

A color photograph of an elderly man with a long white beard, wearing a straw hat, a red bandana, and a plaid shirt, sitting on a rock in a river. He is holding a metal pan and panning for gold. The river is filled with rocks and surrounded by dense green trees. A red rectangular box is overlaid on the top left of the image.

West

Old-timer Bill Letterman panning gold in Deer Creek, near Nevada City, California

West SALUTES THE OLD WEST

PUBLISHED BY

Southern Pacific



WESTERN STATES INVITE TOURISTS TO SEE THE OLD WEST THIS YEAR



Mission San Xavier del Bac, best preserved of the Arizona missions, is near Tucson and visible from Southern Pacific Sunset Route and Golden State Route trains. The original mission was founded by Padre Kino in 1699. The present structure was completed in 1797. Nobody knows why dome was omitted from right tower.

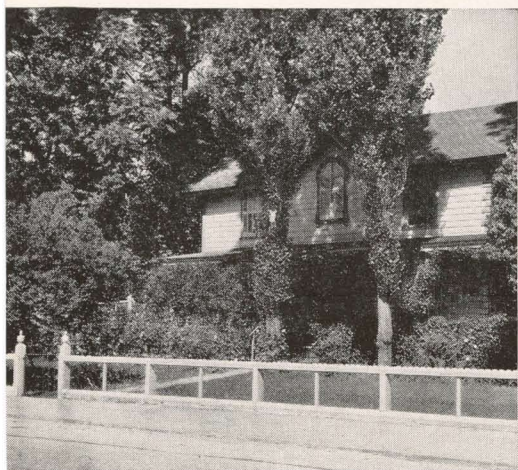


The Alamo (formerly Mission San Antonio de Valero) in San Antonio, shrine of Texas liberty.

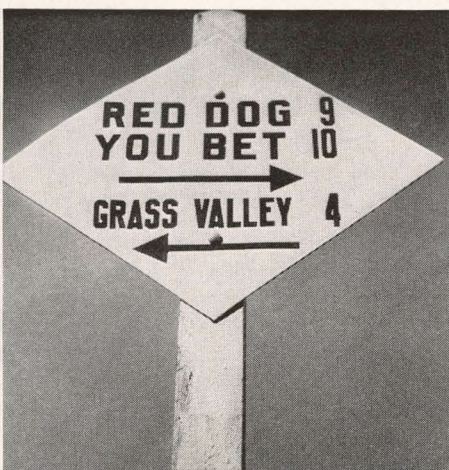


Mission Santa Barbara, on Southern Pacific's Coast Line, was founded in 1786. Since then its altar light has never been extinguished.

Lola Montez home in Grass Valley, California. She was a famous beauty, the toast of two continents.



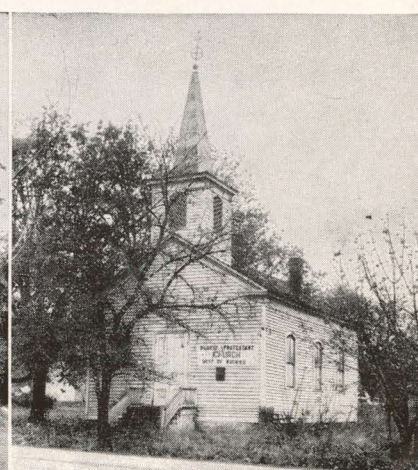
As this sign testifies, names of western mining towns were picturesque. Many are still thriving communities.



Rough and Ready is an old mining town between Grass Valley and Marysville, Calif. In 1850 the town seceded from the Union. This building dates from '53.



The oldest Protestant Church (1853) west of Rocky Mountains is near Medford, Oregon.



Most people think of the West as new.

Actually, the Portuguese explorer Cabrillo anchored in a California bay in 1542, just fifty years after Columbus discovered America. And the Spanish explorer Viscaino came to Monterey Bay in 1602, eighteen years before the Pilgrims landed on our eastern shore. California's first Mission was dedicated July 16, 1769, seven years before the Declaration of Independence was signed.

Thus the West is old as well as new, and tourists who seek out the Missions, old mining towns and other historic shrines of the West are richly rewarded.

Western history divides into three principal periods:

1. Discovery and exploration by the Spaniards, Russians and English. Reminders of this period are the Missions and forts that dot the West.
2. The infiltration of American explorers, trappers and traders, such as Kit Carson, Lewis and Clark, Fremont, Walker, Smith.
3. The Gold Rush, which started the West's tremendous growth in population, agriculture and industry, and left the picturesque mining towns.

The Western States Promotion Council, representing the eleven western states, has inaugurated a movement to "Save the Old West," and has issued an invitation to "See the Old West This Year."

Wise tourists will see the Old West on Southern Pacific, which serves more of the historic West than any other railroad. Southern Pacific's Overland Route (Chicago-Reno-Sacramento-San Francisco) follows the trail of the Pony Express and Covered Wagons, serves Virginia City (Comstock Lode) and the California Gold Country. The Sunset and Golden State Routes traverse the Spanish Southwest. Southern Pacific's Coast Line between Los Angeles and San Francisco traces the Mission Trail. And the Shasta Route (Portland-San Francisco) is rich in historic associations with the Oregon Trail.

In this issue, WEST gives you a glimpse of the Old West as it is today.



Downieville, California, typical western mining town, on the fabulous Mother Lode, just north of Southern Pacific's Overland Route. Once a roaring boom town, Downieville now sleeps in the High Sierra sun, remembering the thrilling days when Edwin Booth, Lola Montez and Lotta Crabtree played in its theater and were showered with pokes of gold dust by the miners.



Serbian Church at Jackson, California. Jackson is still a busy mining town, with the deepest mines on the North American continent. One has yielded \$17,391,409.



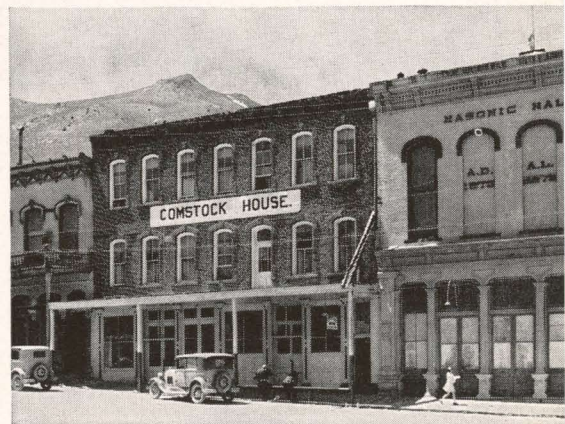
Wells Fargo building at Columbia, California. Doors are iron. Most of the \$87,000,000 in gold mined near Columbia was weighed and shipped from this building.



Life was cheap and justice swift in the Gold Rush. This gallows at the base of Piety Hill in Downieville is a grim reminder of those stirring days.



Soberanes House, Sherwood Ranch, Salinas, California, was built in 1823. It is constructed of adobe brick.



Virginia City, Nev., on the famous Comstock Lode, is just south of Reno on Southern Pacific's Overland Route.



Powerful streams of water carved this western hillside into its present shape. This is called placer mining.

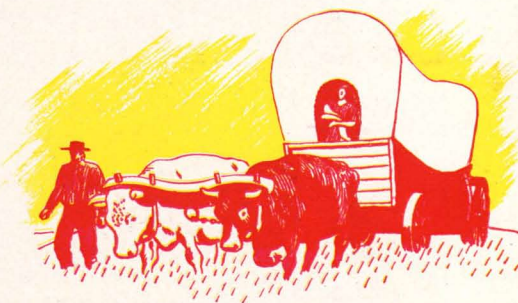
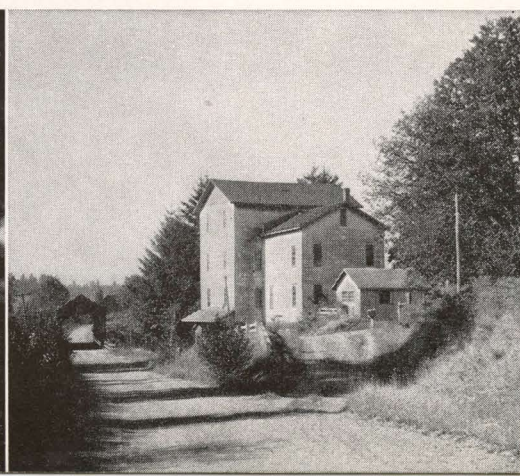


Hotel in Volcano, California, once rich mining town on the Mother Lode. Angelo J. Rossi, popular Mayor of San Francisco, was born in Volcano.

Much western history is carved on the headstones in Mission and mining town cemeteries.

In this old flouring mill at Champoeg, Ore., the American provisional government was established in the Oregon Territory, 1843.

This simple sign near Coloma, California, remembers the event that started the greatest mass migration in history.





Bells of Mission San Gabriel near Los Angeles ring out in September to commemorate Mission's founding in 1771, the fourth California Mission.



Rodeos keep alive the vigorous spirit of the Old West. Among the best known in the Far West are those at Salinas and Livermore, California, Reno, Nevada, and Phoenix and Tucson, Arizona.



This monument marks the spot where Don Juan de Oñate gave El Paso, Tex., its name in 1598—*El Paso del Rio del Norte*. "El Paso" means "The Pass". It is the lowest natural pass through the mountains.



Sutter's Fort in Sacramento on the main line of the Southern Pacific Overland Route. It was erected in 1839 by John Augustus Sutter, Swiss emigrant, and is now an historical museum. Sacramento is the metropolis for the historic Mother Lode area and, in itself, holds many attractions for the tourist.



Butterfield Trail joined St. Louis with San Francisco. Ruins of this Butterfield stage station are near the El Paso-Carlsbad Caverns highway.

AMERICA'S FIRST TRANSCONTINENTAL RAILROAD



Most famous of all western trails was the Overland Trail. Blazed by the creaking wheels of Covered Wagons and the flying hoofs of the Pony Express, it was the shortest route between the East and California's gold fields.

On May 10, 1869, the Overland Trail became the Overland Route, America's first transcontinental railroad. Bells rang throughout the nation as the golden spike was tapped home and shining rails linked the Pacific and Atlantic coasts.



Central Pacific, builder of the western portion of the line, is now Southern Pacific, the West's greatest railroad.

The tiny *Atlantic and Pacific Express* that bravely chuffed its way across the continent in early days has given way to a great fleet of modern trains. Finest and fastest train on the Overland Route is the swift Streamliner *City of San Francisco*, speeding from Chicago to San Francisco in 39¾ hours. Soon a second *City of San Francisco* will be in service, providing a streamliner "sailing" between these cities every three days.

Finest, fastest *daily* train on this route is the luxurious, all-Pullman *Overland Limited*. Popular with sightseers is the *Pacific Limited*, which crosses the Rockies and High Sierra by daylight. Finally, there's the money-saving *San Francisco Challenger* for chair car and tourist Pullman passengers exclusively.

S·P

The Friendly Southern Pacific

C. P. Huntington, Southern Pacific's Locomotive No. 1, is on display at the S. P. passenger station in Sacramento, California. It was brought around the Horn and used in the pioneer construction days of the sixties. The C. P. Huntington is 32 feet long and weighs 39,000 pounds. Southern Pacific's modern "cab-in-front" locomotives are about four times as long and 35 times more powerful.

Streamliner *City of San Francisco* graphically demonstrates the tremendous strides in transportation since the days of the C. P. Huntington. It streaks over the 2,263 miles between San Francisco and Chicago in 39¾ hours. Earliest trains took almost a week. The second *City of San Francisco* will start early in July.

