



West

West VISITS PALM SPRINGS

PUBLISHED BY

Southern Pacific

Palm Springs' Average Winter Temperature at Noon is 81°



ONE HUNDRED AND FIVE miles east of Los Angeles and eight miles southward off the main line of Southern Pacific's Sunset and Golden State routes is an oasis in the desert, named by the Cahuilla Indians Agua Caliente, which means "Hot Water," and known now throughout the world as Palm Springs. To this oasis in the winter of 1909 came Mrs. Nellie Coffman. Mrs. Coffman was suffering from neuritis and was told that the desert air and winter sunshine might effect a cure. They did. She thereupon opened a modest wayside inn and settled down to enjoy the warm, dry winter days and cool, crisp nights.

Presently, people craving winter sunshine began hearing about this winter garden spot and about Mrs. Coffman's establishment. They heard of the miraculous cures of minor and major ailments through the medium of win-

ter's violet rays and sulphur spring mud baths. It was inevitable that Palm Springs should come to be known throughout the land as America's Foremost Desert Resort.

Today Mrs. Coffman presides over the Desert Inn, pioneer Palm Springs hotel and one of the swankiest in the settlement. She will tell you that the main reasons for Palm Springs' popularity are these simple meteorological facts: average noon temperature from October to May, 81°; average night temperature, 45°; average rainfall only 3.22 inches a year.

Palm Springs is a winter resort, with a season from October to May. Its reputation of being expensive is undeserved. There are very fine accommodations catering to the modest purse and taste.

Palm Springs folk keep the place villagey and fairly simple. It is luxurious but not snobbish.

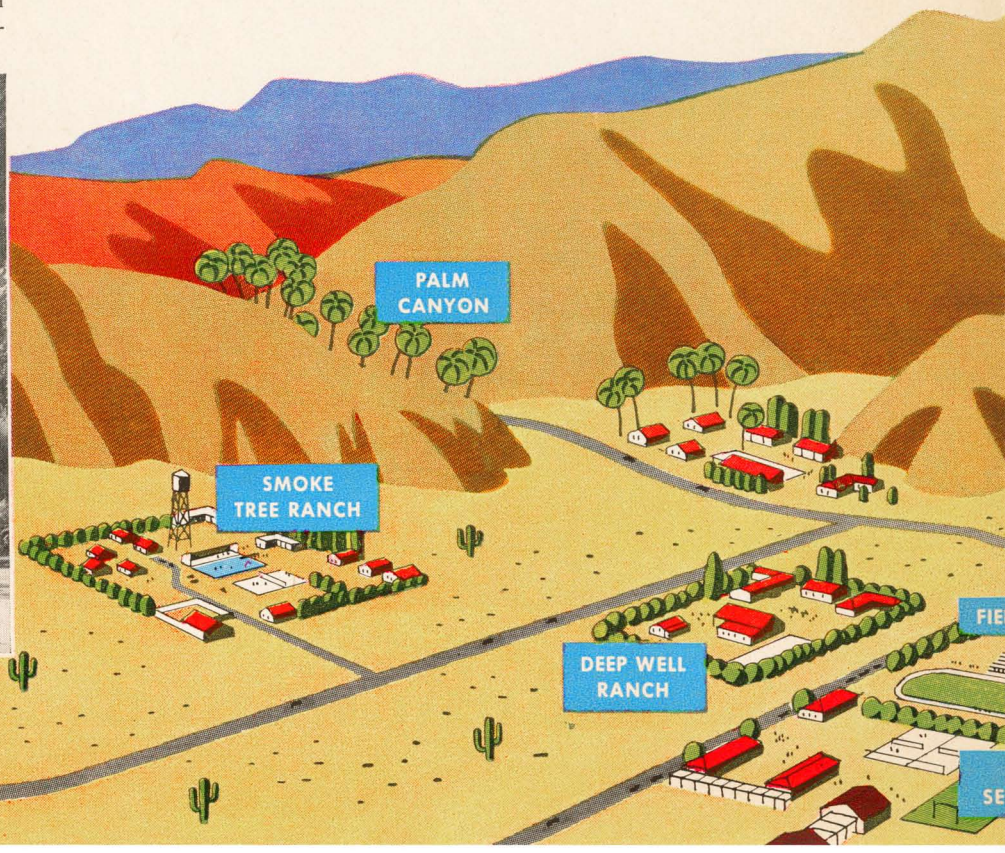


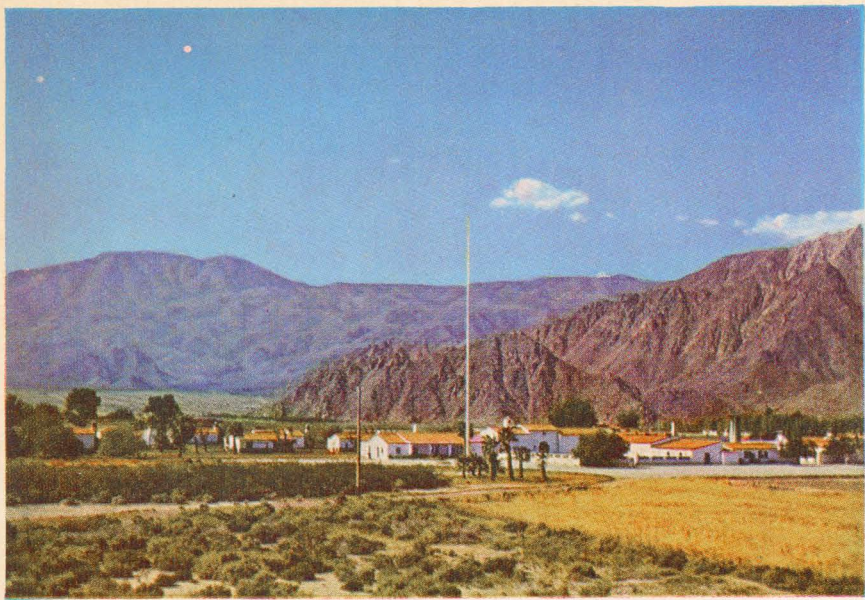
Desert Inn is situated in a 35-acre private park, in the heart of Palm Springs. All guest rooms are in detached buildings. The Inn has its own swimming pool (see cover), tennis courts, children's school and a nine-hole golf course.



The peace and beauty of Palm Springs are eloquently described in this view of the Racquet Club, with Mt. San Jacinto in the background. Palm Springs is 452 feet above sea level. San Jacinto's peak towers two miles above it!

The photograph below was taken in January, believe it or not! The warm winter sun adds zest to golf, tennis, riding, swimming, cycling and other outdoor sports. Average annual rainfall at Palm Springs is only 3.22 inches.

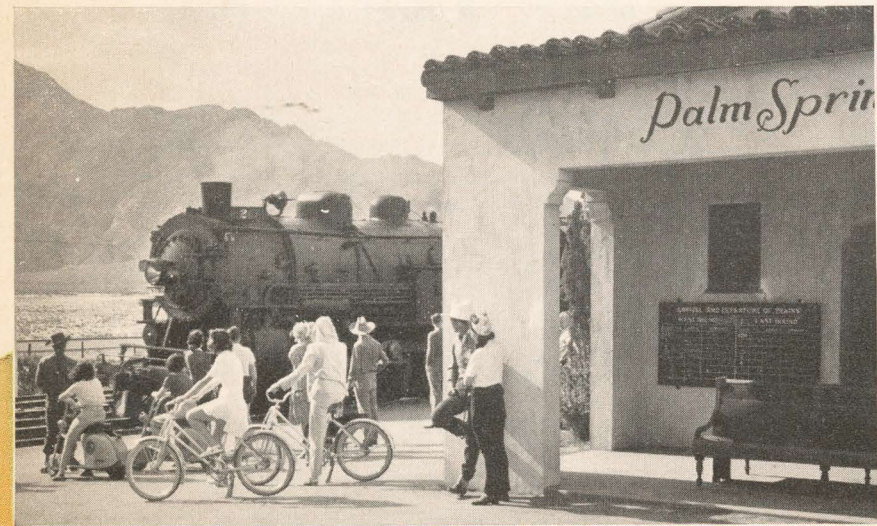




La Quinta (above) near Indio, The Oasis and Del Tahquitz in Palm Springs, Deep Well Guest Ranch, B-Bar-H and Smoke Tree Ranch are other popular resorts in the area. Rates are about the same as at other seasonal resorts. There are several good hotels where two people can stay for as little as \$5 a day.



This is part of the business district of Palm Springs. The picturesque store fronts are characteristic. Below is Palm Springs station, served exclusively by Southern Pacific's famous *Golden State Limited* and *Californian* (Chicago-Los Angeles), *Sunset Limited* and *Argonaut* (New Orleans-Los Angeles). No extra fare.

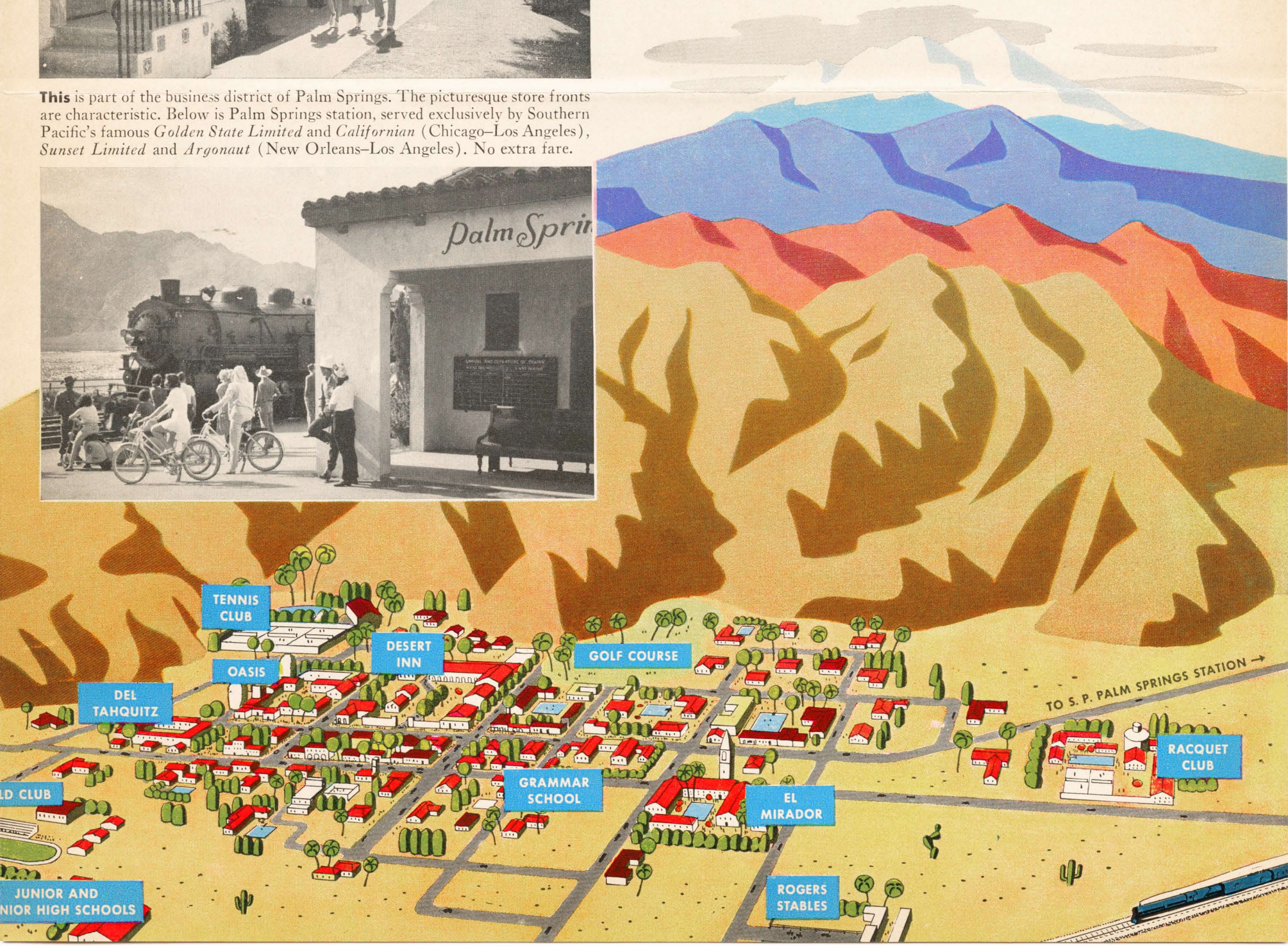


Flowers bloom profusely in Palm Springs. The desert soil is fertile, needs only water to make things grow. There is an abundance of water from snow-capped San Jacinto. Palm Springs lawns and gardens are planted fresh each winter.

The map below gives the location of the principal desert resorts and points of interest in Palm Springs and vicinity. You are met at Palm Springs station (eight miles away) by automobiles from the resorts and by Tanner limousines.

MT. SAN JACINTO

Elevation 10,805 feet





El Mirador's distinctive tower is a landmark of Palm Springs. The hotel consists of two guest buildings and a number of detached bungalows, surrounded by 30 acres of private gardens. This beautiful swimming pool is the center of winter social activity.



Oval pool of the Tennis Club is a favorite with photographers. This is one of several private clubs in Palm Springs. However, you don't have to belong to a club to have fun. Most of the sports facilities in the village may be enjoyed for a small fee.

Southern California ALL-WINTER SUN FESTIVAL

AGAIN Southern California invites you to join in its All-Winter Sun Festival. From November to April, more than 300 events will be staged for your enjoyment in the mild California winter. Here are a few of the principal ones:

NOVEMBER. Pari-mutuel Horse Racing, Agua Caliente, every Sunday. Ninth Annual Pacific Motor Boat Championship. Football.

DECEMBER. Midwinter Tennis Championship. Midwinter Polo Season. Racing at Santa Anita (December 31-March 16). Christmas Tree Lane in Balboa Park, San Diego.

JANUARY. Tournament of Roses and Rose Bowl Game in Pasadena, New Year's Day. Golf tournaments. Sun Festival Fashion Preview of spring and summer styles.

FEBRUARY. Almond Blossom Time at Banning. Chinese New Year celebration in Los Angeles. Los Angeles Midwinter Yacht Regatta. Seventh Annual Invitational Golf Tournament, Palm Springs.

MARCH. Spring garden tours of Montecito, Santa Barbara and Hope Ranch Park private estates. Wildflower and blossom season. Ninth Annual Desert Circus, Palm Springs. (One week.)

Southern Pacific has fine train service to Palm Springs and Los Angeles on the luxurious *Golden State Limited* and money-saving *Californian* from Chicago, the *Sunset Limited* and *Argonaut* from New Orleans. No extra fare.

S·P

The Friendly Southern Pacific