FIVE CENTS