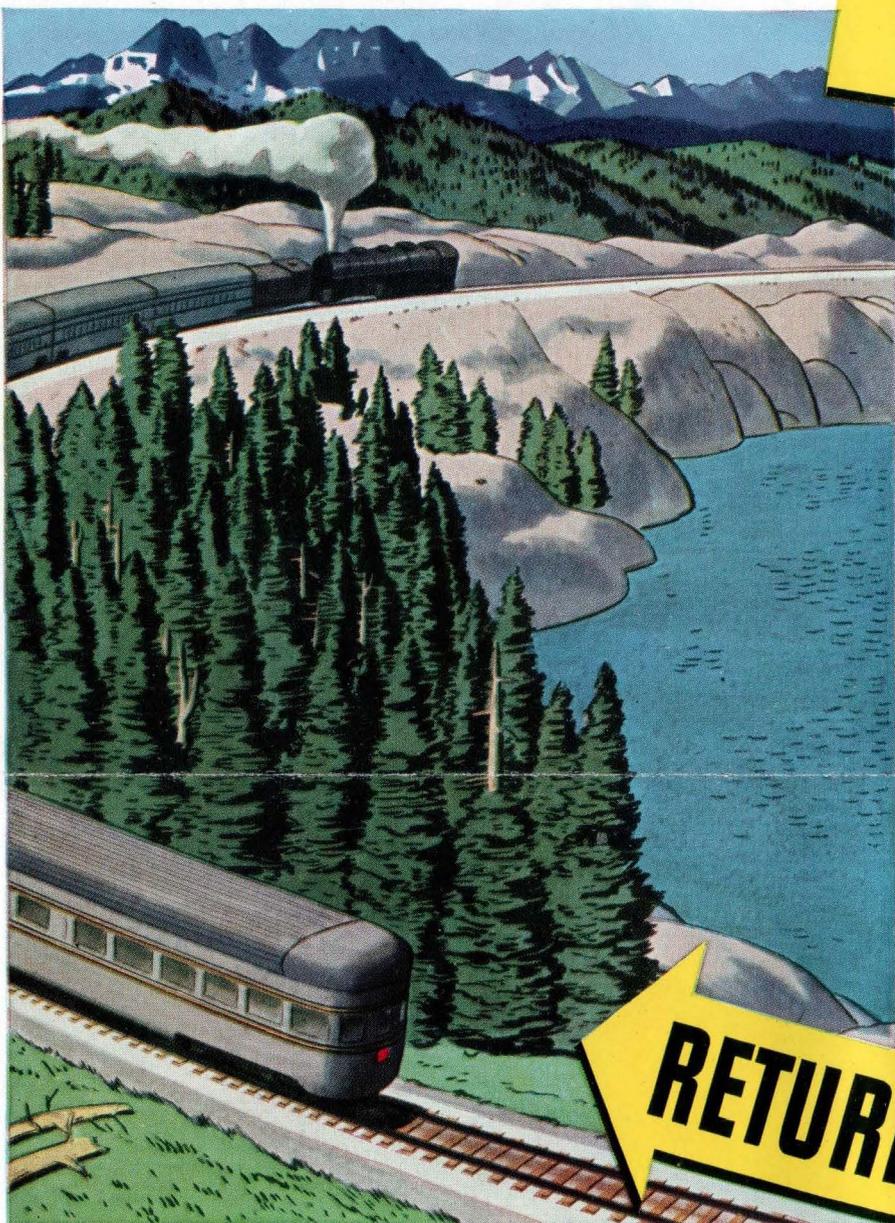
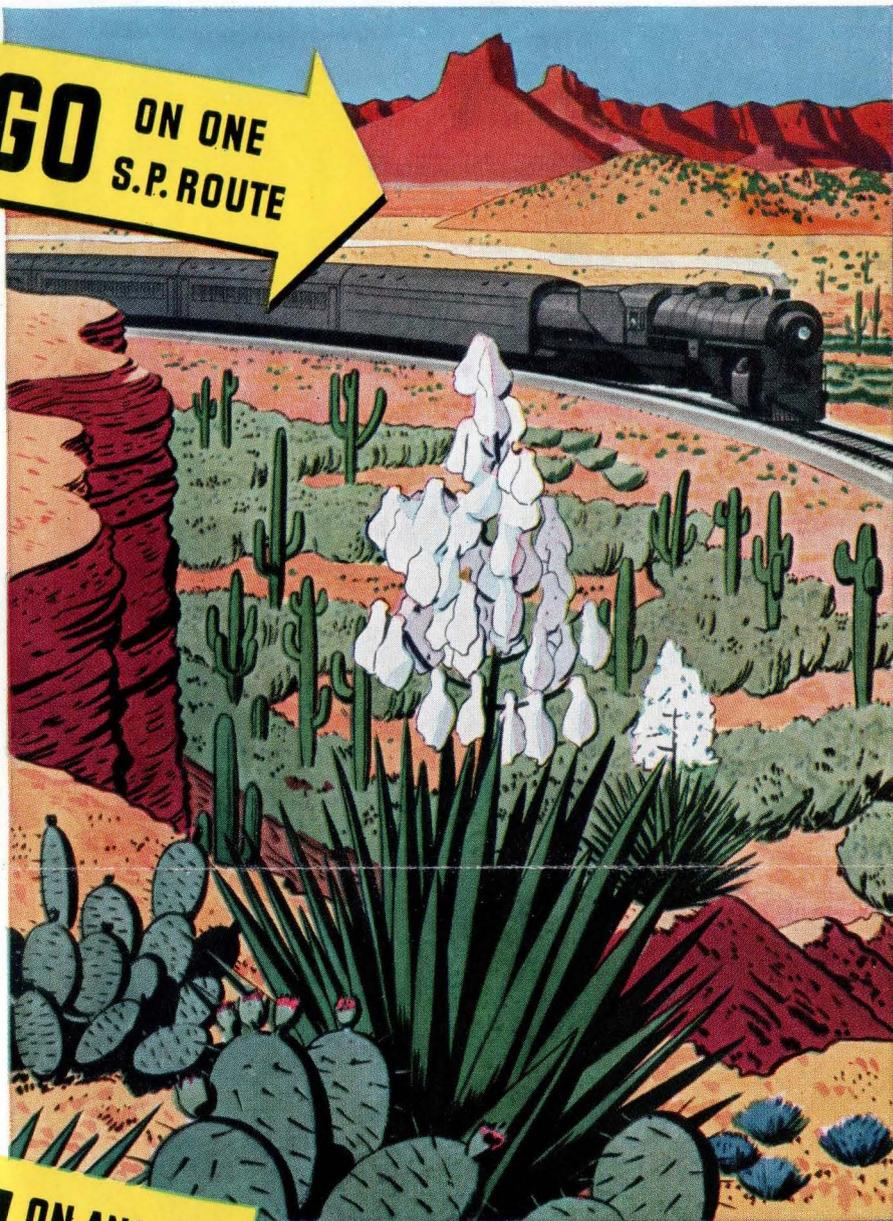


HOW TO SEE TWICE AS MUCH OF THE WEST on your trip to California!



GO ON ONE S.P. ROUTE



RETURN ON ANOTHER S.P. ROUTE

When you plan your trip to California this year, you'll probably want to include Los Angeles, glamorous Hollywood and lovely Santa Barbara, San Francisco's tremendous bridges, the Big Trees, Yosemite National Park and Del Monte's "Circle of Enchantment" on the Monterey Peninsula. Southern Pacific will show you these and many other California attractions. But how about the rest of the West?

MOUNTAINS, LAKES, CAVERNS

Wouldn't you like to see the purple mountains and cactus forests of Southern Arizona, the blue lakes and soaring, snow-capped peaks of Oregon and Washington, and old New Orleans, where romance lurks in every doorway? Wouldn't you like to stand on the brink of Crater Lake and walk through the great, stone-draped rooms of Carlsbad Caverns National Park?

All this you can see and do on a Southern Pacific ticket to California, simply by *going one way* and *returning another*. As the little map shows, we have *Four Scenic Routes* to California. If you go to California on one of these routes

and return on another one, you see an entirely different part of the United States each way. You see **TWICE AS MUCH** of California and the West as you would by going and returning on the same route. And such a "go one way, return another" SP ticket costs you not one cent extra rail fare (from most eastern and mid-western places)!

You'll enjoy real western hospitality on such famous trains as the giant new Streamliner *City of San Francisco*, the *Overland Limited*, the royal *Forty-Niner*, *Golden State Limited*, *Sunset Limited*, *Cascade*, the thrifty *San Francisco Challenger* and *Californian*, and the streamlined *Daylight*, America's most beautiful train.

FREE TRAVEL SERVICE!

For Southern Pacific's big, illustrated travel guide, *How to See the Whole Pacific Coast*, write O. P. Bartlett, Dept. SE-4, 310 So. Michigan Avenue, Chicago. He will also send you a post card to mail if you wish a detailed itinerary, with costs. No charge for this service. No obligation.



Above are Southern Pacific's Four Scenic Routes to California. Our fifth route curves down the romantic West Coast of Mexico, from Tucson and Nogales, Arizona, to Mexico City.

Southern Pacific representatives in principal eastern cities are authorities on the West. They will be glad to personally help you plan your trip. See your telephone directory.

SOUTHERN PACIFIC



THE WEST'S GREATEST TRANSPORTATION SYSTEM

This advertisement appears in
 SATURDAY EVENING POST April 2, 1938 3,024,851 Circulation
 TIME April 11, 1938 700,000 Circulation

No. 3



No. 3



TO SOUTHERN PACIFIC SALESMEN AND TRAIN SERVICE EMPLOYEES:

Here is the third in the series of color advertisements we are running in national magazines this spring. It appears in the SATURDAY EVENING POST, April 2, and TIME, April 11.

You recall that the first two advertisements featured the new Streamliner *City of San Francisco* and the *Daylight*. This one dramatically illustrates Southern Pacific's basic selling strategy on transcontinental tickets: "See twice as much by going one S. P. route and returning another."

"Go one way, return another" is far more than just an advertising idea. It is a strong *selling point* that, properly used, results in satisfied customers and more revenue for Southern Pacific.

FIRST, "go one way, return another" offers the traveler more for his money, something in which everybody is interested.

SECOND, "go one way, return another" means more two-way hauls for Southern Pacific. Our revenue from a ticket routed both ways Southern Pacific is often *twice as much* as from a ticket routed only one way on our lines.

In selling transcontinental tickets, I urge every Southern Pacific salesman to concentrate on securing two-way S. P. routings.

In the text of this advertisement you will notice that we promise "real western hospitality" on our trains. We must all back this promise up in every way we can.

With all good wishes,

A handwritten signature in cursive script, appearing to read "J. J. Quinn".

Vice-President—System Passenger Traffic