

West

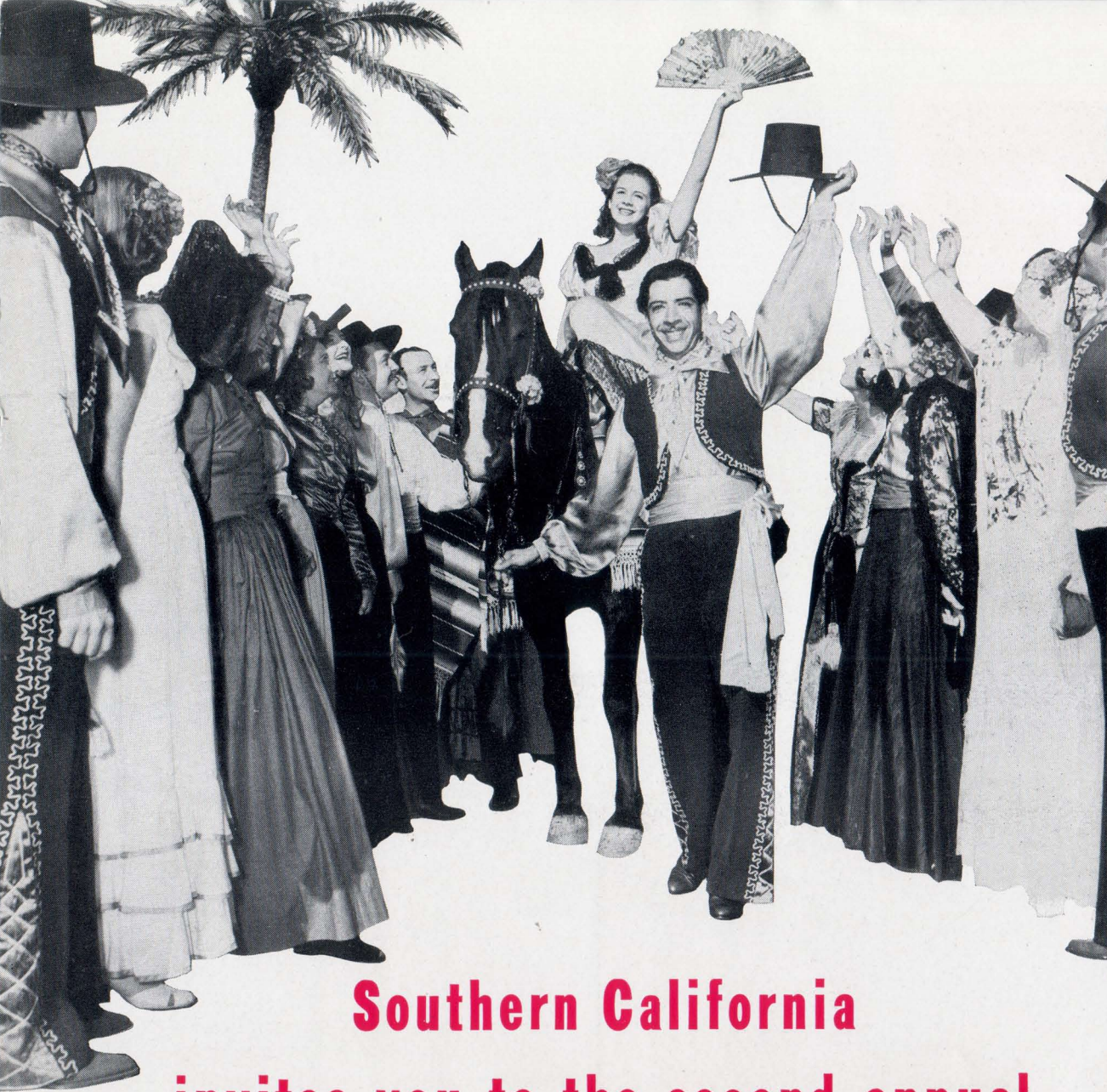


Mission Santa Barbara celebrates 155th birthday on December 4

IT'S SUN FESTIVAL TIME AGAIN!

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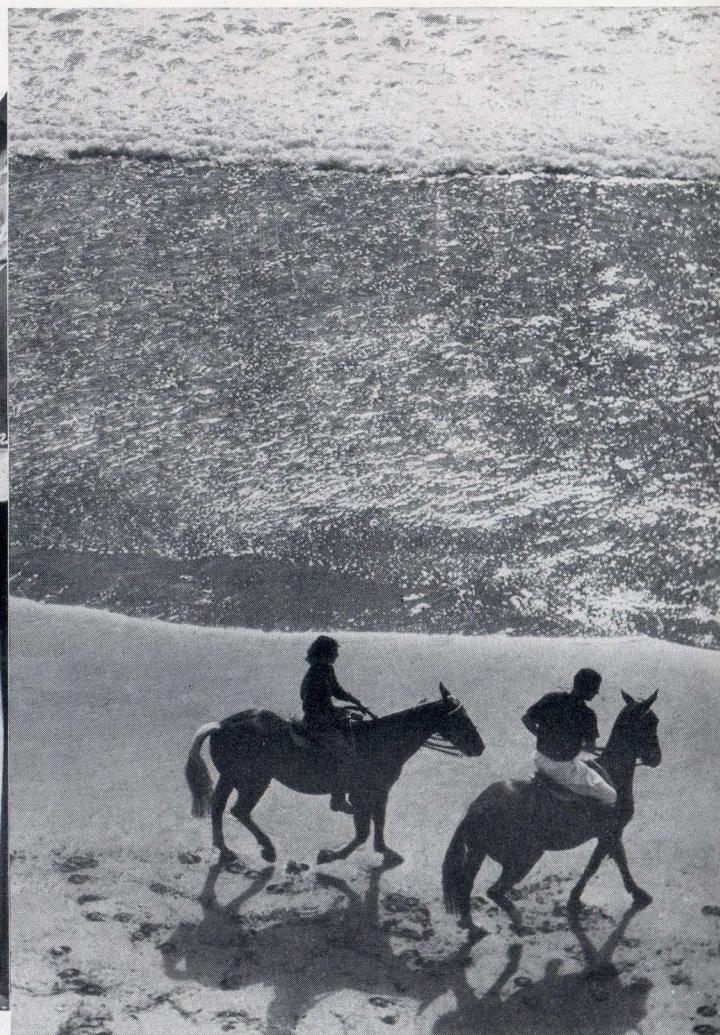
Southern California invites you to the second annual ALL-WINTER SUN FESTIVAL

LAST winter, Southern California took stock of its mild winter climate, its glamorous Hollywood and romantic Spanish background, its reputation for year 'round sports activity—and decided to have a Sun Festival.

Thousands came from all over the country to join the merry-go-round of fun. Both the community and the visitors enjoyed it. So this year Southern California invites the world to its second annual All-Winter Sun Festival, from November, 1941 to April, 1942.

The Sun Festival is not just one event. It is a series of more than 300, from Holly Time at Catalina Island to the racing season at Santa Anita; from open house at the wineries to the famous Pasadena Tournament of Roses. On each of the 151 Sun Festival days there will be at least one worthwhile event in Southern California, usually more.

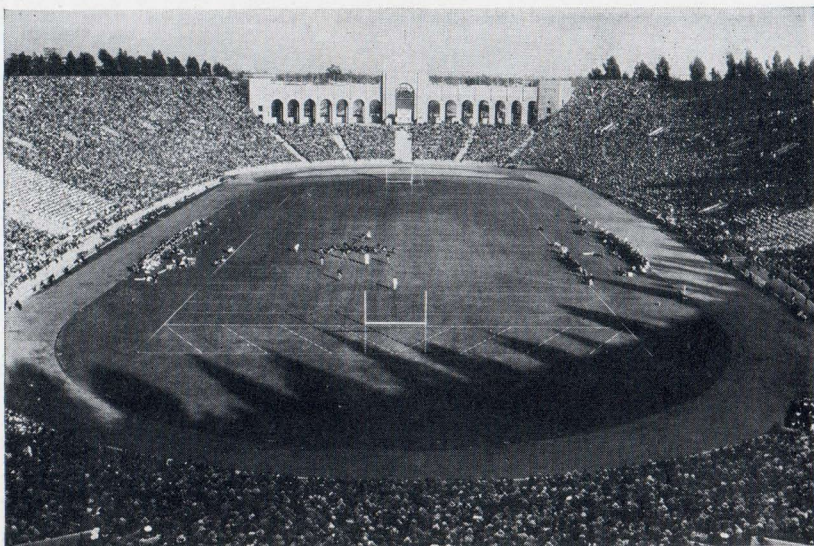
In this issue, WEST previews in words and pictures some of the highlights of Southern California's All-Winter Sun Festival.



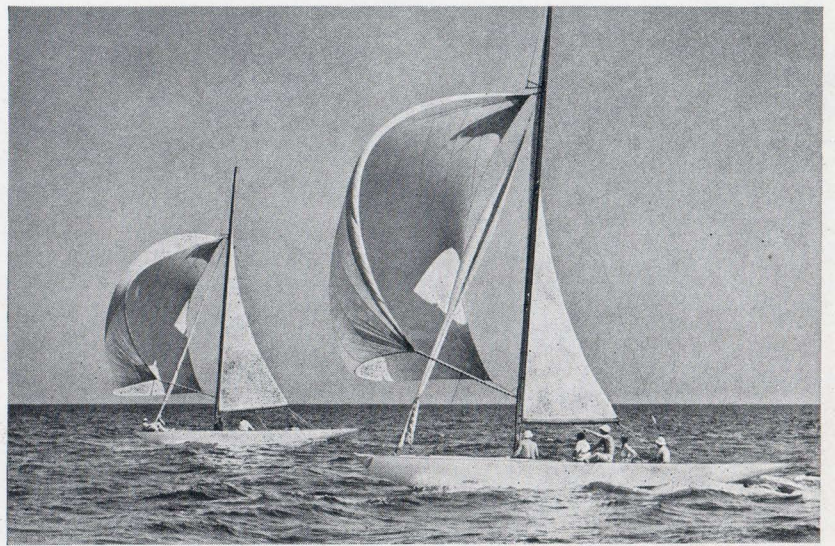
Sun Festival visitors enjoy every known form of recreation in Southern California. Here two people go for a horseback ride beside the blue Pacific Ocean's edge.



Many a motion picture enjoys its world premiere at Grauman's Chinese Theater (above). At these premieres you may see many famous actors of Hollywood.



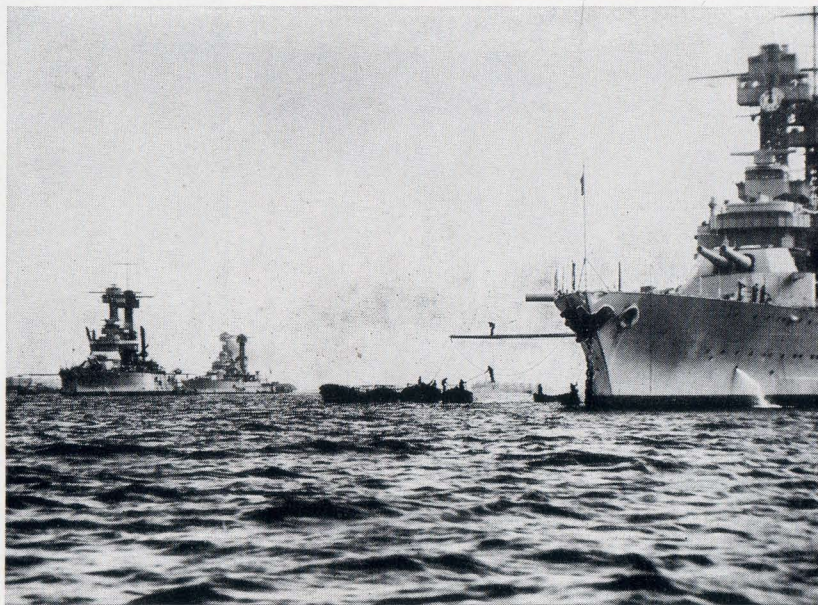
Los Angeles Coliseum accommodates 105,000 spectators for Sun Festival football games and other sports events. (Track and field events of the Olympic Games were held here in 1932.) Nation's most important football game is New Year's Day Rose Bowl Game at Pasadena, near Los Angeles.



Sailing is a year 'round sport in Southern California waters. Sun Festival events include Annual Christmas Regatta, Newport Harbor (Dec. 26-28), New Year's Regatta, San Diego Bay (Jan. 4) and Los Angeles Midwinter Yacht Regatta in February or early March. Photo taken at Santa Barbara.



Golf every day of the year is commonplace in Southern California. A highlight of the All-Winter Sun Festival is Bing Crosby's Sixth Annual Pro-Amateur Golf Tournament, Rancho Santa Fe, January 31 and February 1.



Uncle Sam isn't officially a part of the Sun Festival, but his grim gray battle wagons are apt to slip into San Diego or Los Angeles harbor any day. This photo was taken in San Diego Bay, important air and naval base.



Pasadena's 53rd Annual Tournament of Roses on New Year's Day is one of the most impressive events of the All-Winter Sun Festival. A two-hour floral parade over a five-mile route, it features 60 floats decorated with natural flowers, 20 bands and groups of riders and is witnessed by more than 1,000,000 people.



They're off! Part of the Sun Festival is the Santa Anita season—55 days of pari-mutuel racing from December 31 to March 16.



Like a scene on the French Riviera is this Southern California view. Loafing in the gentle winter sunshine is a popular sport with visitors to the All-Winter Sun Festival.



Easterners who put their boats up for the winter will be surprised to find that Southern Californians pay little attention to the calendar, sail the year 'round.



A few of the 300 SUN FESTIVAL EVENTS

LAS POSADAS (Mexican Christmas celebrations) at Padua Hills, Nov. 26 to Dec. 27; at Olvera Street in Los Angeles, Dec. 16 to 24.

FORTY MILES OF CHRISTMAS SMILES at Huntington Beach, Dec. 16 to Jan. 1. Oil wells transformed into Christmas trees.

CHRISTMAS TREE LANE, Altadena, Dec. 24 to 31. Mile of Himalayan deodar trees illuminated with multi-colored lights.

SANTA ANITA pari-mutuel horse racing, Dec. 31 to March 16. (\$100,000 Santa Anita Handicap, March 7.)

SANTA ANNUAL FROLIC, Santa Ana, New Year's Eve. Parade of celebrants in Mardi Gras costume, floats, bands, strolling minstrels.

TOURNAMENT OF ROSES, Pasadena, on New Year's morning, followed by Rose Bowl Game in the afternoon.

BLOSSOMTIME begins early in February in Southern California, with almond blossoms (1,000 acres). Desert wild flowers at Palm Springs, March to May. Kern County wild flowers, March and April. Southern California Spring Flower Show, Pasadena, March 12 to 15.

CHINESE NEW YEAR, Los Angeles, Feb. 14 to 21. Sacred lions and dragons dance to dispel evil spirits. Visitors given presents at all shops.

MARDI GRAS at Mexicali, Mexico, Feb. 15 to 17. Three-day celebration "across the line" from Calexico, California.

DESERT CIRCUS at Palm Springs, last week in March. The resort goes completely western for the biggest week in its season. Kangaroo Court, cowboys, Indians, costume ball attended by many famous movie stars.



You can pick your own breakfast off these grapefruit trees in the Coachella Valley of Southern California. Citrus trees bearing fruit in the winter testify to the mild climate of this region.



Polo is a popular sport with the movie colony. Every Sunday during the winter, stars play for visitors at Santa Monica's Riviera Country Club.



Old Mission Days are celebrated at three Southern California Missions, December 4 to 7. Mission Santa Barbara (above), founded December 4, 1786, celebrates its 155th birthday this winter.



The nine days preceding Christmas are very important to the Mexicans in Southern California. This is the time of traditional *Las Posadas*.

How far away is California?

TO THE average easterner, California seems very far away. This idea is a hangover from the days when Covered Wagons took perilous months to cross the continent and the fastest clipper ship took 90 days from coast to coast around the Horn.

Actually, California is just two days and three nights from Chicago by non-extra-fare trains, one day and two nights by extra fare streamliner. This means that in a two weeks' vacation, travelers can enjoy up to *eleven days* in California if they go and return by train.

No railroad has as many trains to California as Southern Pacific. From New Orleans to Los Angeles, you can choose between our famous *Sunset Limited* and *Argonaut*. From Chicago to Los Angeles, our luxurious *Golden State Limited* or the friendly *Californian* (chair car and tourist Pullman passengers only, stewardess-nurse, economy meals). From Chicago to San Francisco, a streamliner *City of San Francisco* leaves every three days, and there is fine daily service on the all-Pullman *Overland Limited*, scenic *Pacific Limited* and the money-saving *San Francisco Challenger* (chair car and tourist Pullman passengers only, stewardess-nurse, economy meals). From Portland to San Francisco, Southern Pacific has four trains daily, led by the de luxe *Cascade*.



Wise travelers will go to Southern California's All-Winter Sun Festival on one Southern Pacific route (see map), return on a different S. P. route, see twice as much of the United States.

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