



West

Palm Springs, California

CALIFORNIA THROWS A PARTY

PUBLISHED BY

Southern Pacific

*Everybody is
cordially invited to*

CALIFORNIA'S ALL-WINTER SUN FESTIVAL

*More than 300 colorful
pageants, fiestas, celebrations
and sports events.*



FROM December 1 to March 30, California is throwing a unique kind of state-wide community party—an All-Winter Sun Festival—with more than 300 colorful events. On virtually every day during these four months there will be pageants, sports events and shows of all kinds ranging from musical, cultural and scientific programs to golf and tennis tournaments, snow sports carnivals, swimming, yachting and the pick of the picturesque community fiestas.

An especially happy introduction to California—to its warm winter climate, friendly hospitality and eventful life—awaits you at Palm Springs, lovely desert oasis on the main line of Southern Pacific's Sunset and Golden State Route trains. Here the average noon temperature is 81 degrees (though calendars say it's the dead of winter) and the average night temperature is 45 degrees. This means warm, sunny days and star-spangled nights just right for sleep.

There are many things to do in Palm Springs and there is nothing to do. You are your own taskmaster. According to your fancy you can ride into the hills, across the mesa or around palm-lined bridle paths; play tennis, badminton or golf; swim, whittle a stick or climb a tree.

Accommodations at Palm Springs are unsurpassed. Some are quite modest, others very luxurious. Notable resort hotels are the restful, beautiful Desert Inn, El Mirador, The Oasis, and Del Tahquitz. The charming Deep Well and Smoke Tree Ranches are just beyond the village. Also (between Palm Springs and Indio) is LaQuinta Hotel and Bungalows; and 15 miles beyond our Palm Springs Station is located the B-Bar-H Guest Ranch.

SOME OUTSTANDING EVENTS DURING CALIFORNIA'S ALL-WINTER SUN FESTIVAL

PALM SPRINGS

Dec. 15—6th Annual All Breed Dog Show.
Jan. 27, 28—Palm Springs Rodeo (sanctioned by Rodeo Ass'n of America).
Feb. 15, 16—Palm Springs Horse Show and Hunter Trials.

LOS ANGELES

Dec. 16-24—"Las Posadas," Olvera St. (Mexican quarter).
Dec. 28-Mar. 8—Parimutuel horse racing, Santa Anita Park. 47 days. Daily except Sundays and Mondays.
Feb. 22-26—15th Annual Midwinter Regatta, Los Angeles Harbor. International boats, yachtsmen. 400 entries.

PASADENA

Jan. 1—52nd Annual Tournament of Roses. World-famed parade over five-mile route.
Jan. 1—Rose Bowl East-West game (for national intercollegiate football championship).
Mar. 13-16—So. Calif. Flower Show.

SAN FRANCISCO

Dec. 28-Feb. 4—Famous Chinese New Year Celebration.
Jan. 1—East-West Shrine football game.

SANTA CATALINA ISLAND

Feb. 25-Mar. 27—Chicago Cubs' spring training. Practice games open to public.

SANTA BARBARA

Beginning Mar. 7—Garden tours of famous private estates open to the public.

DEL MONTE

Dec. 25-Jan. 10—Christmas Polo Tournament.
Mar. 20-23—Northern Calif. Women's Golf Circuit.
Mar. 26-30—International team matches of the Pacific for the H. Chandler Egan Trophy (golf).

YOSEMITE

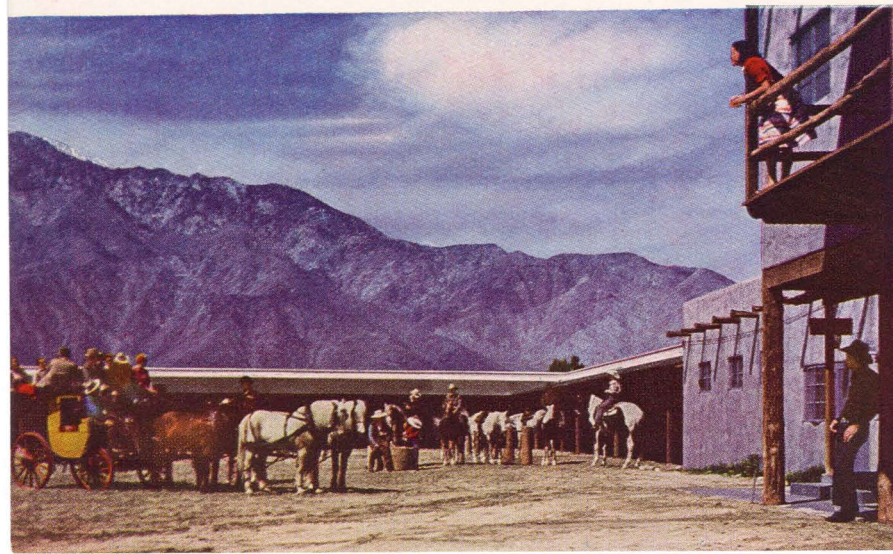
Dec. 30—Costume Ice Carnival.
Jan. 2, 3, 4—Intercollegiate Ice Hockey matches for the Pres. Hoover Trophy.
Mar. 1, 2—Intercollegiate Ski Union and Pacific Coast Conference Championships (Downhill, Slalom, Jumping and Cross-Country).

NORDEN—SUGAR BOWL

Dec. 15—Official opening of winter sports season. Many outstanding snow sports events scheduled through April.



California's Palm Springs—a lovely oasis where the desert and mountains meet—is located on the main line of S. P.'s Sunset and Golden State Route trains. Under a warm winter sun (average noon temperature 81°) you can swim (above), ride (below), bicycle or loaf.





San Diego, unspoiled seaside city and important Army and Navy base, is famous for its numerous nearby beaches and resorts where you can romp on snow-white sands, challenge the surf, or just idle to your heart's content. Here we see a sheltered bathing cove at La Jolla (La Hoya) 14 mi. no. of San Diego.



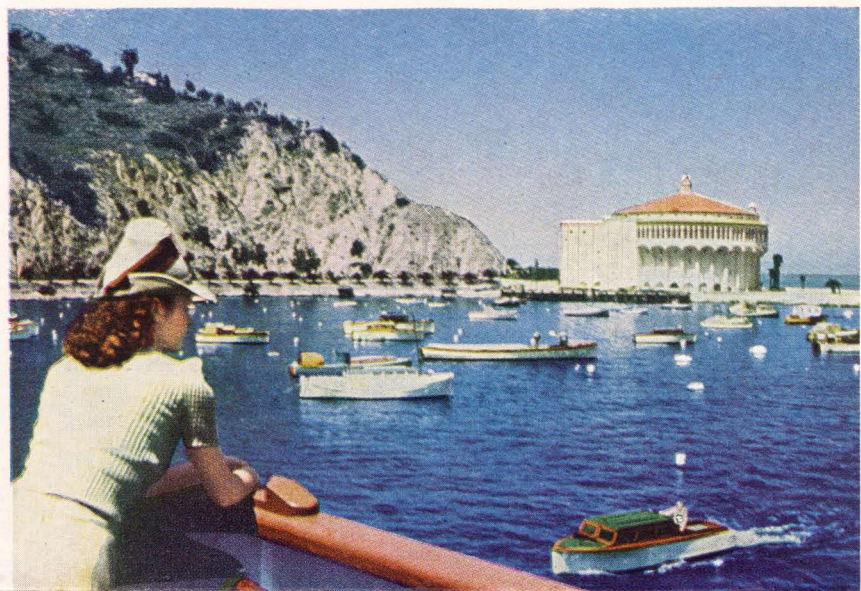
Picturesque community fiestas and festivals reconstruct California's storied past when this part of the world was more Spanish and Mexican than American. You'll see colorful costumes, hear soft-strummed guitars, watch gay dances.



From December to May weather and snow conditions in California's High Sierra are excellent for winter sports. Skiing and tobogganing are rare good sport at Norden Sugar Bowl, Yosemite, Mt. Shasta, Lake Arrowhead, etc.



Los Angeles has grown from a tiny Spanish pueblo into one of the nation's proudest cities. Its homes, parks, boulevards, its smart shops, cosmopolitan hotels and moving picture industry are world-famed. Here we see tree-bordered Westlake Park—in the heart of the city.



Santa Catalina Island, 27 miles off shore from Los Angeles Harbor, is reached in two hours by boat. (You'll see flying fish.) Catalina has a golf course, palatial casino, fine boating and bathing facilities.

EXCLUSIVE!

There's hardly a place out West that isn't served by Southern Pacific. Some of our "exclusives" are:

TUCSON SANTA BARBARA RENO
PALM SPRINGS DEL MONTE LAKE TAHOE
NORDEN—SUGAR BOWL
HOTEL PLAYA DE CORTES AT GUAYMAS, MEXICO

Southern Pacific also serves the great Southwest where summer spends the winter, romantic New Orleans, the all of California.

Follow the sun West on either the *Sunset Limited* or *Argonaut* from New Orleans, or the *Golden State Limited* or *Californian* (economy train for chair car and tourist passengers exclusively) from Chicago. And starting December 15 to March 31, the new all-Pullman, extra fare Southern Pacific-Rock Island streamliner *Arizona Limited* will leave Chicago every other day for El Paso, Tucson and Phoenix via the sunny Golden State Route.

Or speed straight across mid-continent from Chicago to San Francisco on the famous Streamliner *City of San Francisco*, royal *Forty-Niner*, *Overland Limited*, scenic *Pacific Limited* or *San Francisco Challenger* (friendly economy train).





Twice a day two red-and-orange streamlined *Daylights* speed in both directions between Los Angeles and San Francisco, skirting the sea-sprayed rocks of the long Pacific shore for 113 breath-taking miles. You relax in seats soft as air, watch the passing scenery through enormous windows.



Santa Barbara, served exclusively by Southern Pacific coast line trains (including the streamlined *Daylights*), is a picturesque seaside resort-city of Spanish architecture. Here we see Mission Santa Barbara, founded by Junipero Serra in 1786 and renowned for its beautiful gardens.

ALONG CALIFORNIA'S RIVIERA BY *Daylight*



Hotel Del Monte, fashionable resort on the Monterey Peninsula, centers a 20,000-acre playground where you can loaf, swim, sail, ride, play tennis or golf. Famed Del Monte is served exclusively by Southern Pacific.



Four championship courses (famed Pebble Beach, beside the sounding Pacific surf, is one) make the Monterey Peninsula a golfer's paradise. Nearby are Spanish Monterey, capital of California under three flags; Asilomar, Pacific Grove, Carmel-by-the-Sea and historic Carmel Mission.

ONLY coast line trains between Los Angeles and San Francisco are Southern Pacific's, serving Santa Barbara, Del Monte, Monterey Peninsula and all the other brilliant resorts and story-book cities of "California's Riviera." No other railroad runs along the coast between Los Angeles and San Francisco.

This is the scenic route of the famous streamlined *Daylights*—"the most beautiful trains in the world." Two *Daylights* speed daily each way between Los Angeles and San Francisco, providing convenient morning and noon departures from each terminal. 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, each built at a cost of more than a million dollars, that provide this double daily service offer the same luxurious accommodations and superb service. Each *Daylight* carries de luxe reclining chair cars that are the last word in streamlined comfort. Windows are enormous; seats are cushioned with fleecy-soft foam rubber. Each *Daylight* carries a luxurious Tavern Car, Dining Car and Coffee Shop, and each has two Parlor Cars with individual seats, reserved for First Class passengers.

Small wonder is it that the more than a million people who have ridden between Los Angeles and San Francisco on the *Daylights* acclaim it a thrilling, never-to-be-forgotten travel experience. For where else can one find such a happy combination as this: to speed along one of the most spectacular and beautiful routes in the world on what are certainly the most beautiful trains in the world?



San Francisco, northern terminal of the streamlined *Daylights*, boasts the world's two largest bridges. Here we see the spectacular 8¼-mile long S. F.-Oakland Bay Bridge. Another great bridge spans the Golden Gate, links San Francisco with the Redwood Empire country to the north.

Southern Pacific THE ROAD OF WESTERN HOSPITALITY