

# TRAVEL GUIDE

*Summer-Winter*



**MISSOURI  
PACIFIC  
LINES**

*"A Service Institution"*



# ENJOY AGAIN THE THRILL OF



# Travel

A WIDE RANGE OF PLAYGROUNDS, that affords both summer and winter vacation pursuits, is available to Americans at home. The Riviera, the Lido, St. Moritz, the magnificent antiquities of the Valley of the Nile, of ancient Rome and of Greece, the sweeping moors of England and Scotland, the classic architectural masterpieces of Middle Europe and the miniature grandeur of the Balkan states are duplicated somewhere in North and Central America. Extensive and expensive voyages, beyond the reach of the ordinary vacationist, are no longer necessary for enjoyable travel.

If the lean years of the past decade have borne no other fruit they have given impetus to the Re-discovery of America. Children of a pioneer race, that pushed its frontiers westward until they disappeared in the rolling surf of the Pacific, present-day-Americans enjoy a heritage of wanderlust that will not let them be content to remain always at home. But good management, during the recent exigencies of business, seemed to advise that they remain near home, and seemed further to advise a re-budgeting of vacation time and expense. The Missouri Pacific Lines, with other western railroads, fitted their service into these new budgets by drastically reducing fares and speeding up schedules. These fare reductions were not made possible through any sacrifice of comfort, rather the rehabilitation of equipment through modern, luxurious appointments and the complete air conditioning of every principal train accompanied the price cut.

A few years ago only a small, select group of Americans, people with leisure and ample means, traveled for pleasure at any and all times of the year. Today the bulk of us realize that travel in our own country is enjoyable the year around, it is no longer governed by seasons. If it is winter sports that the vacationist seeks they can be found in New England, Northern New York, Canada, Colorado, California or other places in the north and west. If it is summer sports during the winter season the Pacific Coast, the Great Southwest, the Texas Riviera and the whole Gulf and South Atlantic coasts offer it. If it is foreign travel that is sought Mexico, just below the border, is a composite of almost all the countries of Europe.

National parks, historic cities, resorts, awe-inspiring scenery are becoming better known each year to thousands of Americans . . . And these thousands of Americans are coming to know that most of the best resorts, the most magnificent scenery, the largest and most important cities in the West and Southwest, and practically every national park west of the Mississippi are better served and more comfortably reached by the Missouri Pacific Lines and their connections. The time spent in traveling between home and resort is as much a part of the vacation period as the time spent at the resort itself, and should be planned just as carefully. Seasoned travelers know that the most satisfactory way to spend that traveling time is on a Missouri Pacific Lines train.

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# THE FINEST FLEET of AIR-CONDITIONED TRAINS in the WEST-SOUTH SOUTHWEST

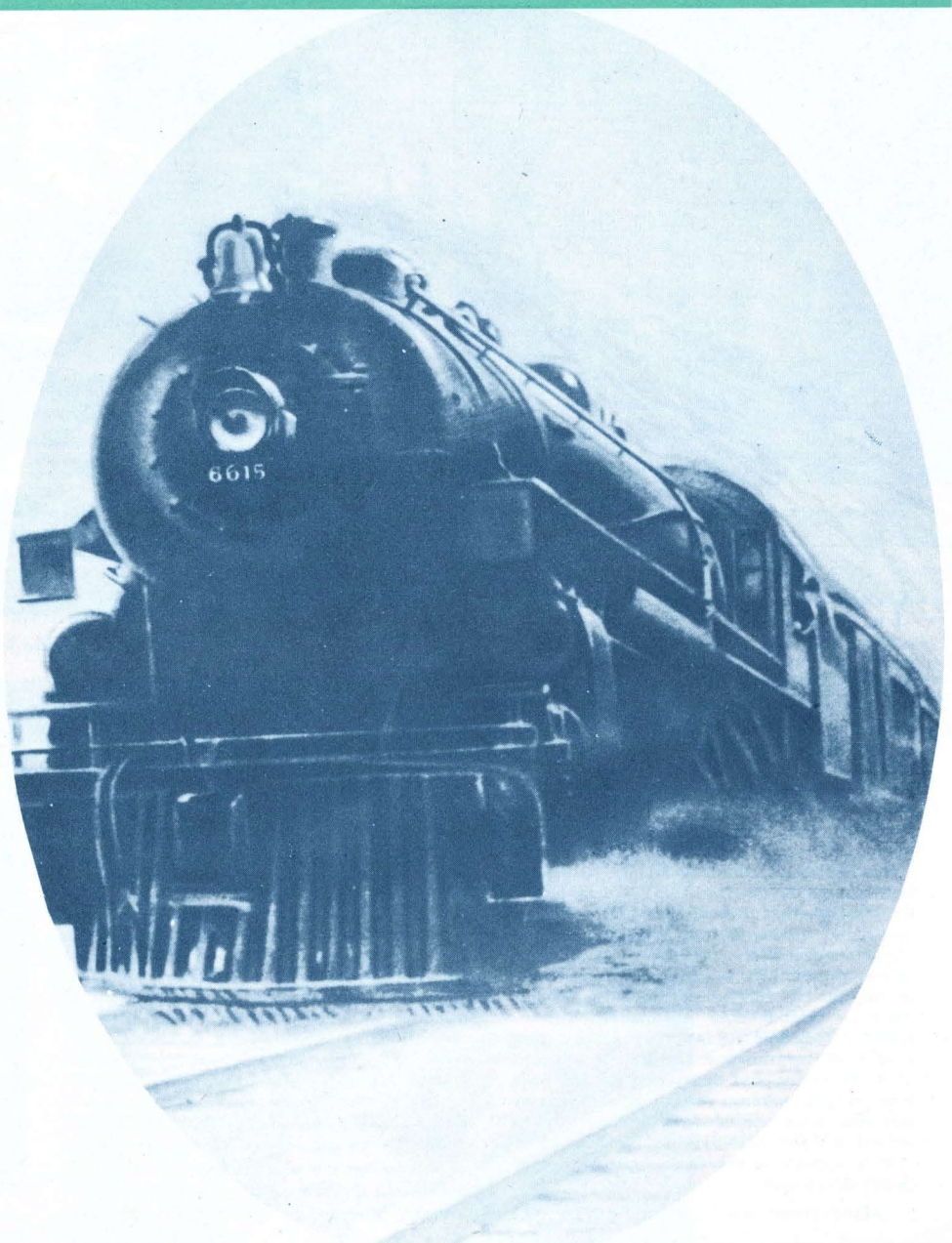
**T**HE MISSOURI PACIFIC LINES operate a large fleet of trains to and from, and throughout, the West and Southwest. This fleet provides a complete passenger service for these two sections of the country that enables travelers to see almost every famous scenic attraction, National Park and large city west of the Mississippi River.

To and in the south and southwest the Missouri Pacific fleet is led by such well-known trains as the Sunshine Special, the Texan, the Southerner, the Hot Springs Special, the Tennessean, the Houstonian, the Orleanean, the Star and the Pioneer. All of these trains are completely air-conditioned, with the finest equipment that can be provided. To the west the fleet is led by the Scenic Limited, the Marathon, the Missourian, the Southern Scenic, the Sunflower and the Rainbow Special. These trains are also completely air-conditioned.

The low fares that prevail for Western-Southwestern travel throughout the year coupled with the luxury of accommodations—comfortable Pullmans, lounge cars with radio, magazines, soda fountains, dining cars serving appetizing meals, modern coaches, reclining chair cars—makes rail travel as inexpensive and far more comfortable and satisfying than any other form of transportation.

Air-conditioning, in the summer months, means that trains are not only cool and comfortable, but that they are clean and quiet. You can travel now in the sheerest of summer frocks, or wash suits, and arrive at your destination fresh and unrumpled. In the winter months air-conditioning means that trains, warmed by their steam heating plants, will be kept fresh and comfortably warm by the washed air that is continually circulating through them. Air-conditioning means controlled temperature.

When you plan your next trip be sure to keep in mind the comfort features of Missouri Pacific Lines trains. Pick your resort from this booklet and get in touch with one of the offices listed on the inside back cover. The men in these offices are travel experts and will be only too glad to help you plan your trip.



\*MARATHON  
\*MISSOURIAN  
\*SOUTHERN SCENIC

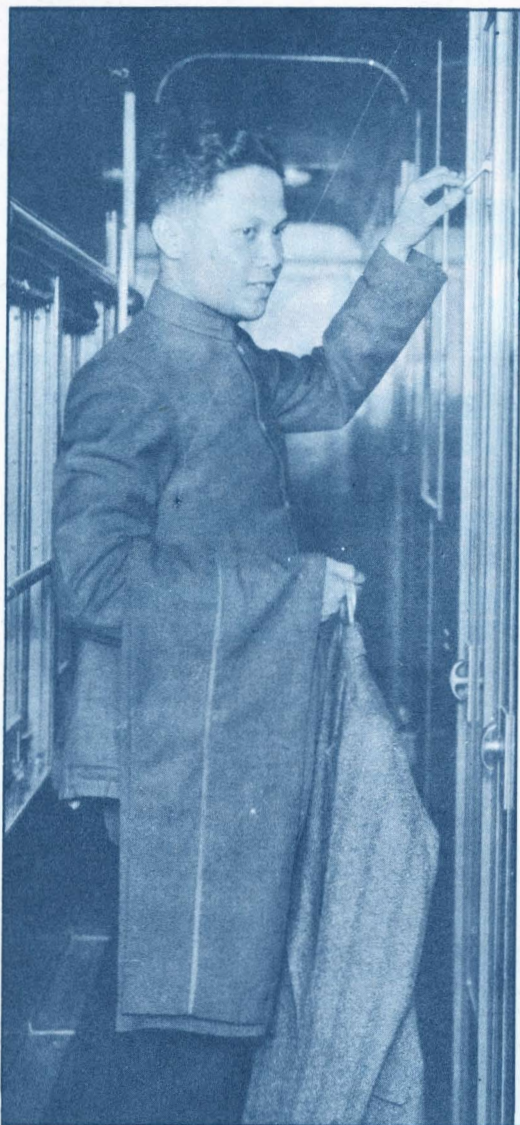
The SCENIC

LIMITED

\*SUNFLOWER  
\*RAINBOW SPECIAL







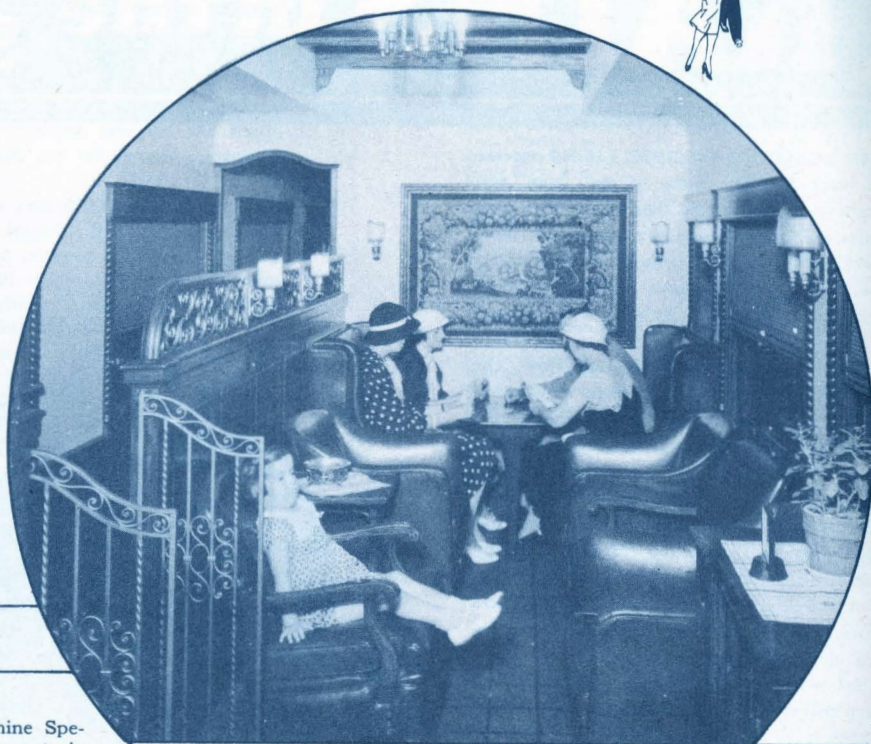
*Valet service is available on the Sunshine Special*

# THE SUNS

*The Finest International Train  
in the World*



**LOWEST  
RATES  
IN HISTORY**  
*Air-Conditioned  
Comfort*

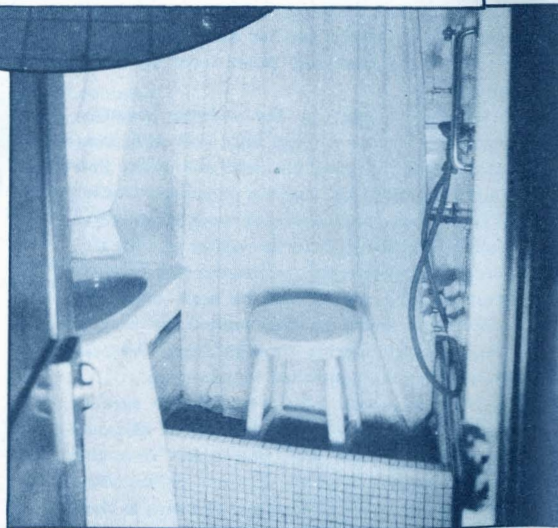


*Cozy nook in the lounge car for card players or loungers*

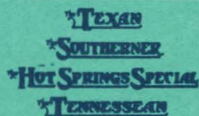
**Y**OUR most earnest consideration should be given to the train that you intend to ride on your way to the place you have selected for your summer vacation. You don't haphazardly pick a city or resort out of all the thousands of places you could go—you usually have some definitely preconceived notion of why you are going there, something you have read or heard or seen leads you to believe that you will enjoy a vacation more in that particular place than in any other. The train that you ride should be decided upon in the same reasonable way so that the holiday spirit with which you start your vacation will not be destroyed at the very outset by unsatisfactory train service. The days that you spend coming and going must come out of the fourteen or fifteen precious days allotted to you for your own use and enjoyment. They occupy the two most important parts of your vacation period—they open and close it, they are your first and last experiences during it and will be your first and last impressions of it. Irritation and dissatisfaction are poor humors for a holiday, you can avoid them by selecting some one of the cities and resorts served by the **SUNSHINE SPECIAL**, so that you can ride this finest of trains in the South-Southwest.

Many trains are "just trains," but the

Sunshine Special is a train with a personality. Realizing that no train is any better than its equipment the Missouri Pacific Lines have provided this fine train with the best available. This train is completely air-conditioned, cool and comfortable in the warmest weather as its slogan promises, "It's 70° in 'the Sunshine' when it's 100° in the shade." Sealed against dirt and heat the lounge car is one of the most attractively decorated of any car operated on an American railroad. It contains a service bar where drinks, ice cream and other refreshments may be had, a radio and smoking nook, furnished with the comfortable leather furniture so often seen in a club smoking room, an observation lounge tastefully and comfortably furnished, shower bath, ladies' dressing room, magazines and valet service. This car operates through between St. Louis-Memphis and Dallas, Ft. Worth, El Paso, Phoenix and Los Angeles, while another car goes to San Antonio. The appointments and conveniences of this lounge car are the same as in the car previously described, except that this car is lavishly done in the Spanish Mission style,



*Shower in the lounge car*



The **SUNSHINE**



# SUNSHINE SPECIAL

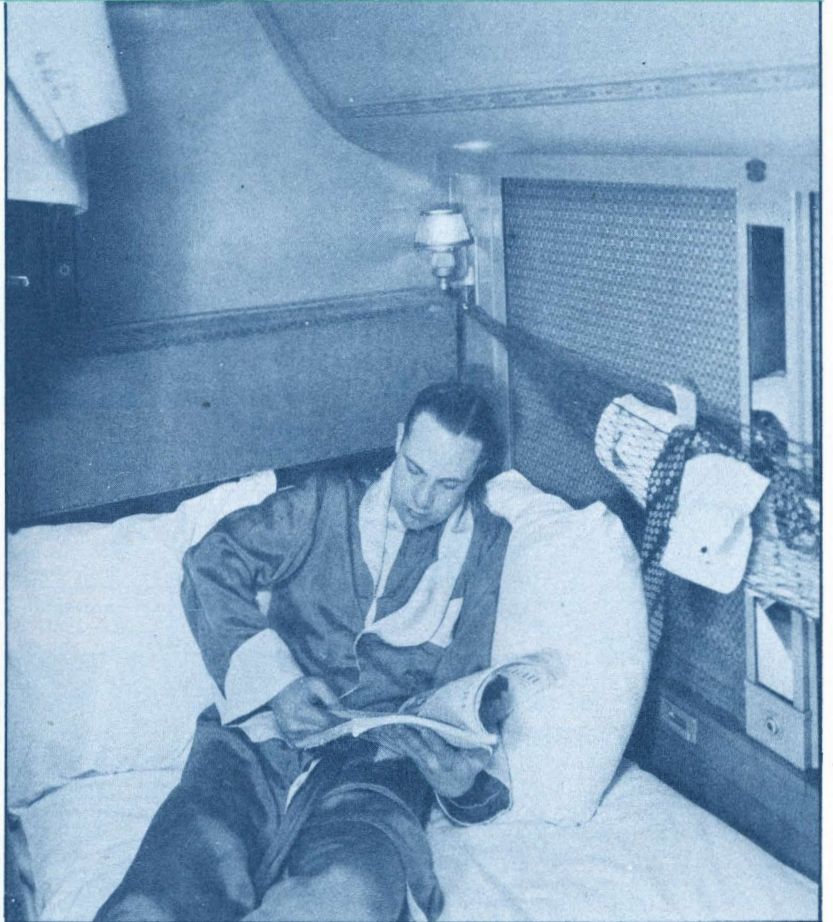
with ancient wood furniture upholstered in tapestry, with beamed ceiling and wrought iron work, red tiled floors and Spanish candelabra.

The dining car on the Sunshine Special is furnished in the delicate French manner, is air-conditioned and serves the meals that have made Missouri Pacific diners famous among travelers who know. All Missouri Pacific diners serve the same quality food at the same price, and it might be timely to mention here, briefly, about the Missouri Pacific dining car service. Chefs and waiters are trained in the railroad's own school and are rigorously made to conform to rigid health standards. Good food, prepared and served by men who are specialists in both lines, cannot fail to win your approval of Missouri Pacific meals.

The Sunshine Special, because of the excellent through service that it provides, has gained the reputation of being the finest international train in the world—it is the only train on which Mexico bound passengers through the St. Louis, Memphis or New Orleans gateways can get deluxe service all the way to Mexico City. Half of the pleasure of your trip to Mexico will be your ride on the Sunshine Special.

Equipment alone, however, does not give the Sunshine Special its unique personality. One of the most outstanding features of your trip on this train will be the courteous and efficient attention that will be given you. All of the attendants on the train have been selected for their politeness and thoughtfulness—they are not **DRILLED** to a stilted show of cordial helpfulness, they are **SELECTED** because they are naturally that type. This is one of the prime attributes of service as rendered by all Missouri Pacific Lines employees, one of the reasons why a ride on a Missouri Pacific Lines train is always a shade better than on any other.

Remember—ask specifically to have your ticket routed on the Sunshine Special. You pay no more for the best—there is no extra fare on ANY Missouri Pacific Lines train—so be sure to see that your ticket reads "Sunshine Route."



*The berths are roomy and comfortable*



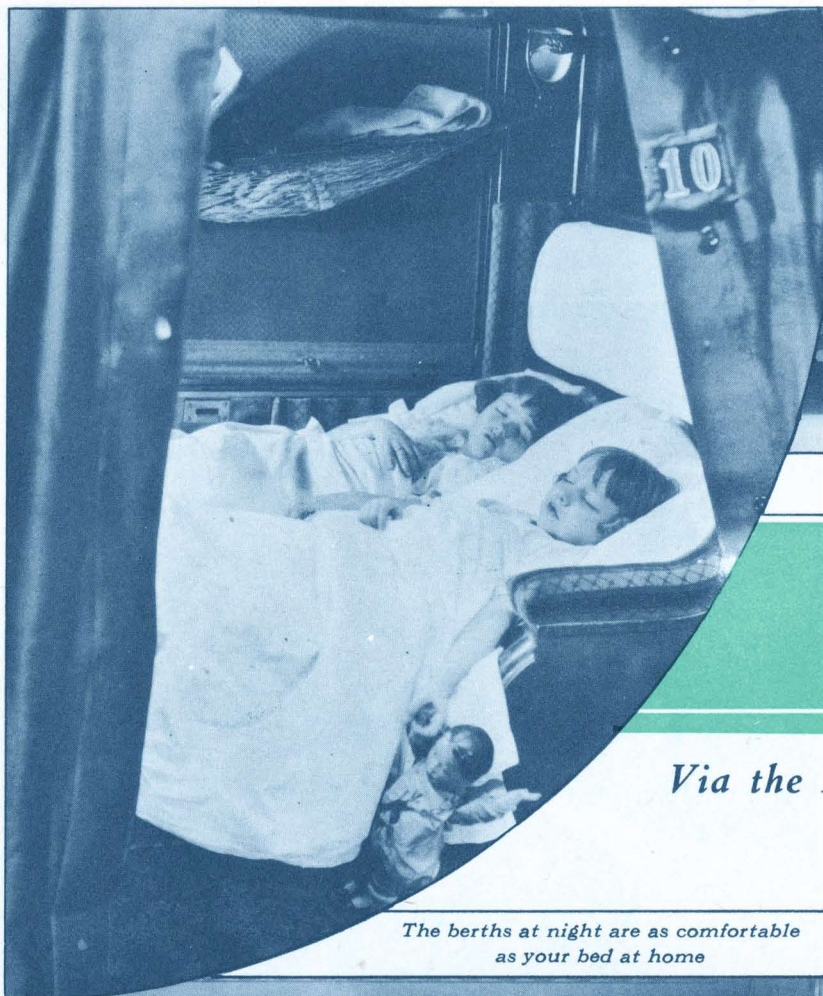
*A view of the beautiful lounge car*

## SPECIAL

HOUSTONIAN  
ORLEANIAN  
STAR  
PIONEER







*The berths at night are as comfortable as your bed at home*



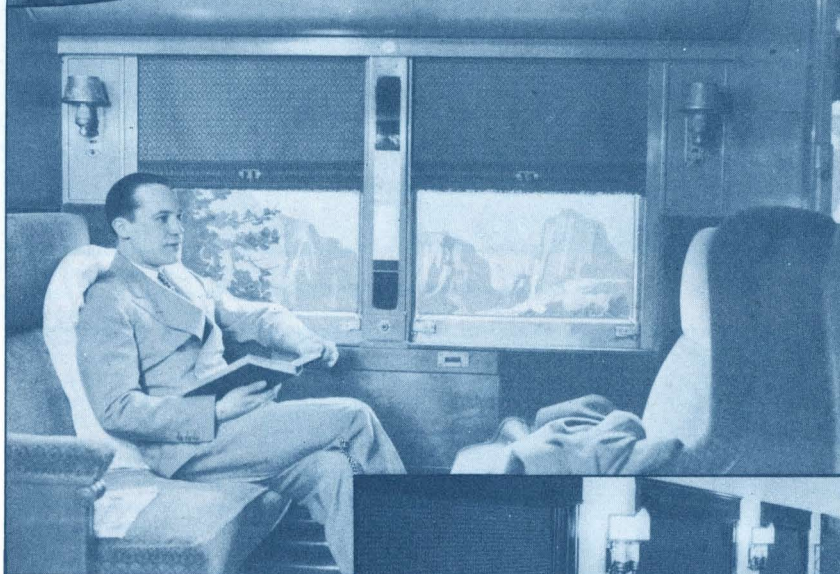
*A modern coach on the Scenic Limited*

# THE SC

*Via the Royal Gorge or Moffat Tunnel*

THE MISSOURI PACIFIC Lines have two routes of paramount interest and with exceptional service to the Pacific Coast. The route of the Sunshine Special has already been mentioned, the other is the route of the Scenic Limited from St. Louis and the Southern Scenic from Memphis. The names of these famous trains were derived from the routes that they follow and are a proper index of their attraction. From their start, in St. Louis and Memphis to San Francisco, these routes are replete with scenic attractions that are famous in all parts of the world.

To begin with there is a beautiful ride from St. Louis to Jefferson City along the banks of the Missouri River, and then through an attractive farming section of Missouri to Kansas City. From Memphis the route leads thru the White River Valley of the Ark.-Mo. Ozarks to Kansas City, where it consolidates with the Scenic Limited from St. Louis. The wide, wind-swept plains of Kansas are the next part of the route before the Colorado border is reached. Such famous scenic wonders as the Royal Gorge, Glenwood Springs, the Tennessee Pass, Salt Lake City, Great Salt Lake and Great Salt Desert, and the Feather River Canyon are on the route of the Scenic Limited, while Estes-Rocky Mountain National Parks, Yellowstone National Park, San Isabel National Forest, Mesa Verde National Park, Zion and Bryce Canyons and the Yosemite National Park are conveniently reached by it.



*During the day your berth affords ample lounging space*



*The lounge car is your club lounge while on the train*



THE MARATHON  
THE MISSOURIAN  
THE SOUTHERN SCENIC

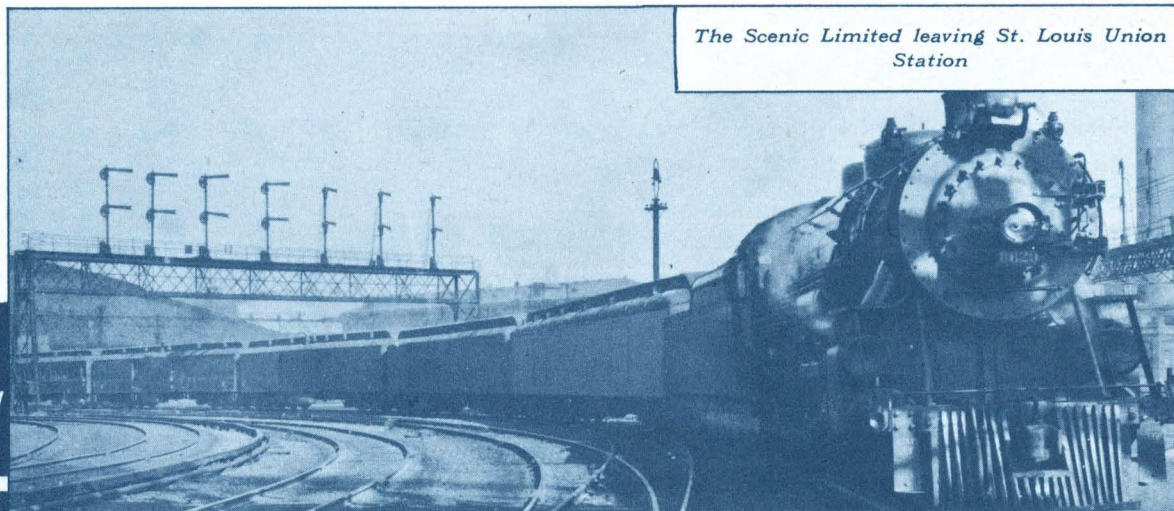
The SCENIC





**LOWEST  
RATES  
IN HISTORY**  
*Air-Conditioned  
Comfort*

*The Scenic Limited leaving St. Louis Union Station*



# SCENIC LIMITED

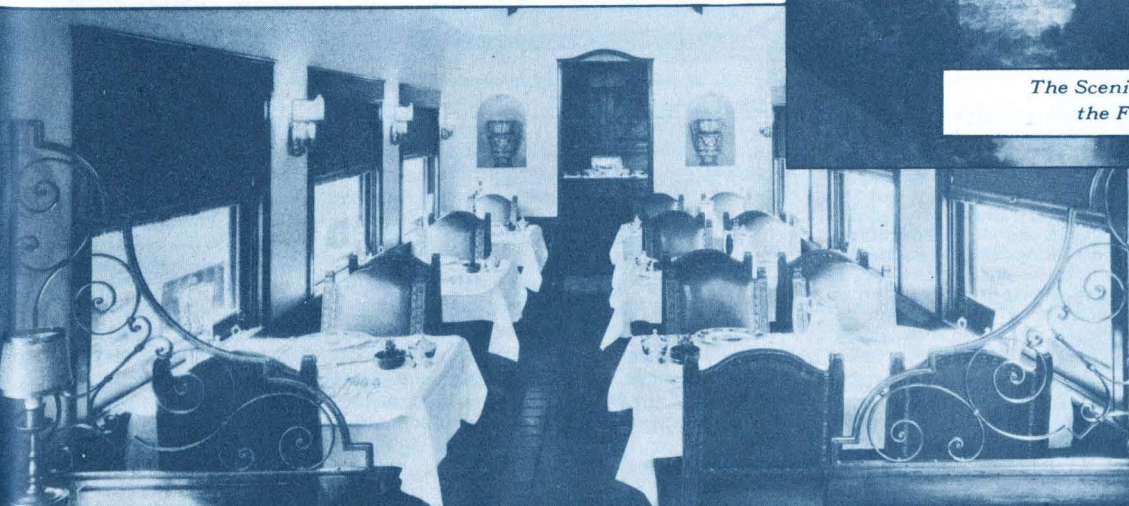
The Scenic Limited-Southern Scenic is equipped with modern, comfortable all-steel Pullmans providing roomy and comfortable lower and upper berths, made up with soft mattresses and feather pillows. Drawing room and compartment accommodations, for those passengers who want to travel in de luxe style, are also available. Chair cars and coaches are a part of the equipment of this fine train, as is, also, a modern dining car. A comfortably furnished lounge car, with wide windows permitting an unobstructed view of the countryside as it unfolds outside the car, completes the equipment of these trains which are completely air-conditioned.

With a train of this character, and the undeniable beauty of the route that it follows, who could ask for a more auspicious start to an enjoyable vacation. The majestic ranges of the Rockies, that inspire the beholder to an awesome appreciation of their stark beauty during the months that their rock strewn slopes lay bare to the sun, assume a regal air under their mantle of white snow during the winter season. The Royal Gorge, impressive in its cathedral-like aspect during the summer months, becomes a veritable crystal palace in its winter garb of white snow and gleaming ice, its vaulted dome the cold grey of the Colorado sky. The Scenic Limited is truly an all-season train, delightfully cool in the warm weather and comfortably warm in the cold.

The traveler who selects 'the Scenic Route' for his journey to his vacation resort has an additional treat in store for him in that he may choose between two attractive routes through Colorado — that through the Royal Gorge, or through Denver and the Moffat Tunnel. The first is known to almost every one in America, either through hearsay or actual experience, as the most magnificent scenic sight in the world; the latter, becoming known as the James Peak route, is new with all the appeal of the unknown. Whichever one of the routes you select you will be impressed by its scenic beauty, and thoroughly satisfied with the train itself.



*The Scenic Limited winding through the Feather River Canyon*



*The dining car*

# LIMITED

\*SUNFLOWER  
\*RAINBOW SPECIAL



"A SERVICE INSTITUTION"



# ST. LOUIS

*Popular Gateway between  
the North and East and  
the West-Southwest*

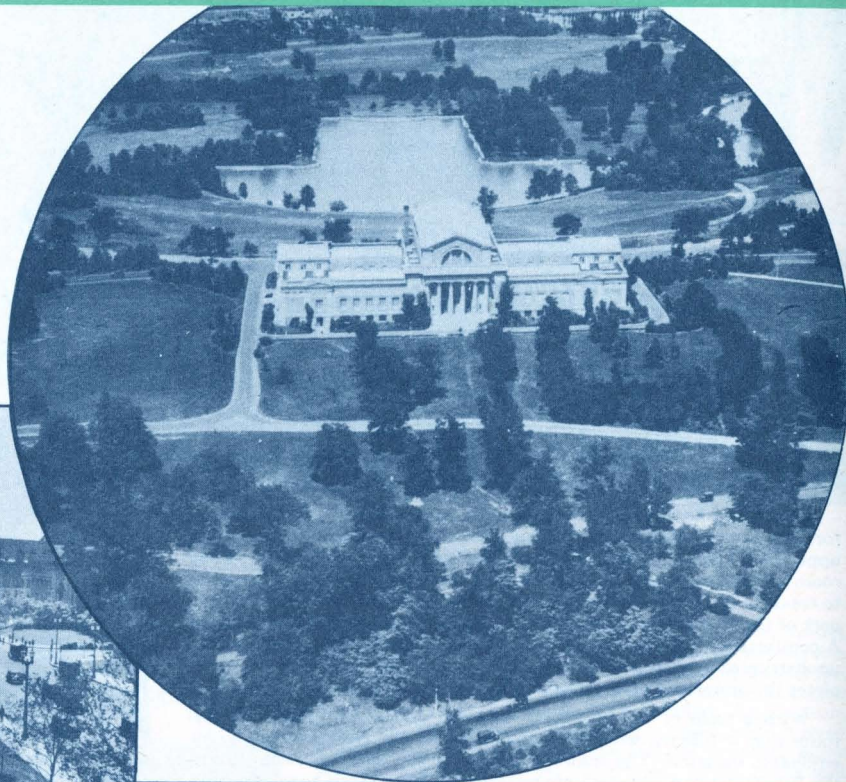


*The new plaza with the  
Missouri Pacific Building in left foreground*

VACATION travelers to the West or Southwest, even though they may never have been there before, are confident that they have selected the very best place for a vacation sojourn that is available to them in their own country—if Mexico is their objective they know that, from the viewpoint of the tourist, they have selected a new and unspoiled land whose foreign atmosphere, coupled with its easy accessibility, will give them a foreign vacation without too long an absence from home. . . . St. Louis is the natural gateway to the West, Southwest and to Mexico and, in addition, is the starting point for two of the finest trains operating west of the Mississippi River—the Sunshine Special to Texas, Louisiana, Mexico, Arizona and Southern California, and the Scenic Limited to Colorado, Utah and Northern California—both completely air-conditioned.

St. Louis is more than just a convenient gateway city, although its convenience is one of its most attractive features. This city may rightly be called the hub of the United States, not only because of its geographic location near the center, but, because it is the center of almost half the population of the country and the originating point for almost half the class 1 railway mileage. St. Louis is a BIG city with all the attractions and all the advantages that accompany a concentration of population. The Union Station is one of the city's greatest conveniences for the traveler, for, if time will not permit a stopover, he can change from one train to another without the necessity for cross-town transfer, with its attendant delays and additional expenses, and, if he is remaining over for a few days, it is close to the downtown hotels.

There are so many things to be seen in and around St. Louis that the limited space of a single page can hardly encompass them all. There are many that are nationally known, such as the complete collection of Colonel Lindbergh's trophies, which are gathered together in an attractive display in the Jefferson Memorial; the



*Forest Park and the Art Museum from the air*

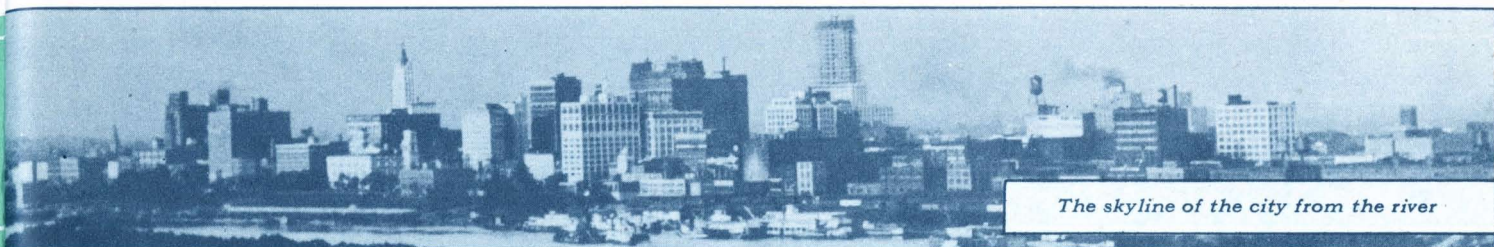


*A view of the world famous Shaw's Garden*

Shaw's Botanical Garden, the second largest of its kind in the world; the Municipal Theatre in Forest Park, where each summer are produced magnificent light operas under the stars; Forest Park itself, one of the largest parks in the country, with its fine zoo, winding drives, landscaped lawns and its athletic and recreational facilities. A new Municipal Auditorium has recently been completed, adding another unit to the impressive group of administrative and judicial buildings around Twelfth and Market Streets, all a part of the projected plaza. The Missouri Pacific Building is the only large commercial building directly on the plaza. There are also interesting historical sights in the city, prominent among which are the Old Cathedral, well over a century in age whose organ was one of the first to be brought west of the Mississippi, and the old Court House, which was the scene of the famed Dred Scott case. St. Louis was, at one time, the capital of the Louisiana Territory, a French settlement of considerable importance in the New World, whose older sections, along the river front still bear the marks of its origin.







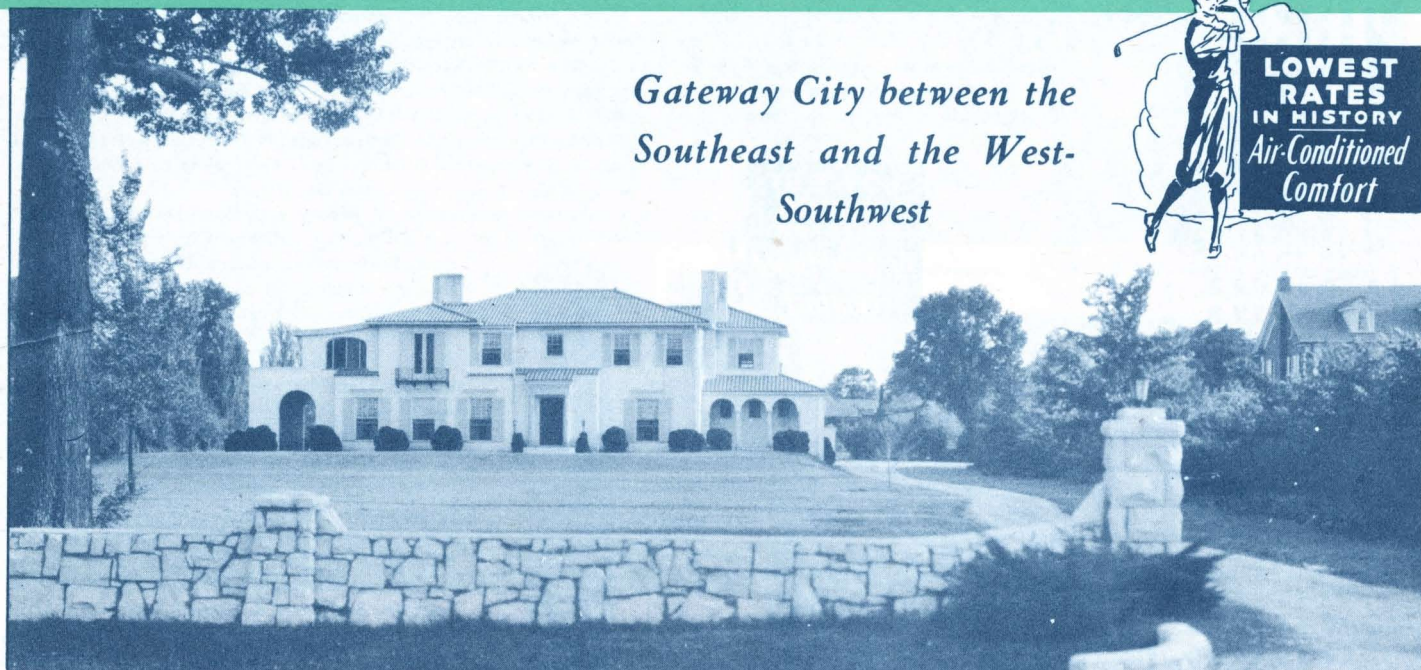
*The skyline of the city from the river*

# MEMPHIS

*Gateway City between the  
Southeast and the West-  
Southwest*



**LOWEST  
RATES  
IN HISTORY**  
*Air-Conditioned  
Comfort*



*A beautiful Memphis residence*

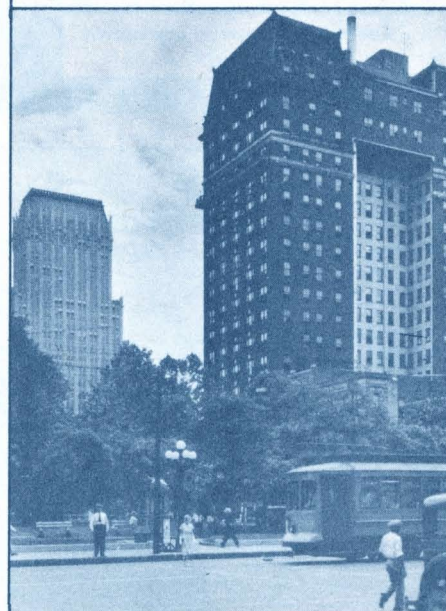
ONE of the greatest rail centers in the South, and, because of its location, a natural gateway between the Southeast and the Southwest, Memphis is one of the most modern and attractive cities in the country and an interesting stop-over point for the vacationist. The low altitude, mild weather route of the Sunshine Special, which leaves Memphis every night for Texas and California points, is the shortest line between Memphis and Los Angeles.

Memphis is typical of the hospitality of the Old South as well as of the modern business enterprise of the New—its residents extend a cordial welcome to the visitor to the city that holds the position of first convention city in the South and eighth in the nation. Industrially and as a center of distribution, Memphis holds a commanding position in many lines. It is the largest inland cotton market in the world, the largest hardwood lumber producing market and the largest producer of cottonseed products. Its cultural and recreational life have kept pace with its industrial growth so that the arts and the sports are well represented and amply provided for. The city boasts of one of the largest and finest hotels in the country.

There are twenty-seven parks scattered

throughout the city for the enjoyment of residents and visitors alike. One of these, a large natural park, Overton, has one of the largest zoos in the country, a sporty municipal golf links and the Brooks Memorial Art Gallery, housing a valuable collection of art treasures. There are also many points of historical interest in the city. You can stand on approximately the same point, high above the river, where the weary Hernando DeSoto, and his little band, first gazed in unbelieving astonishment at the broad expanse of the Mississippi. It was here, on the site of what is now Memphis' famous waterfront, that DeSoto built the first shipyard in America, seventy-nine years before the landing of the Pilgrims at Plymouth Rock on the Massachusetts coast.

Sightseeing in Memphis is an interesting diversion that is made easy by the fine system of roads and driveways that lead through the parks and the beautiful residential section. Memphis is a city of fine homes and has street after street of them, pretentious mansions and modest cottages set back in well-kept green lawns from wide tree-bordered streets. You will find much to hold your interest here, and the sportsman will find ample opportunity for hunting and fishing in the vicinity of the city.



*A portion of the downtown  
business district*

## SPECIAL

HOUSTONIAN  
OCEANIC  
STAR  
PIONEER





# KANSAS CITY

*Important Mid-Western city at the "Heart of America"*

**K**ANSAS CITY, figuratively known as the "Heart of America" is in the geographical center of the Nation. Its transportation arteries radiate to the Pacific and Atlantic coasts, and to Canada and Mexico, linking the city to the entire United States, every large city and most of the towns of any consequence in it. It stands high in the list of important commercial cities and is especially noted as the largest live

stock exchange in the world. Its industries are so diversified that it does not depend upon any one for its growth or prosperity—these industries distribute their products over an area whose population exceeds fifteen million buyers.

The growth and development of Kansas City, however, has not been confined to its industrial life alone. Art, music and the other cultural activities have been given their place in the city's program for expansion. The Nelson Memorial Art Institute, housing a valuable collection, is one of the finest museums in the West. For upwards of twenty-five years it has been engaged in developing a city beautiful plan, and commercial buildings have been made to conform to it, as have also homes, parks, and city drives.

A general atmosphere of beauty and cleanliness is one of the first things noticed by the visitor to Kansas City's residential sections.

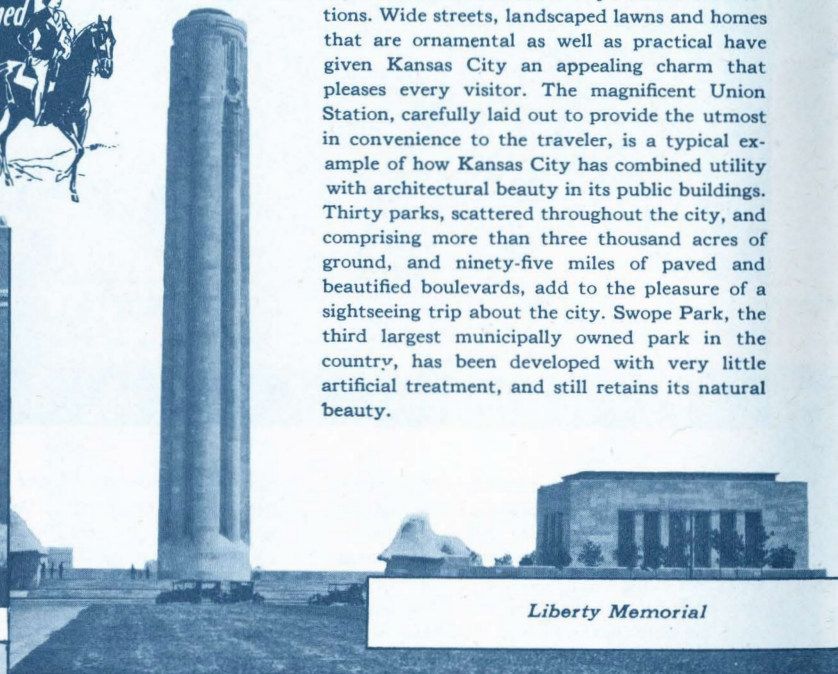
Wide streets, landscaped lawns and homes that are ornamental as well as practical have given Kansas City an appealing charm that pleases every visitor. The magnificent Union Station, carefully laid out to provide the utmost in convenience to the traveler, is a typical example of how Kansas City has combined utility with architectural beauty in its public buildings. Thirty parks, scattered throughout the city, and comprising more than three thousand acres of ground, and ninety-five miles of paved and beautified boulevards, add to the pleasure of a sightseeing trip about the city. Swope Park, the third largest municipally owned park in the country, has been developed with very little artificial treatment, and still retains its natural beauty.

**LOWEST  
RATES  
IN HISTORY**

*Air-Conditioned  
Comfort*



*A modern skyscraper in downtown  
Kansas City*



*Liberty Memorial*



*The  
modern  
Union Station  
and  
Concourse*



**"MARATHON  
MISSOURIAN  
SOUTHERN SCENE"**

**The SCENIC**





*Fishing in the mountain streams  
is a favorite sport*

*Skiing is a favorite winter sport  
in Colorado*

# COLORADO

## *Easy to Reach — Easy to Enjoy*

**D**ENVER is a thoroughly modern and enterprising city that, although it is immensely proud of its beautiful setting, has not stood still to admire it. It is the largest and most important commercial city in the state and one of the largest in the West. With all the natural advantages that it has to offer the tourist and the vacationist it is not surprising that one of its principal activities is his housing and enjoyment. Denver has many fine hotels, affording accommodations of almost every character for as many as fifty thousand people. You will find the type of accommodation that you want at the price that you feel you can afford to pay. Golf courses, tennis courts, bridle paths, swimming pools and other facilities for sports are provided in ample number.

In addition to being the capital of the state it is the gateway to twelve National Parks and thirty-two national monuments, and, itself, maintains and owns a series of mountain parks that comprise 7300 acres of improved and beautified land. These parks have, for the most part, been left in their natural state but have been made accessible by fine paved roadways, and have been refined for your enjoyment. You will find camp sites, outdoor picnic ovens, shelter houses, rustic lodges and game preserves. Tours are operated every day from Denver through the chain of parks and to the National Parks and Monuments in the vicinity. In addition other resorts and many dude ranches are close by.

Seventy-five miles south of Denver is one of the most popular resorts in Colorado—Colorado Springs on the lower slopes of Pike's Peak in one of the most scenic sections of the country. This popular health and pleasure resort, with its dry, sunny climate, is the mythical capital of the Pike's Peak region, and a gay capital it is at the height of the season. You will find, numbered among its guests, people from all over the world, you will hear names prominent in sports, in arts and letters, in society and on the stage and screen.



*A portion of the magnificent scenery in Rocky Mt. National Park*

# LIMITED

**SUNFLOWER**  
**RAINBOW SPECIAL**



"A SERVICE INSTITUTION"



A view of the swimming pool at Glenwood Springs



A part of the campus at Colorado College

# COLOR

Pike's Peak, the gigantic pile of tumbled rock 14,109 feet in height, with its eternal crown of shimmering snow that beckoned the doughty major in his long trek across the level western plains, and that, today, bears his name, is but six miles from Colorado Springs. The ascent to the summit you can make on foot, by automobile or on the cog railway, a delightful excursion whatever way you make it. 60,000 square miles of magnificent scenery are spread out before you, when you gain the summit, in one of the most beautiful and inspiring panoramic views that can be seen anywhere in the world.

You could spend a month in and around Colorado Springs, setting aside a whole day for each individual trip that there is to make to surrounding attractions and still not see them all. No matter what the length of your vacation, however, you will be able to see and do enough to charm you so thoroughly that you will want to return again and again. There are pretentious hotels here for those who want luxury, but if you want to rough it you can find cozy cabins for that purpose. There are, of course, all the other ranges of accommodations between the two.

There are countless sight-seeing trips to be made from Colorado Springs, all of which are interesting and enjoyable. Some are all day circle trips, others cover shorter distances in more leisurely fashion—some are made by automobile, some on horseback, you have a wide variety to choose from and you can't go wrong on any of them. For instance there is the trip to the Garden of the Gods—a region of red sandstone formations that are so vivid in coloring and so realistic in shape that its discoverer was reminded of the legendary dwelling place of the pagan deities on Mount Olympus. You should certainly make it a point to visit the Garden of the Gods, and, also, to make some of the other outstanding trips that are available, such as to the Cave of the Winds, through the beautiful Williams Canyon; Seven Falls; the Cliff Dwellings; Phantom Canyon, where the Pueblo Indians built what are now regarded as the first American apartment houses; Cripple Creek; Gold fields; Canyon City; and the Royal Gorge, a gaping, jagged slit in a mountain range worn by the



The snow covered crest of Pike's Peak

**LOWEST  
RATES  
IN HISTORY**

*Air-Conditioned  
Comfort*



**"MARATHON  
MISSOURIAN  
SOUTHERN SCenic"**

*The* **SCENIC**



*A portion of Cliff Palace in Mesa Verde National Park*



# ADO

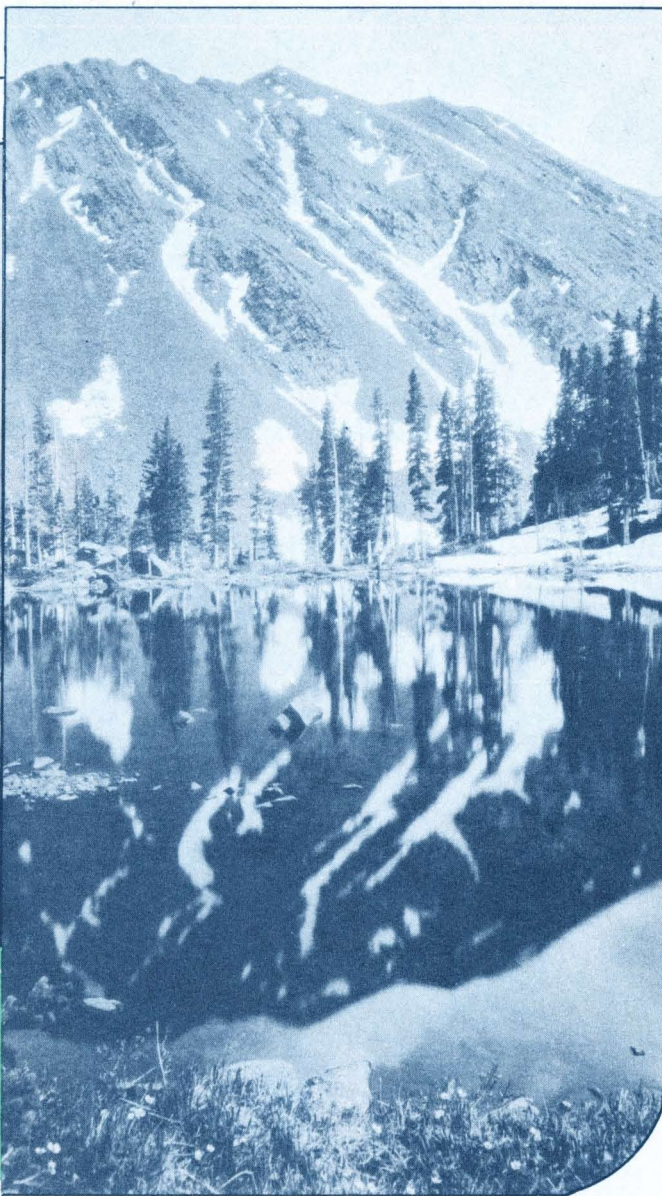
plunging waters of the Arkansas, one of the most famous scenic sights in the world.

Manitou, a noted watering place at the very base of Pike's Peak, offers a healthful climate and magical mineral springs to the ailing and a region of unlimited enjoyment for the pleasure seeker. Sports and a sprightly social life are an important part of the vacation activity that it has to offer you if you elect to spend your vacation here. This region is becoming famous for its winter sports. Skiing and bobsledding are enjoyable sports on the snow-covered slopes and skating on its smooth frozen lakes.

An area of approximately 750 square miles of summer playground surrounds one of the best known of the National Parks—Estes-Rocky Mountain National Park. It is truly a mountain resort, in the very heart of one of the greatest mountain ranges in the world. You'll like the park and you'll like Estes Village, where you can make your headquarters during your stay. There are hotels and chalets for your accommodation, excellent meals, stores where you may outfit yourself for sport or social engagements and interesting new friends for you to meet and share your pleasures with.

Forty-five miles south of Colorado Springs, and with Colorado Springs and Denver forming the eastern baseline of the Rocky Mountain range in Colorado, is Pueblo, second largest city in the state. It is an important rail center and gateway to many of the Colorado playgrounds. It is, also, the headquarters for and the gateway to the San Isabel National Forest, which has become recognized as one of the most beautiful playgrounds in the West. Its mountain ranges consist of the Sangre de Cristo, the Greenhorn and the Spanish Peaks, all distinctively beautiful and still having about them the air of unexplored territory that gives them the charm of the unknown.

Deep forest country, high mountains, innumerable lakes and a broad desert are all found within the 651,000 acres of the Forest. At the base of the lower hills a desert of over one hundred square miles surges, through its ever shifting dunes like the surface of a mighty ocean. Its lakes are deep and crystal clear and teeming with



*Goodwin Lake and the Sangre de Cristo range in San Isabel*

mountain fish. Fishing in the Forest is plentiful and sportive, and if you are an ardent angler, be sure to bring your equipment along, for, beyond question, you will use it. In addition to the many lakes there are cold, swift mountain streams plunging down through the valleys where trout abound.

Glenwood Springs is another of Colorado's mile high resorts, built at an elevation of 5,758 feet on the western slope of the Rocky Mountains just eighty miles short of the crest of the Continental Divide. One of the most popular of Colorado's health and pleasure resorts, Glenwood Springs boasts hot mineral springs larger than any others in the world, outside of Colorado. These curative waters boil out at a temperature of 127 degrees giving a glow of dynamic health to the bather who makes use of their exhilarating properties. The largest outdoor swimming pool of natural warm water in the world has been built at Glenwood Springs.

Grand Junction, on the route of the Scenic Limited, is the starting point of the motor trip over the famous "million dollar" Chief Ouray highway. Grand Junction is in the very heart of the Colorado summer playground, with magnificent mountain scenery all around it and with excellent hotel accommodations if you care to stop over for a night or two before or after making the trip to Mesa Verde National Park.

At the end of the Chief Ouray Highway is the Mesa Verde National Park—the Green Table, as the Spaniards called it when the lush vegetation on its high flat top first burst upon their parched and burning eyes. Here are the crumbling watch towers, the crumbling walls of dwellings built into the mountain side—here are streets, meeting places, temples, granaries, all the structures of a complete village built not ON or BELOW the mountain, but IN it.

# LIMITED

**SUNFLOWER**  
**RAINBOW SPECIAL**





# ROYAL GORGE



*The Gorge as seen from the highway bridge at the summit*

than just passing through, you will have an opportunity to view the splendor of the Gorge from its upper rims. A side trip to the Gorge may be made, from Pueblo or Colorado Springs, that will bring you over the Skyline Drive to the very edge of the canyon. You can go out on the mammoth suspension bridge that spans the Gorge at this point, high above the leaping, twisting waters of the Arkansas, and gaze down into the depths. From this vantage point the train that winds along the narrow rock ledge beside the river appears like a child's toy, the river like a narrow moving thread of silver. The opening of the Gorge, here at the summit, that seemed, from the bottom, like a narrow slit, now reveals itself as a wide chasm that took all the ingenuity of capable engineers to span. The bridge is one of the largest of its kind in the world.

As you gaze upon this remarkable defile you cannot help but reflect upon the ruthless power of Nature. There, thousands of feet below you, the merry, leaping river that seems so inoffensive is the instrument that has worn this huge chasm through solid rock.

## *The Finest Scenic Sight in the West*

**I**F YOU HAVE never seen the Royal Gorge your first view of it from the windows of your car on the Scenic Limited cannot fail to thrill you—if you have seen it before then you know what majesty and beauty lie ahead of you as the Scenic Limited approaches it. There is no other work of Nature that can surpass it, and few that can equal it.

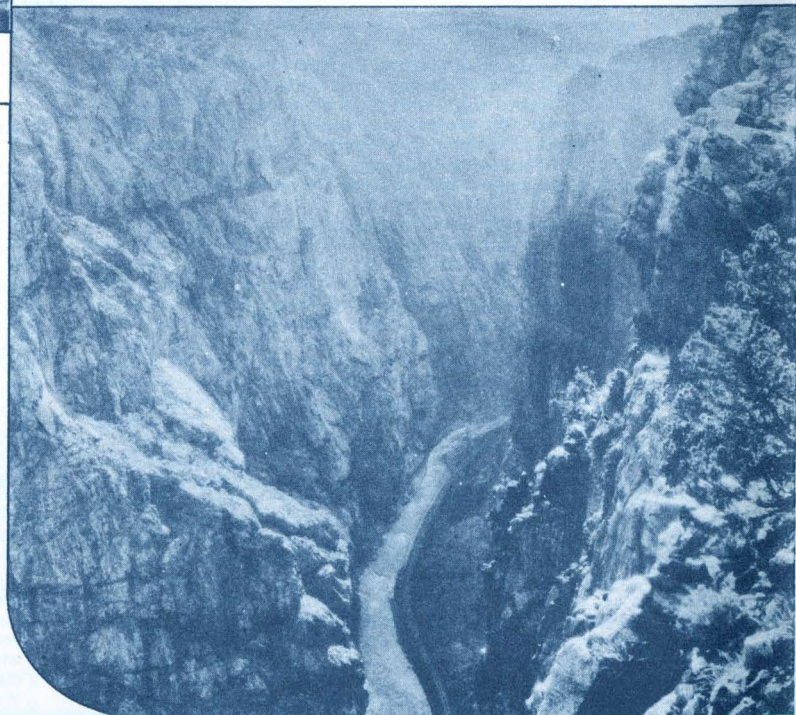
Your train is scheduled to make a ten minute stop in the Gorge at the Hanging Bridge, at the time of its construction considered one of the greatest engineering feats ever accomplished. This bridge, which is suspended from the walls of the canyon, parallel to the Arkansas river that roars under it, is the connecting link between the two narrow ledges of rock, on opposite sides of the river, that form the foundation for the right-of-way. From Hanging Bridge, you can gaze upward along the towering walls, jagged and broken, and, because of their immense height, seeming to lean inward toward each other. High above you is the narrow slit that affords but a brief glimpse of the blue Colorado sky . . . and so dark is the Gorge that the stars may be seen even in the daytime. The river leaps and roars along its winding course seemingly narrow enough, at points, to reach across it. The thunder of its flowing fills the Gorge with a constant rushing, swishing sound that sets its majesty to appropriate music, as of an organ rolling in a vast cathedral.

If you are staying in Colorado, rather

**LOWEST  
RATES  
IN HISTORY**  
*Air-Conditioned  
Comfort*



*The Scenic Limited winding through the Gorge*

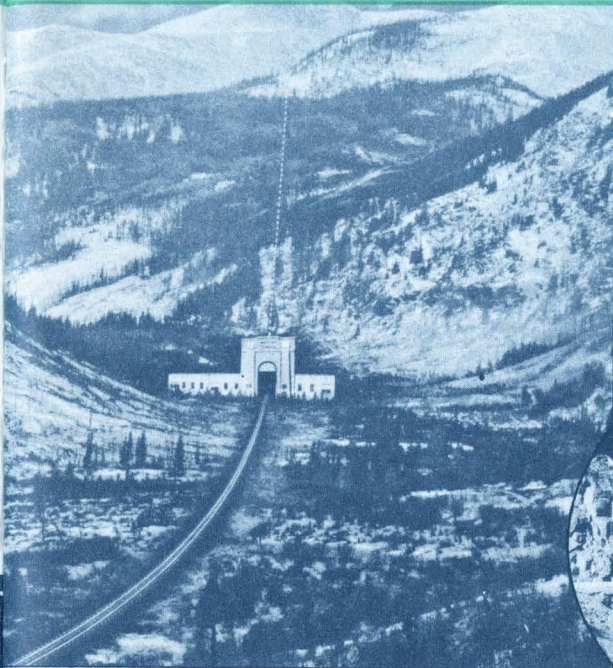


**\*MARATHON  
\*MISSOURIAN  
\*SOUTHERN SCENIC**

**The SCENIC**



# MOFFAT TUNNEL



*The Moffat Tunnel with James Peak towering above*



## *The James Peak Scenic Route of the Scenic Limited*

**T**HE MOFFAT TUNNEL (James Peak) Route, over which the Scenic Limited travels from Denver, has opened up a new scenic territory to the western traveler. From Denver to the entrance to the tunnel you are given breath-taking views of wide plains spread out below as the train moves along the high slope of the mountain range. For years railroad builders dreamed of the day when rail service could be given straight west from Denver through the towering mass of the Continental Divide. Years of heartbreaking delays and set-backs that beset these pioneers reached their culmination in 1934 when the \$18,000,000 tunnel was opened to traffic, in time for the summer season.

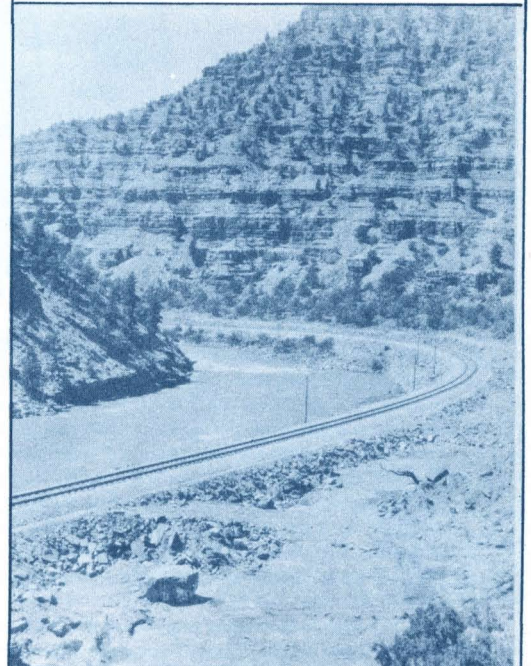
The route of the Scenic Limited to the Tunnel follows an old Indian trail through a country that the Utes regarded as their own hunting ground. It is an historic trail, marked by bloodshed and massacre as the savage tribes resisted the advancing wave of white civilization, that you travel over in air-conditioned comfort. The towering mountain ranges that form such majestic scenery are no longer barriers to westward progress. To go over them was an impossibility, so the engineers who laid the rails along this route

went through them—went through them a distance of 6.2 miles.

James Peak, 13,600 feet high and one of the highest of the peaks in the range, is the dome of the Moffat Tunnel. At its western end the train emerges from the tunnel and, for 235 miles, parallels the course of the Colorado river through a territory that gradually merges from mountain slopes into desert country. The historic town of Dotsero, from which this route derived its original name the Dotsero Cutoff, is the point at which this section of the Scenic Limited rejoins the Royal Gorge section. From this point the train continues to Salt Lake City and San Francisco as a single unit.

You will enjoy the rugged beauty of this new route. The old established routes through the Rockies still hold their charm, and no traveler should miss seeing them. The Royal Gorge is a scenic sight that every American should be personally familiar with because it is something that he can be proud of in any country where he may travel. However, there is also an undeniable charm to the new and unexplored, and the Moffat Tunnel (James Peak) route offers this.

*In Byers Canyon along the Upper  
Colorado River*



*The Pagodas in Red Canyon*

# LIMITED

\*SUNFLOWER  
\*RAINBOW SPECIAL





# SALT LAKE CITY

*Religious and  
Mining Center —  
Gateway to Many  
National Parks*



*Main Street—one of the widest  
business thoroughfares in America*

**S**IXTY-TWO National Parks and Monuments in the western region surrounding Salt Lake City make it the center of this vast vacation playgrounds. It is the capital of Utah and the largest city in the state, rimmed about by the vast ranges of the Rockies and overlooking the vast expanse of the Great Salt Lake and its attendant Salt Desert.

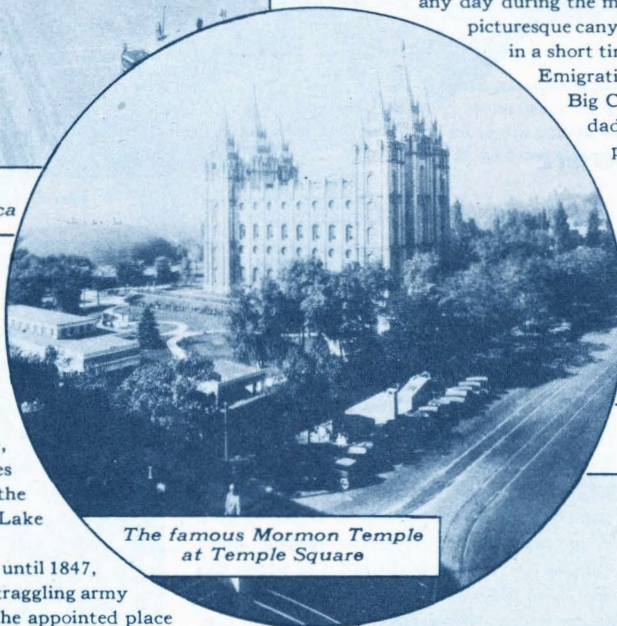
The city itself was not founded until 1847, when Brigham Young halted his straggling army of followers and designated it as the appointed place where they were to build the Temple of the Latter Day Saints. The prophet and his disciples were assiduous workers who, in a brief three years had already founded what is now the University of Utah and laid definite plans for the construction of their Temple. That Temple, which was forty years in the building, is the one that you will see at Temple Square. It is a massive structure built of Utah granite, with walls 16 feet thick at the base, its topmost spire surmounted by a hammered statue of the Angel Moroni coated with pure gold leaf.

The Tabernacle is another huge structure, with seating accommodations for 8,000 people, whose beams are held together by wooden pegs and leather thongs. The acoustics of the building are so sensitive that a pin dropped at any part can be heard all over the auditorium. It is in this place that the famous noon-day organ recitals are held

— a feature that you will want to be sure to hear even though you do not plan a stopover in Salt Lake City. The original organ was built, years ago, by the capable and loving hands of Mormon artisans, and it still forms the central unit of the magnificent instrument that will pour forth its golden notes for your enjoyment.

Great Salt Lake is on the edge of the city, with its beaches, amusement parks and sport facilities. Swimming in this lake is a novel experience if you have never tried to swim in salt water, for its water is 22% saline. You can't sink in these buoyant waters so, if you don't know how to swim this should be a good place to learn. The Lake is more in the nature of a land-locked sea, being 75 miles long, 50 miles wide and of an average fifty foot depth. The popular winter sports are also found in this beautiful mountain city.

There are many scenic attractions around Salt Lake City for the sight-seer to visit. At Bingham, just a short distance away, is one of the largest open-cut copper mines on this continent, moving more actual tonnage per day than was moved on any day during the most intensive work on the Panama Canal. Seven picturesque canyons, cut deep into mountain ranges, can be visited in a short time from the city. They are City Creek, Red Butte, Emigration, Parsley's, Mill Creek, Little Cottonwood and Big Cottonwood Canyons. Then there are the Granddaddy Lakes region; Mount Timpanogos, the highest peak in the Wasatch Range; Emerald Lake; Timpanogos Cave National Monument; King's Peak, the highest point in the state and a part of the Uinta Mountains which begin at the Upper Provo River and extend to the Colorado border; the natural bridges (most of the large natural bridges in the world are in Utah); and, of course, Great Salt Lake and Great Salt Desert.



*The famous Mormon Temple  
at Temple Square*

*The Capitol*



**MARATHON  
MISSOURIAN  
SOUTHERN SCENE**

**The SCENIC**



# OGDEN

## *Important Commercial City of Northern Utah*

mountains that form the canyon walls are more gently sloping than most in the west, and are covered for a great part of their height with green foliage and groves of aspen and pine.

You can make your headquarters at Ogden and go out on daily trips from there into the surrounding countryside, or you can go into the canyon and stay there. If you are partial to camping and "roughing it" there are many fine sites in the canyon where clear, cold streams of water are near at hand. You can fish and swim and thoroughly enjoy yourself without going out of the canyon. There are hotels here, also, for those who do not care for camping out, so that you can stay here in comfort if you prefer that to going back and forth between the canyon and the city of Ogden. A fine motor highway runs from the heart of the city to and through the canyon, so that almost any part of it is only a few minutes from Ogden. A bus line provides a regularly scheduled convenient service between the city and the canyon. At the head of this canyon is the recently completed Pine View Dam which forms a huge reservoir from which the city draws its water supply.

The climate of northern Utah, in which section Ogden is the most important city, is cool and invigorating throughout the summer season. Golf and other sports are provided for in the city and are enjoyable because you will feel like being active and out-of-doors all day long. Great Salt Lake, with its fine swimming and amusement parks, is only a short distance away as are also the National Parks and Monuments that surround Salt Lake City.

You will find Ogden an interesting place to arrange a short stopover or for your entire vacation visit. Ogden is just a short way off the route of the Scenic Limited, reached by convenient connection, and the visitor to that city has the opportunity to see the Royal Gorge and many other attractions on the route of this famous train.

*A view of Ogden Canyon*

UTAH, north of Salt Lake City, presents an entirely different aspect from the rest of the state. The northern valleys are more verdant and wider, the mountains less jagged, although they are equally as wide. Ogden is in this part of the state, second only to Salt Lake City in size and an important transcontinental railroad junction. It is a city of beautiful homes, with broad streets and well-kept lawns.

You will find Ogden an attractive city in which to spend a part of your summer or winter vacation. Its summer climate is cool and invigorating, its hotels modern, comfortable and economical, and its provisions for sports excellent. During the winter season its snow-covered mountain slopes make admirable coasting and skiing slides. Sight-seeing and camping excursions are favorite diversions among visitors to the Ogden country. The city lies at the very mouth of one of the most beautiful canyons in the Wasatch Range, Ogden Canyon through which the Ogden River plunges noisily and merrily on its way. The towering



**LOWEST  
RATES  
IN HISTORY**  
*Air-Conditioned  
Comfort*



*High mountain ranges surround the city*

# LIMITED

**SUNFLOWER**  
**RAINBOW SPECIAL**



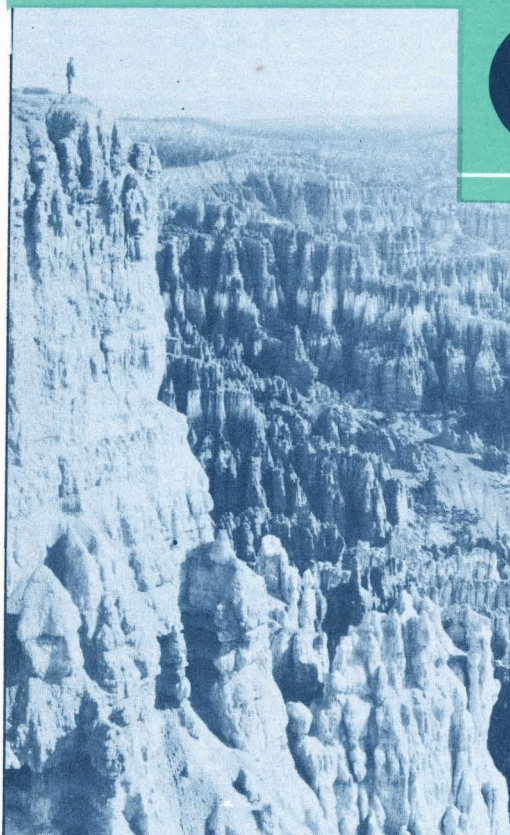
"A SERVICE INSTITUTION"



# ZION-BRYCE-GRAND

*Breath-Taking  
in Their Grandeur*

# CANYONS



*Inspiration Point overlooking Bryce Canyon*

**I**T IS IMPOSSIBLE to prepare you for the sights that you will see in Zion National Park, no words can properly portray the odd, fascinating shapes that erosion has given to the rocks and cliffs, nor the brilliant coloring that makes the stolid rocks breathe with pulsating life. The biggest single feature of the Park is Zion Canyon, a vari-colored cleft cut through the bulk of the Kolob Plateau by the ceaseless flowing of the Mukuntuweap River. The bed of the river is 4100 feet above sea level and 3000 feet below the floor of the plateau.

Bryce Canyon National Monument is a little to the north of Zion National Park and, while it is large, is only about one tenth of the latter's size. It is a horseshoe shaped amphitheatre about three miles long by two wide, its floor a thousand feet below its rim on the eastern edge of the Paunsaugunt

Plateau. Its walls are filigreed like the daintiest handmade lace and splashed with all the colors of the rainbow. Its vast array of rock spires, domes and statuettes are reminiscent of Grimm's fairy cities.

The Grand Canyon of the Colorado River is southeast of Zion National Park in the state of Arizona. It is 220 miles long, one mile deep and from twelve to fourteen miles wide cut by the erosive action of the flowing river. The thought will probably strike you that this rushing, pounding river could split the earth in half if given the time — the work that it has already done is unbelievable until you actually see it for yourself. The Kaibab division is its most impressive part for it is almost 6000 feet deep at this point and fourteen miles wide while on the North Rim above it is the gorgeous Kaibab Forest.

**LOWEST  
RATES  
IN HISTORY**  
*Air-Conditioned  
Comfort*



*Bright Angel point on the north rim of Grand Canyon*



*Great White Throne in Zion National Park*



**MARATHON  
MISSOURIAN  
SOUTHERN SCenic**

*The* **SCENIC**



# YELLOWSTONE PARK



*The Great Falls and Canyon of the Yellowstone*

*Largest of the  
National  
Parks*



*One of the tame bears  
in the Park*

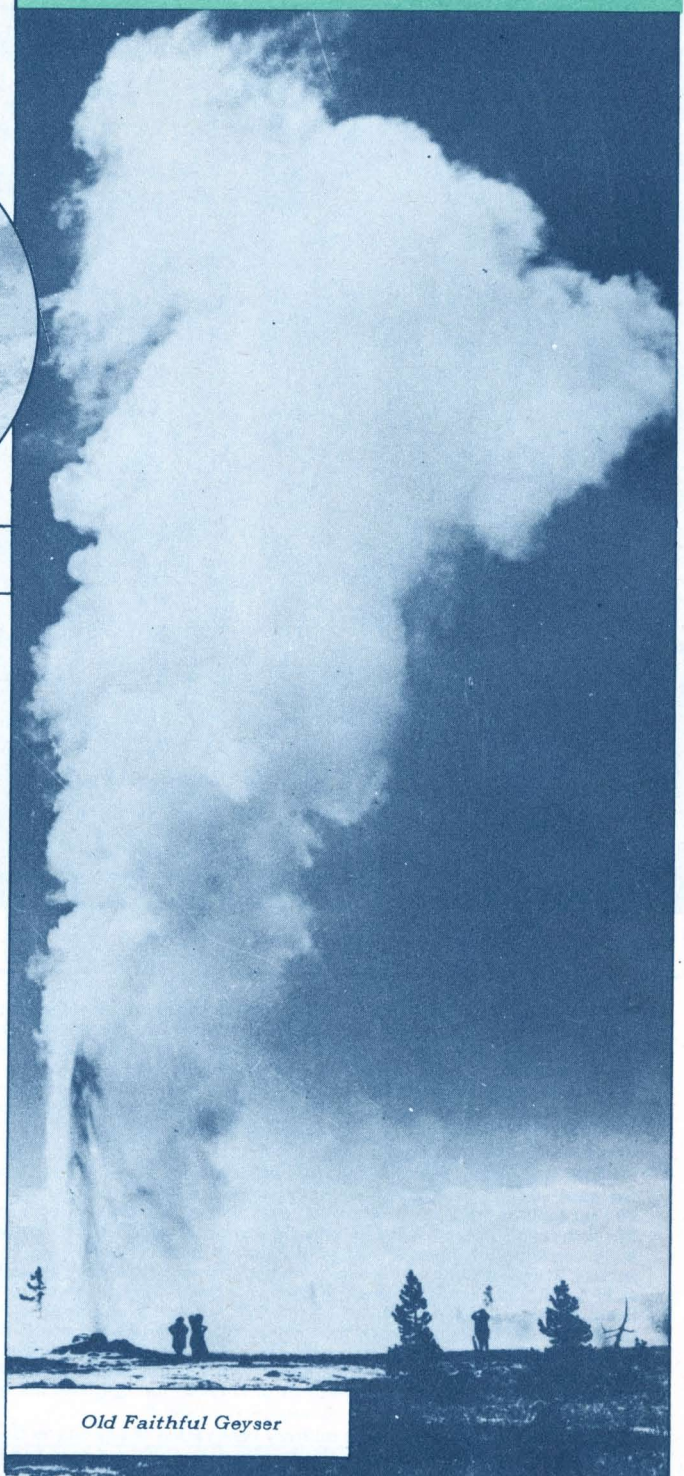
**Y**ELLOWSTONE is the largest and the best known of all the national parks in America. There are more natural wonders gathered within the confines of the Park than in any other similar area in the world. One hundred geysers, approximately, boil and spurt and steam their way to the surface and for many feet into the air, more geysers than there are in all the rest of the world. The whole Park is a vast area that has been left as Nature first made it, with the exception of a few creature comforts for the convenience of visitors.

You will need a longer time than the ordinary vacation period in order to see the Park in its entirety, it is so large and there are so many different attractions. That does not mean, though, that you should not visit the Park unless you have unlimited time at your disposal. If you have but a few days you will still be able to see many of the highlights and to gain a general impression of it that will make it much easier to plan the details of your second visit. A great many people are seeing the Park on a sort of installment plan, making a return visit during several summer vacation periods.

Wild flowers grow in profusion all over the Park, adding a delicate note of beauty and filling the air with a sweet perfume that adds to its freshness. Practically the whole Park is heavily forested with white pine, Englemann spruce, silver fir, cedar, cottonwood and quaking aspen. This, in contrast to the bare snow-tipped mountain ranges in the background, forms a magnificent setting for the wonders that lie all about you.

The geysers are the high point of interest in Yellowstone. As has been said there are almost a hundred of them hissing, steaming and spouting in a half a dozen well-defined areas of the Park. Old Faithful is, of course, the leader in size as well as interest, it is the most famous geyser in the world. At regular intervals of from 60 to 80 minutes it sends its stream high into the air to the delight of all those who have gathered to witness it. Some of the other principal geysers are the Daisy, Giant, Grand, Giantess, Great Fountain, Beehive, Riverside, Castle, Grotto, Lone Star and Excelsior. There are also many beautiful hot springs, best known of which are the Morning Glory and Handkerchief Pool.

The most beautiful scenic sight in the Park is the Grand Canyon of the Yellowstone, with the Yellowstone Falls at its head. This is a spot that you will want to be sure to see, along with the Fossil Forests, Mammoth Hot Springs, the Tower Falls Region and Mount Washburn. You will find excellent accommodations in the Park, either in a hotel or a camp, and ample recreation.



*Old Faithful Geyser*

## LIMITED

**SUNFLOWER**  
**RAINBOW SPECIAL**





# NORTHERN

## Year-'Round

## Vacation Playground

and landscaped land with splendid park drives winding through it; it is the birthplace of San Francisco and the entire Peninsula. The Presidio is included in all the sight-seeing trips about the city, one of which you must be sure to take. Other points of interest to be seen on the tours are the Mission Dolores, built by Father Junipero Serra in 1776; Telegraph Hill, now a residence section, but, in the days of '49, a wigwagging station to announce the arrival of ships to the town; Russian Hill, habitat of the artists' colony; Golden Gate Park; Twin Peaks; Civic Center; the Plaza, now Portsmouth Square where the American Flag was first flown over San Francisco; Cliff House and Seal Rock; and, of course, Chinatown.

Golf courses, beaches, theatres, night clubs, restaurants and all other facilities for sport and amusement are found here in large number and on a magnificent scale. There are many fine hotels with all types of accommodations at all price levels, many right in the heart of the downtown business and night life section, and others, resort hotels nearer the beaches. San Francisco has, within its city limits, the longest and finest ocean beach in this country or abroad. It is three miles long with a wide motor highway overlooking it.

Oakland is on the east side of the Bay, the second largest city in the Bay country, and is connected with San Francisco by a fast and efficient ferry service.

## A Trail through the Big Tree country

*Union Square in San Francisco*

**N**ORTHERN CALIFORNIA enjoys practically the same advantages as Southern California—of location, of climate and of facilities for recreation and enjoyment. San Francisco is, of course, the center of the northern region, with innumerable cities, resorts and scenic attractions around it and easily accessible from it. It has been said that there are only three unusual cities in America—New Orleans, San Antonio and San Francisco (you will be interested to know, in this connection, that the Missouri Pacific Lines serve all of them, either directly or by connection). And San Francisco is unusual.

The city of San Francisco, itself, is the second largest in the state and one of the most cosmopolitan in the world. The minute you emerge from the Ferry Building, and set foot on broad and teeming Market Street, you will be swept into the rushing life of the city. There is a joy to living in San Francisco that you will become immediately conscious of, that you will feel yourself in a very short time. The city, like ancient Rome, is built on seven hills, each a distinct part of the city and so designated, as Nob Hill, Russian Hill, etc. The level of the city increases sharply from the waterfront, giving its buildings a deceptive height that will remind you of the approach to Manhattan Island from the East River. San Francisco has one of the most widely known and most realistic Chinatown sections of any city in America. Its streets, like those of Hong Kong, are steep and narrow, its buildings close together and pagoda roofed, and numerous placards in Chinese hieroglyphics decorate their walls in profusion.

San Francisco has the largest military reservation of any city in the United States within its city limits—the Presidio. It comprises 1500 acres of beautifully wooded



**THE MARATHON**  
**THE MISSOURIAN**  
**THE SOUTHERN SCENE**

*The* **SCENIC**



# CALIFORNIA

*The lawn and main building at  
Feather River Inn*

Although it is located within a few minutes of metropolitan San Francisco, Oakland has all of the facilities that it would need if it stood alone. Fine hotels there are for your accommodation if you want to make your headquarters on the east side of the Bay, and you can start your sight-seeing tours from here as well as from the west side. It is a city of beautiful homes and captivating residential sections. Flowers grow here the year around and it seems that all Oakland residents are enthusiastic gardeners.

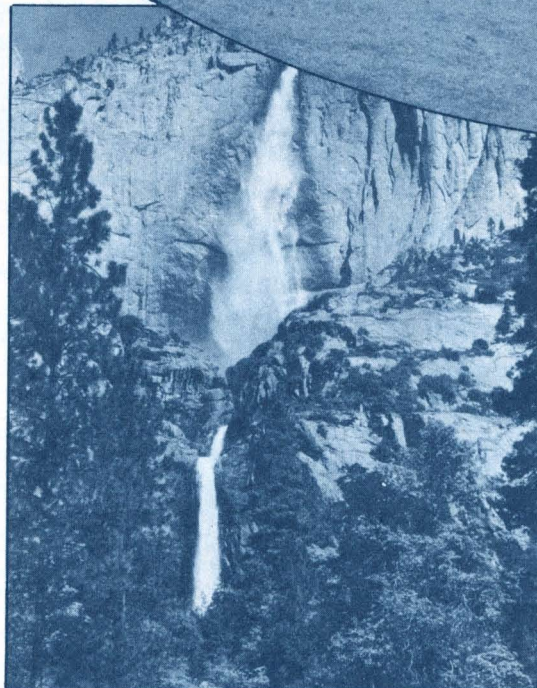
Ten years before the Pilgrims set foot on New England soil a wandering Spaniard landed in California some miles below San Francisco on the lower Peninsula and discovered the present site of Monterey. This town, which you will find especially appealing, was, at one time, capital of California—it is still a pleasure capital, with its renowned luxurious resort hotel, its golf courses, beaches and famed Seventeen Mile drive. The climate here varies no more than ten degrees throughout the year with very little difference between night and day temperatures. Del Monte is almost a part of this famed old city, one of the favorite resorts in California since the days of the "Mauve Decade" when the gay travelers from the East gave it its reputation as a pleasure resort.

Yosemite National Park contains many wonderful scenic attractions among which are: the Half Dome, towering almost a mile above the Valley; Yosemite Falls, plunging more than half a mile in its three graceful cascades; the Wawona Big Tree, with a tunnel cut through its base large enough for a motor road to run through; the Grizzly Giant, a monstrous tree said to be older than the Pyramids of Egypt; El Capitan, a magnificent mountain; Hetch Hetchy, a wide and deep lake formed by the O'Shaughnessy Dam; and many fine views of the Park from the motor road such as the view from Washburn Turn at Glacier Point and at Ellery Lake, near Tioga Pass.

One of the most beautiful scenic sights in America, that is available to passengers on the Scenic Limited, is the Feather River Canyon in Northern California. This famed natural pathway through the Great Divide provides the opening through which this equally famous train reaches the valley on the western side. For one hundred and twenty miles, from Oroville to Portola, the canyon delights the traveler with magnificent vistas from the high places. The river that winds like a silver streak along the floor was the scene of some of the first placer mining in the state. Today this rippling stream yields splendid trout to the fisherman while the wooded slopes that slant upward from its edge harbor grouse, rabbits and other game for the hunter. Because of these attractions and others the canyon has become a favorite place for vacationists to spend their time. They find here an ideal climate, sunny and comfortable during the day and crisply cool at night.

Feather River Inn, located in the canyon near Blairsden, is a luxurious vacation hotel that is open from June to September. A swimming pool, golf course, tennis courts and other facilities for the conventional sports are found here, as is a riding stable that supplies mounts for excursions along the mountain trails. Within a few miles from the Inn, and easily reached from it, is a chain of fifty lakes locked in the heart of the mountains. Here the ardent angler will find the kind of fishing he dreams about. Rooms may be taken in the Inn itself or cottages, or chalets, varying in size according to individual taste, may be occupied privately.

**LOWEST  
RATES  
IN HISTORY**  
*Air-Conditioned  
Comfort*



*A beautiful cascade in Yosemite Park*

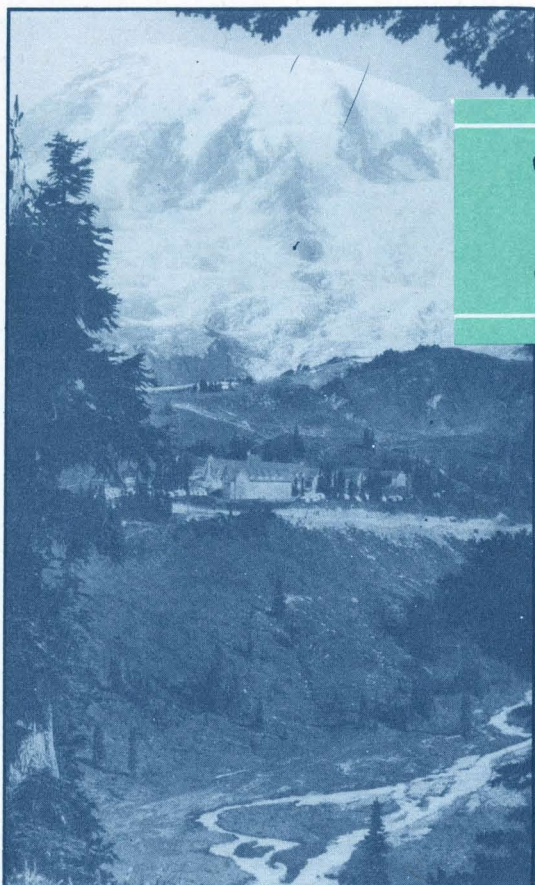
# LIMITED

**SUNFLOWER**  
**RAINBOW SPECIAL**

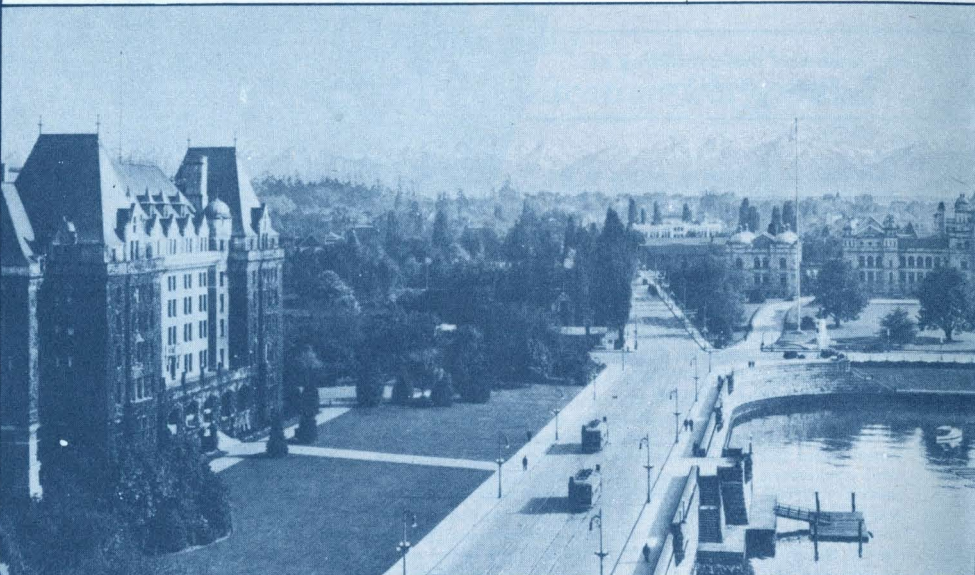




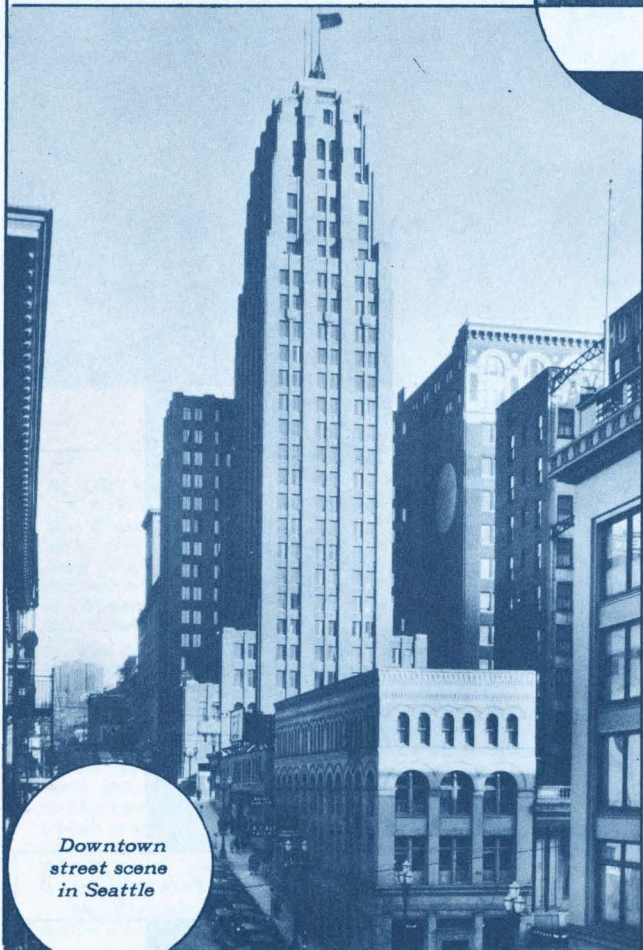
# PACIFIC



*Paradise Valley in Rainier National Park*



*Group of Parliament buildings in Victoria, B. C.*



*Downtown street scene in Seattle*

**LOWEST  
RATES  
IN HISTORY**  
*Air-Conditioned  
Comfort*



**THE PACIFIC NORTHWEST** is a made to order vacation land — it has such a diversity of attractions that you are sure to find the particular feature you require to make your vacation interesting and successful. There are mountains, snow-capped peaks that tower as high as the famed pinnacles of the Alps and rival them in beauty. There are lakes and rivers and the mighty Pacific Ocean to offer their contribution of sport and pleasure. There are large cities if you want refinement and the more social atmosphere of a large resort. There are forests, deep, seemingly impenetrable, whose trees tower to unimaginable heights and offer more alluring incentives to exploration than the famed forests of Europe. And there is a balmy climate in which to enjoy all that this region has to offer. Sunny days, during which the sun is never oppressively hot, and crisp, cool nights

make you feel like enjoying yourself, and induce a deep, restful sleep when the activities of the day are over.

Mount Rainier, in the heart of the Rainier National Park, dominates the entire Pacific Northwest coast section from Seattle to Tacoma. From either one of these cities it appears to rise directly from the sea, so completely does it dwarf the smaller mountains that lie at its base. The great mountain; the tremendous glaciers, mighty rivers of moving ice, that have been crawling at an imperceptible rate down the deep canyons; the sweeping meadows, clothed in their festal garments of colored wild flowers; the mile after mile of trails and highways; the fine hotels and camps all make Rainier National Park a splendid place to spend a summer vacation. Scientists tell us that Mount Rainier was at one time an active volcano of such size and violence that it must have been the embodiment of terror for the aborigines who lived in its shadow centuries ago. Today it is quiet and brooding, a huge cone of almost spectral beauty, its snowy mantle drawn tightly about its bare and angular shoulders.

Seattle is known as America's city of greatest scenic beauty. Built on a series of hills it occupies a commanding position on the eastern shore of Puget Sound, the last American port



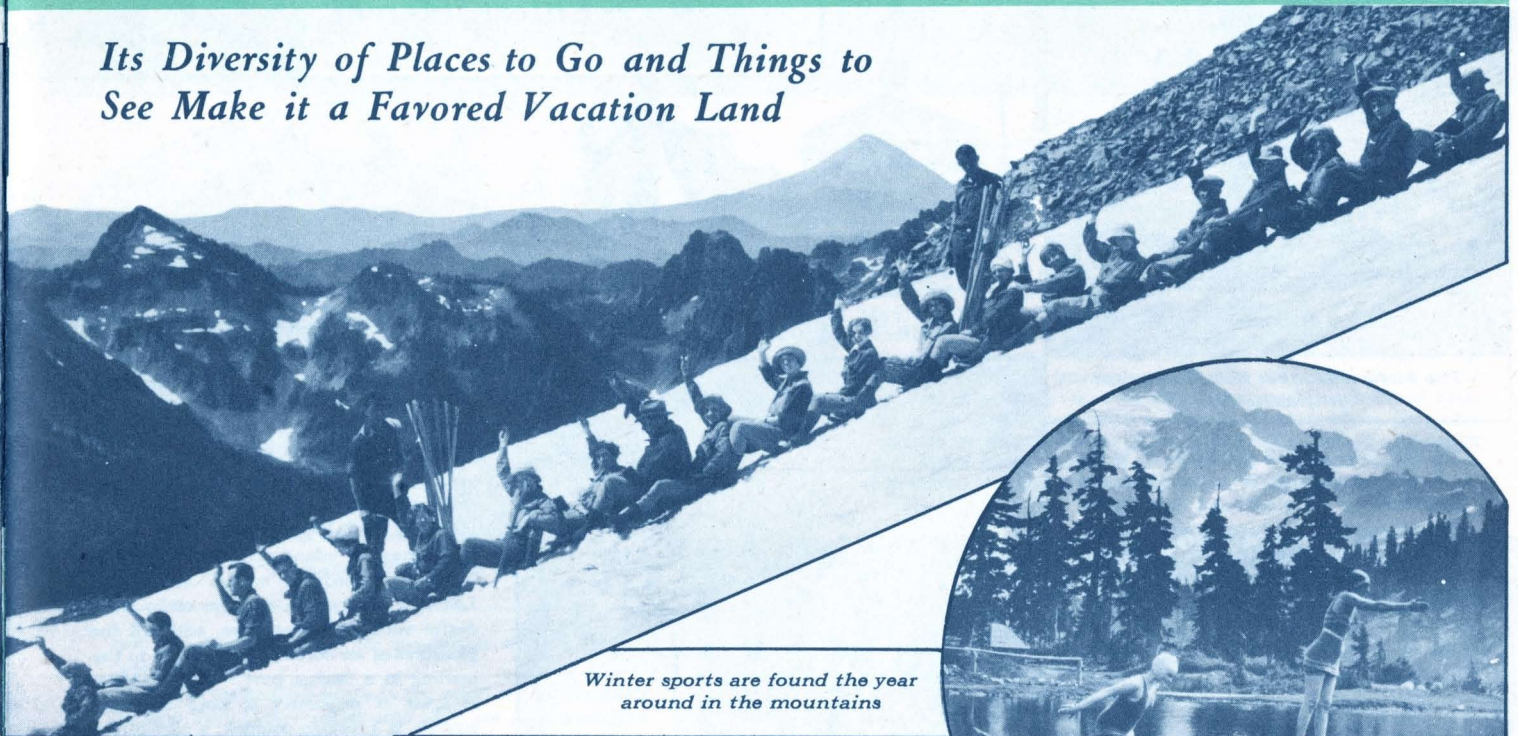
**\*MARATHON  
\*MISSOURIAN  
\*SOUTHERN STARS**

*The* **SCENIC**



# NORTHWEST

*Its Diversity of Places to Go and Things to See Make it a Favored Vacation Land*



*Winter sports are found the year around in the mountains*



*Bathing in Sunrise Lake in Mt. Baker National Forest*



on a journey to the west coast of Canada, and to Alaska and the Orient. It is a favored headquarters with visitors to the Northwest, you can easily see the entire territory from this city. Some of the outstanding points that are easily accessible from Seattle are Rainier National Park, Sol Duc, the "Carlsbad of America", Snoqualmie Falls, Hood Canal, San Juan Islands and Mount Baker. It is also just across the Sound from Victoria and Vancouver.

Bellingham, a Puget Sound port almost midway between Seattle and Vancouver, is the gateway to the Mount Baker National Forest, in the northwest corner of the state of Washington. It is a place of compelling beauty whose outstanding attraction is the mountain after which it is named.

Tacoma, principal gateway to Mount Rainier National Park, rises in tiers built one upon another from the shore of Commencement Bay, an arm of Puget Sound. It is a beautiful city that will remind you, from the water side, of a battlemented city of the Rhine. It is known variously as the lumber capital of America, and as "the city with a mountain in its doorway".

Portland, Oregon, bears the attractive title of "City of Roses" and the promise of

*Multnomah Falls on the Columbia River Highway*

beauty held out in that name is amply fulfilled by the city itself. There are many interesting trips that you can make into the country surrounding Portland, chief among which is the famed Columbia River Highway trip. This is one of the most beautiful scenic drives that you can find anywhere in the world. Near the entrance to the Gorge an extinct volcanic formation juts out into the river — this is known as Rooster Rock, an object of Indian veneration. A little farther along is Crown Point, the highest point reached on the Highway, and Latourell Falls and Speeley Columns. On the other side of the river is Cape Horn, the Palisades of the Columbia and Cigar Rock. The Delles, Coopey Falls, Bridal Veil Falls and the queen of falling waters, Multnomah Falls, cascading downward for a total drop of 620 feet. You will long remember your trip over the Columbia River Highway.

## LIMITED

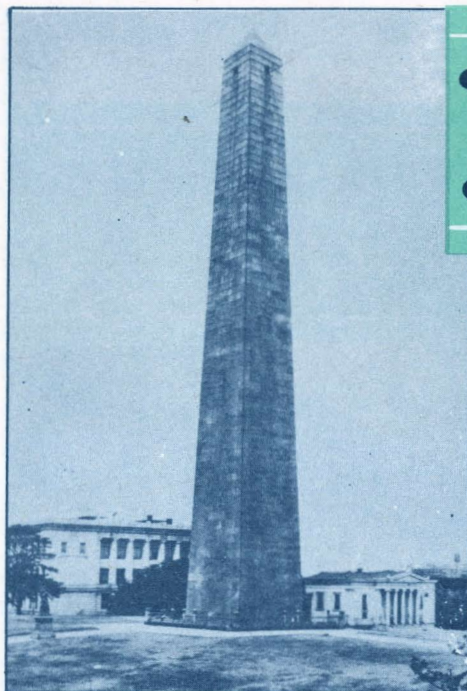
**\*SUNFLOWER\***  
**\*RAINBOW SPECIAL\***



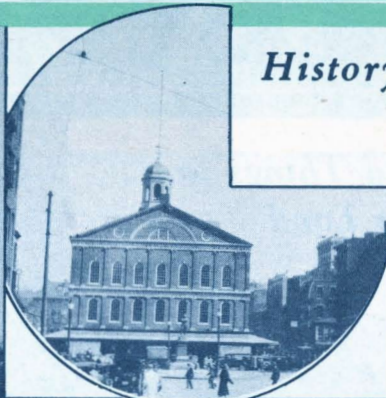


# NORTHER RE

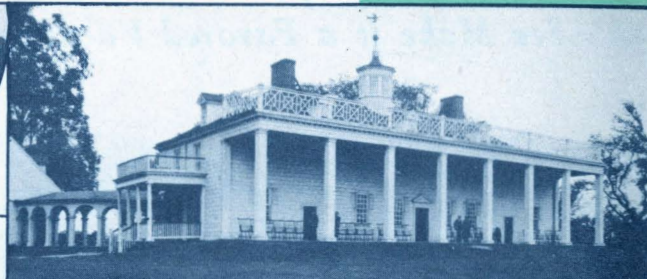
*History — Commerce  
— Entertainment*



*The historic Bunker Hill Monument  
at Charleston*



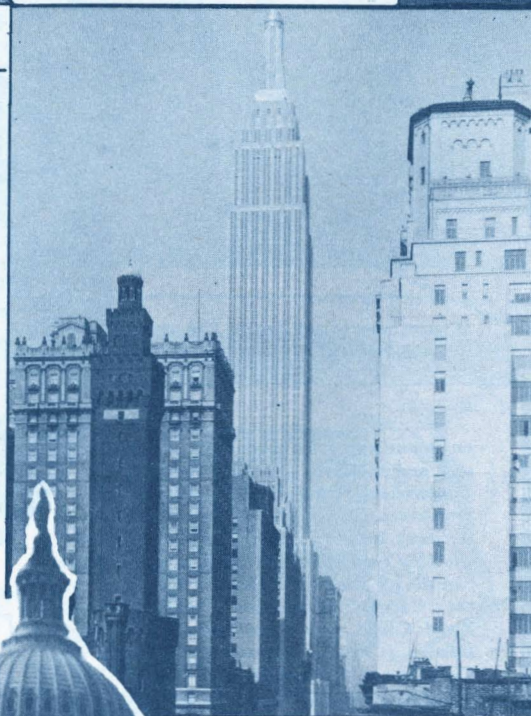
*Faneuil Hall in Boston*



*Mount Vernon, George Washington's  
plantation home*

**T**HE ST. LOUIS GATEWAY is the natural gateway from the West and Southwest to the North and East. Splendid Missouri Pacific Lines trains, such as the Scenic Limited, the Sunflower, the Southerner, the Texan and the Sunshine Special, with air-conditioned luxuriously furnished lounge and dining cars will take you to St. Louis and transfer you, in the convenient Union Station, to trains to the entire northern and eastern territory.

Chicago is the gateway to the Michigan and Wisconsin resort country, the section of a thousand lakes, rivers and streams whose deep wooded areas and cool climate lend themselves so admirably to summer vacationing. There are so many resorts in both states that individual mention can hardly be given to any of them in a book of this character. You will find, however, in all of them the facilities that go to make up an enjoyable vacation. Golf, swimming, boating, fishing, hiking, motoring and horseback riding are only a few of the sports that may be enjoyed in either of these summer vacation playgrounds.

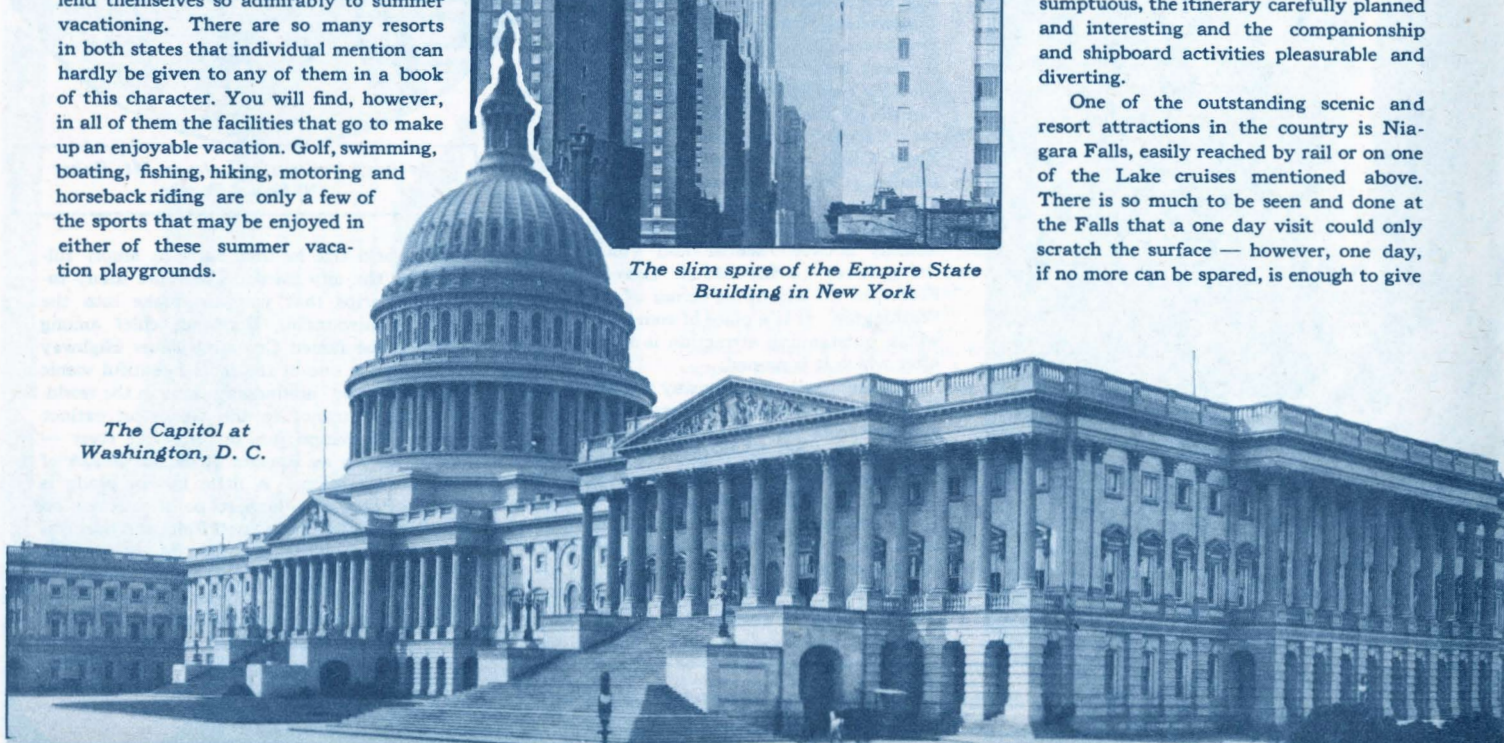


*The slim spire of the Empire State  
Building in New York*

The chain of Great Lakes that separates the northern states of Michigan, Wisconsin and New York from the provinces of Ontario and Quebec in Canada, is the greatest inland ocean in the world. Regularly scheduled cruises of all the Lakes or of any one of them make wonderful vacation water trips, with all the pleasures of an ocean voyage, even to the landing in a foreign port — for Canada, in spite of proximity in both fact and custom, is a foreign country, a part of the British Empire. You will thoroughly enjoy any one of the Great Lakes cruises that you make — the boats are large, even sumptuous, the itinerary carefully planned and interesting and the companionship and shipboard activities pleasurable and diverting.

One of the outstanding scenic and resort attractions in the country is Niagara Falls, easily reached by rail or on one of the Lake cruises mentioned above. There is so much to be seen and done at the Falls that a one day visit could only scratch the surface — however, one day, if no more can be spared, is enough to give

*The Capitol at  
Washington, D. C.*



**"MARATHON  
MISSOURIAN  
SOUTHERN SCENIC"**

*The* **SCENIC**



# N-EASTERN SORTS & CITIES



*Chicago's impressive skyline*

you an appreciation of the magnitude of this natural wonder.

One of the greatest thrills in the world is your first visit to New York City—subsequent visits are always awaited with anticipation and experienced with pleasure, but there is no feeling equal to the tingling sensation that assails you when you realize that you are in the largest and greatest city in the world. There is only ONE New York City and in justice to yourself you should see and know it. It isn't New York City alone that you should see, but, if possible, Philadelphia, Long Island, the surrounding New Jersey cities, West Point, the Washington Irving country up the Hudson, where Rip Van Winkle slept in the Catskills and the Headless Horseman of Sleepy Hollow rode in gruesome pagentry into an undying American legend.

As the largest and one of the oldest cities in America New York probably has more of real interest to offer the

sight-seer than any other city in the country. Most of these places and things are known to you through song, story and pictures, you have been hearing about them all your life, and, while in New York, you should see some of them. Just a few of the highlights are the Statue of Liberty; the Bowery; Broadway at night; the Brooklyn Bridge; the Aquarium; Wall Street; Trinity Church; the "Little Church Around the Corner"; Central Park; Park and Fifth Avenues; Flatiron Building; Times Square; Grant's Tomb; the Ghetto; Madison Square Garden; Metropolitan Opera House; the Palisades; Tammany Hall; Washington Irving's Old Home; the Chrysler and Empire State Buildings; Radio City; and a view of the most publicized and impressive skyline in the world. There are of course other things to see in the city that are not enumerated here, many of them of historic interest. There is the place where Alexander Hamilton, the first Treasurer of the United States, met in a duel with Aaron Burr, whose dreams of an Empire in the South rivaled those of Napoleon; there is the building where Washington bade farewell



*Broadway's brilliant lights at Times Square*



**LOWEST  
RATES  
IN HISTORY**  
*Air-Conditioned  
Comfort*



*Philadelphia, the "city of brotherly love."*

**LIMITED**

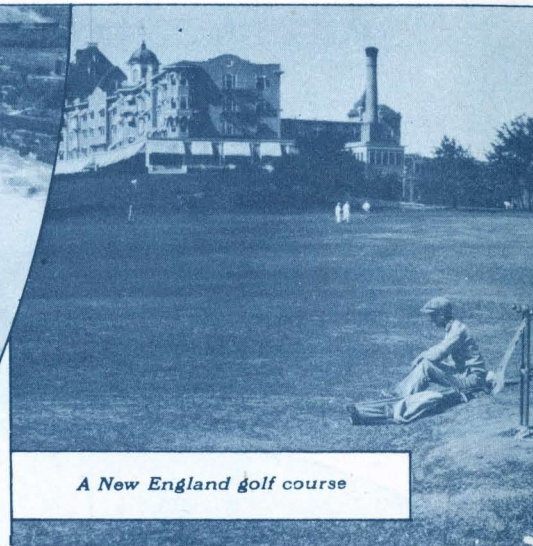
**SUNFLOWER**  
**RAINBOW SPECIAL**

**MISSOURI  
PACIFIC  
LINES**  
"A SERVICE INSTITUTION"



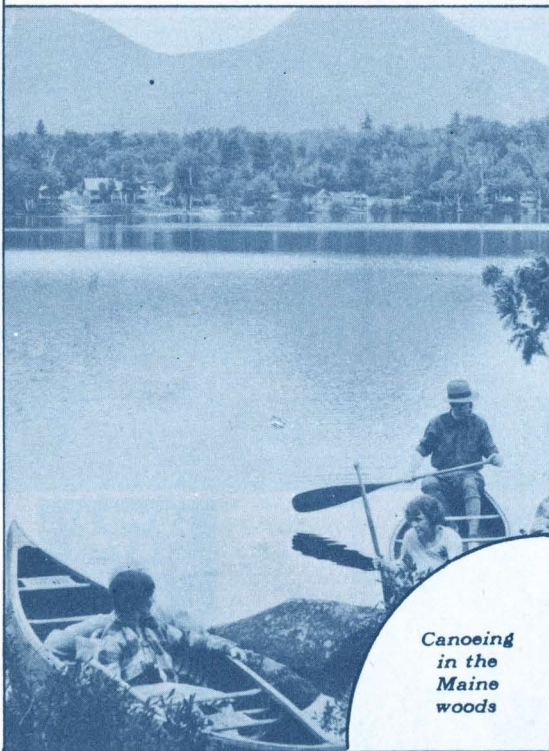


*Airplane view of Niagara Falls*



*A New England golf course*

# NORTH RESORTS



*Canoeing  
in the  
Maine  
woods*

to his officers at the close of the war, and the one where he took the oath of office as the first President of the United States.

Out of New York many interesting trips can be made into the surrounding country. You will surely want to make the Hudson River trip to Albany and see the Palisades, Bear Mountain, West Point, Storm King Mountain, Washington's headquarters at Newburgh, Poughkeepsie, the Catskills; the Upper Reaches of the Hudson; and the State Capitol at Albany. You will want to make a trip to Coney Island and some of the other beach resorts, and to Long Island with its magnificent estates, clubs and resorts. You will want also to make a trip to Philadelphia, whose history is bound up so closely with the history of the Revolution. On the way there you will pass thru Trenton, capital of New Jersey and cross the Delaware at the point near where Washington made his historic crossing. You will also be able to see the campus of Princeton University. The city of Philadelphia was founded in 1683, as the "City of Brotherly Love," by William Penn, who had a land grant from King Charles II of England to establish a city in less than

four square miles at the junction of the Delaware and Schuylkill Rivers. It was here that the memorable Declaration of Independence was signed and here, on July 4, 1776, that the Liberty Bell, in the tow-

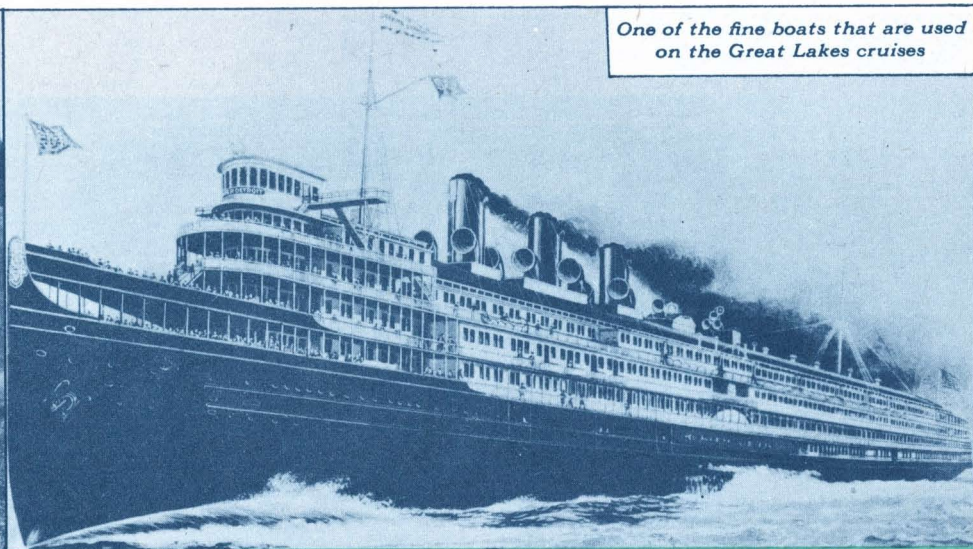
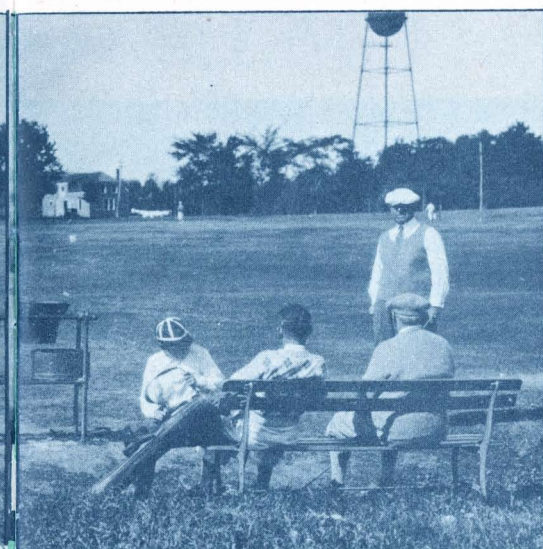
er of the State House proclaimed to the waiting colonists that a new Republic had been born. Philadelphia was the first seat of government and the Congress met here, in Congress Hall, until the year 1800. It is now the third largest city in the United States, with fine hotel accommodations, facilities for all sports and countless interesting sight-seeing tours to make your visit a pleasurable one.

Washington, D. C., our National Capital, is the one city in the United States that every American should see — it is the heart of the Nation where the past history has been made and where the history of the present is in the making and may be visited on the way to New York without additional charge. In addition to being the focal point of the country it is also our most carefully planned and most beautiful municipality. Very briefly, this portion of our Guide will attempt to give you some of the outstanding points of interest that you should see. The entrance to the city is a fitting and most beautiful gateway, the Union Station — your sight-seeing trip might very well start from here and should include; the Washington Monument, the tallest work of masonry in the world, towering to a height of 558 feet; Arlington Cemetery, the final resting place of American heroes; Mount Vernon, the home of the first President and his final resting place; the Lincoln Memorial, the finest monument ever erected to the memory of a man; the White House, home of the Presidents since the days of John Adams; the Capitol, housing the administrative branch of the government; the Treasury Department; the Bureau of Printing and Engraving; the Departments

*The famous  
boardwalk at  
Atlantic City,  
N. J.*







One of the fine boats that are used on the Great Lakes cruises

# ERN-EASTERN & CITIES

*Summer and Winter Sports*

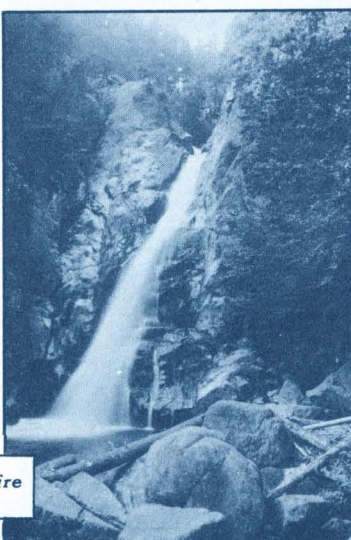
of State, War and the Navy; the Post Office Department; the Pan-American Union; Smithsonian Institute; the New Museum of Natural History; the National Museum; the Congressional Library; and the Corcoran Art Gallery.

From Cape May to Sandy Hook practically every mile of the New Jersey coast line is given over to beach resorts, some of which are Seabright, Long Branch, Asbury Park, Spring Lake, Sea Girt, Sea Side Park, Barnegat City, Beach Haven, Atlantic City, Chelsea, Ocean City, Stone Harbor and Cold Spring Harbor.

Boston and the rest of New England are farther north along the Atlantic with fine beaches and, inland, the mountain resort country. The White Mountains of New Hampshire are among the most famous mountain ranges in the country. They comprise 400 square miles of towering peaks, fifteen of which exceed 4000 feet in height. One of these, Mount Washington, is 6293 feet high with a cog road to the summit, whence you may enjoy one of the most magnificent views in all New England. The Maine woods are another favorite resort section and are known among hunters and sportsmen all over the country. There are over 5000 streams and more than 1500 lakes in the state, among which are Moosehead Lake, the Rangeley Lakes, Grand Lake Chain, Sebago Lake and the Belgrade Lakes. Fishing, swimming and boating are available at all of these lakes, of such quality as to delight the most particular.

The Maine Coast is usually used as an all-embracing term to include the coasts of New Hampshire and Massachusetts. The entire coast line is very irregular, with innumerable bays, coves and inlets, and these, with the islands and woods that abound here, make a wonderful setting for summer resort hotels and colonies. Some of the outstanding ones of these are Eastport, Bar Harbor, Rockport, Portland, Old Orchard, Kennebunkport, Portsmouth, Salem, Boston, Cape Cod, and Provincetown.

A beautiful waterfall in the White Mountains of New Hampshire



**LOWEST  
RATES  
IN HISTORY**  
*Air-Conditioned  
Comfort*

The toboggan slide in Quebec, Canada



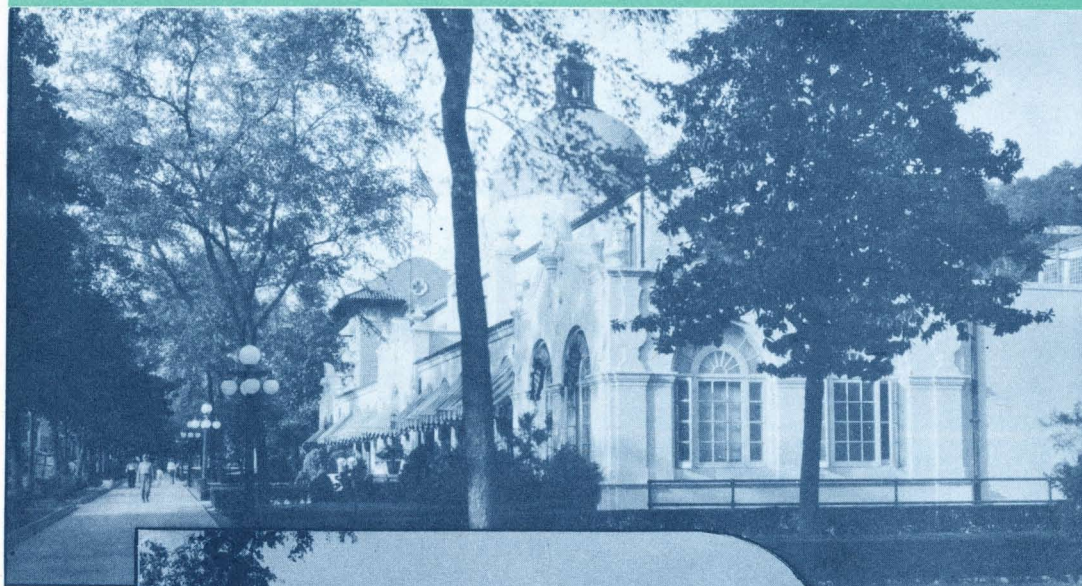
## SPECIAL

HOUSTONIAN  
OCEANIC  
STAR  
PIONEER

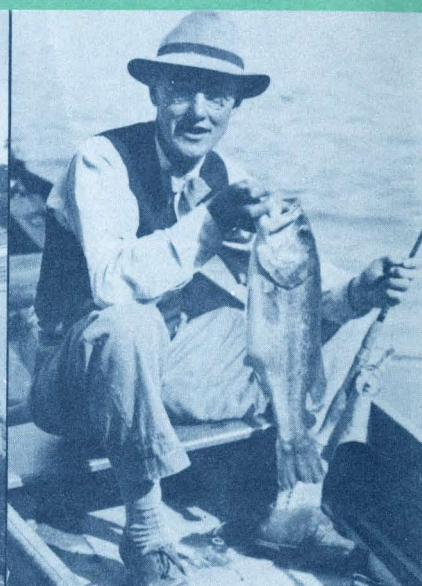
MISSOURI  
PACIFIC  
LINES  
"A SERVICE INSTITUTION"



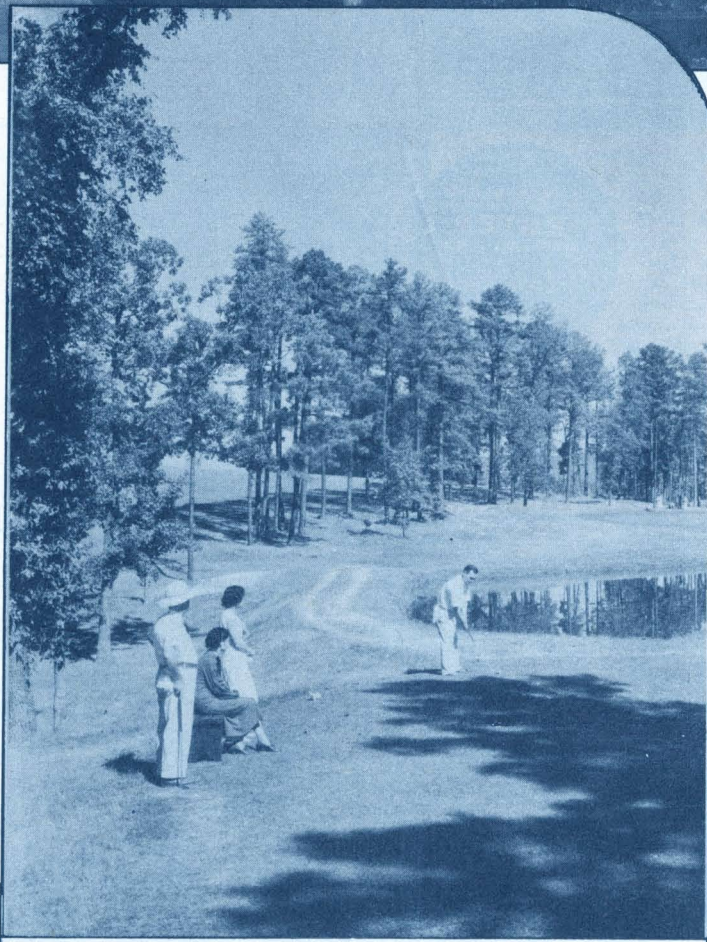
# HOT SPRING



*The famed Million Dollar  
Bath House Row*



*There are plenty more where  
this came from*



*Golf is the favorite sport in Hot Springs*

THERE are several features about a resort that must inevitably be considered before a final selection is made. You will, of course, want to know all there is to find out about the resort you decide upon, you will want to know whether or not its qualifications match up with those you have set up in your mind as ideal. The first important consideration is that of climate. Hot Springs has a mild year around climate that is neither overly hot in summer nor cold in winter.

Walking is one of the favorite activities among the visitors in Hot Springs, and there is always a constant stream of them moving up and down both sides of Central Avenue, the main street of the town. No matter how averse one may ordinarily be to walking, there is something about this place that converts the most hardened riders into indefatigable pedestrians. Central Avenue is a long and busy street, with hotels, picture shows, stores, restaurants, bath houses and the inevitable auction. This habit of walking soon becomes an indispensable part of the day's activity as it is not only beneficial, but interesting as well.

Walking, however, is not the only diversion, nor the principal entertainment to be found in Hot Springs. Horse-back riding, over the heavily wooded trails that wind back through the surrounding hills, golf on the several sporty courses that welcome the visitor to try his skill and his luck, hiking, motoring, tennis and other favorite outdoor sports are provided for generously here. You will want to be sure to bring your golf clubs, tennis racquets and riding clothes when you come to Hot Springs because you will certainly want to use them after you breathe deeply once or twice of the invigorating mountain air and feel the blood course joyously through your veins. Sport is an important part of the life at this resort, sport clothes are the regular daily attire. In the evenings there are always gay social activities to occupy the time and you are certain to meet with congenial company. There are dances in the hotel dining rooms and bridge in the lobbies and there are also night clubs around the city that provide entertainment.

Sightseeing is another thing that most vacationists want to do at sometime during their stay, especially if it is their first visit. There are many interesting things to be seen in and around Hot Springs. In the first place there are the



TEXAS  
SOUTHERN  
HOT SPRINGS SPECIAL  
TENNESSEAN

The SUNSHINE



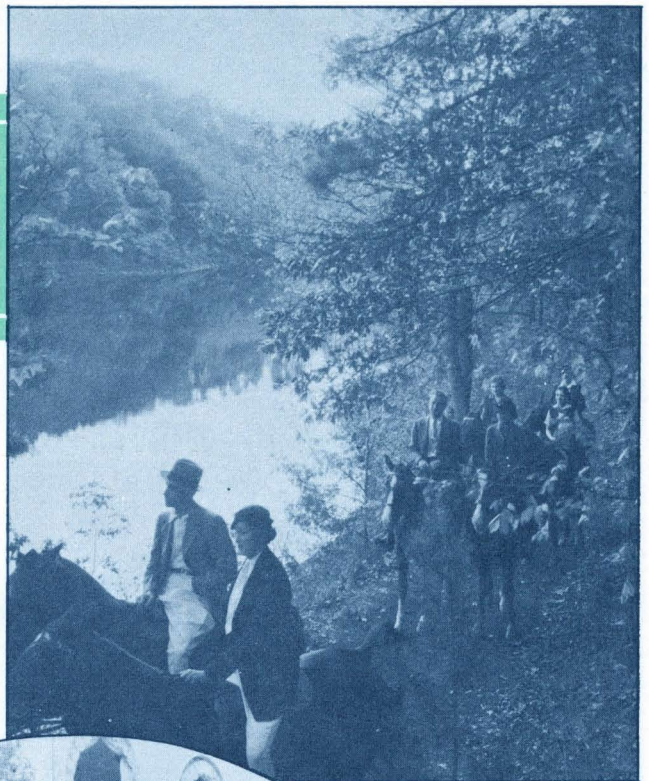
# S NATIONAL PARK, ARK.

## Leading Health and Pleasure Resort

magnificent bath houses that have been built at great expense with exceptional care for the comfort and convenience of the bathers and, at the same time, with an eye to beauty. Even though you may not intend to take any of the baths you will want to see them. The waters are owned by the United States Government and endorsed by it. Then there are the Steel Observation Tower, the ostrich and alligator farms, Hell's Half Acre, a freakish ground formation outside the city, the municipal waterworks, Lakes Catherine and Hamilton, Rammel Dam, the diamond and bauxite mines and the Niloak Pottery Plant at Benton, 30 miles away. These are only a few of the interesting things that the sightseer should include on his list. One of the most popular ways of seeing the city is to ride in the open-top, horse-drawn carriages that still do service in Hot Springs, one of the few places where these ancient vehicles may still be seen and used.

Of paramount importance to the vacationist is the type of accommodation that he may expect to find at the resort where he intends to visit. Hot Springs hotels are famous, not only for their food and the luxury of their accommodations, but also, for the wide range of price that they offer. Princely suites, magnificently furnished, are available for those who desire them, but there are also rooms and apartments of more modest appointment and rental for those who do not want to spend too large a part of their vacation appropriation for housing expense. All of the hotels are conveniently located to the life of the city and to the baths. The visitor to Hot Springs need have no worry about this feature of his trip as the accommodations that he wants can be found among the large selection offered.

*This is probably the only place in the country where the old landau still sees active service*



*Many alluring trails can be followed by horseback*



**LOWEST  
RATES  
IN HISTORY**  
*Air-Conditioned  
Comfort*

*Central Avenue—the trees to the right shade Bath House Row*

# SPECIAL

HOUSTONIAN  
OZULANEAN  
STAR  
PIONEER





# LITTLE ROCK



Arkansas' impressive State Capitol

## Arkansas' Capital and Largest City

of a nearby spring. From this humble beginning, in less than a century and a quarter, has grown the capital and the largest city in the state of Arkansas, Little Rock, one of the most important points on the Missouri Pacific Lines system. Here, across the river in North Little Rock, this railroad maintains one of its largest shops, and, in Little Rock itself, has built the largest single line passenger terminal in the United States. From this point Missouri Pacific Lines freight and passenger trains radiate in all directions, to Memphis on the east; to St. Louis, Kansas City, Omaha and Lincoln on the north; to Wichita, Pueblo, Colorado Springs, Denver, Salt Lake City, San Francisco, El Paso, Phoenix, Tucson and Los Angeles on the west; and to New Orleans, Houston, Galveston, Dallas, Ft. Worth, Austin, San Antonio and Mexico City on the south.

**LOWEST  
RATES  
IN HISTORY**  
*Air-Conditioned  
Comfort*



**M**ORE than two hundred years ago an adventuring Frenchman, the Sieur Bernard de la Harpe, nosed his pirogue against the south bank of the Arkansas river and signalled to his company to land on the small shelf of rock that protruded from the bank at this point. La Harpe made no settlement here, but the repeated references of his historians to "la Petite Roche" bestowed the English

translation of that phrase as a permanent name on the outpost that was later established there—Little Rock. For almost another century this advantageous point on the Arkansas remained in the wilderness, the undisputed property of the Indian tribes in its neighborhood. This little rock, upon which the city was built and after which it was named, was destined to play two more important roles in history and achievement—it was used to mark the northeast corner of the Quapaw reservation by the treaty of 1818, and was used again by the Missouri Pacific Lines as a firm foundation for the Rock Street Bridge whose south approach rests upon it.

In July, 1812, just nine years after the purchase of the Louisiana Territory from France, and during the year of the second British-American war, the first white settler, William Lewis by name, deposited his family and his few possessions upon the rock and built his rude cabin alongside



A view of one of the streets in the business section

# MI

Little Rock, within forty-eight hours of every large city in the United States except those on the extreme West Coast, is an important jobbing and concentration center for an area leading in the production of cotton, timber, coal, peaches, strawberries, rice, apples, tomatoes, bauxite, oil and marble. In addition it is a progressive and beautiful city with modern hotels, country clubs, city parks, municipal golf courses and other advantages for the sportsman who visits the city. You will find lakes, not far from the city, that literally are alive with ducks during the season, and streams and lakes where fish provide thrilling sport for the angler. The city has an impressive business section with wide streets and modern skyscrapers. Its residence area has beautiful homes and landscaped lawns, and, in one part of the city, one of the largest, most beautiful and most complete high schools in the country.



**\*TEXAN  
\*SOUTHERN  
\*HOT SPRINGS SPECIAL  
\*TENNESSEAN**

The **SUNSHINE**





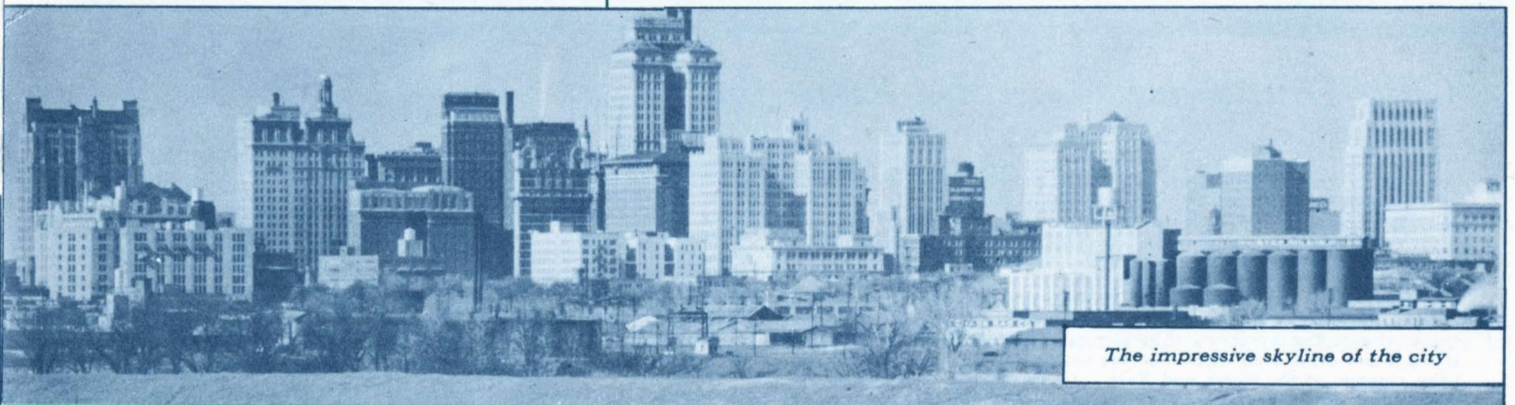
*Boating on White Rock Lake near Dallas*

# DALLAS

## *One of Largest Inland Cotton Markets in the World*

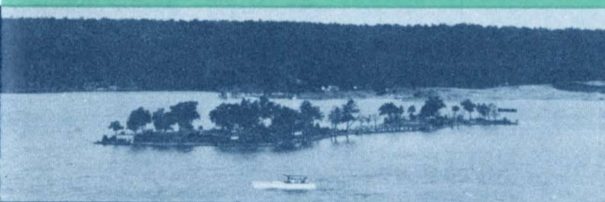
DALLAS is one of the leading industrial and commercial cities in the United States. In the field of industry it leads the world in the manufacture of cotton gins, and in the manufacture and distribution of saddlery, harness and leather goods. It is the leading manufacturing city in Texas. Commercially the city ranks as the largest inland cotton market in the world and fourth largest insurance center. It is third in the distribution of farm machinery, and, with the development of the East Texas oil fields, the largest oil center in the world. It has the greatest number of telephone connections in the South and the largest telephone toll office south of Chicago.

There are two art galleries in the city, one at Fair Park, the other at Highland Park, and a splendid public library. Two Little Theatre groups, a large municipal auditorium at Fair Park and a Spring season of grand opera are some of the cultural entertainments that Dallas residents and visitors enjoy. Others, perhaps of more popular appeal, are Texas League baseball, first run movies, polo, horse racing and football. There are splendid parks and playgrounds, lakes and streams and rivers, golf courses, tennis courts, swimming



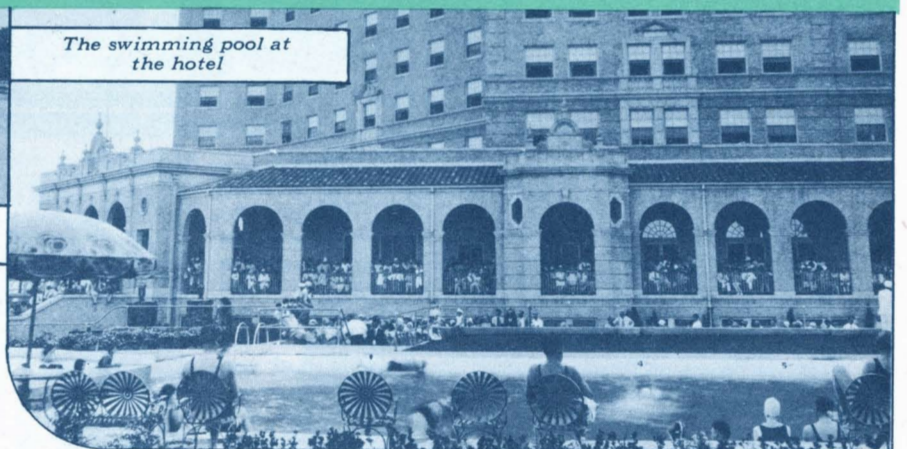
*The impressive skyline of the city*

# MINERAL WELLS



*Speed-boating on Lake Mineral Wells*

*The swimming pool at the hotel*



pools and all the other facilities for those who want to engage themselves in active sport rather than to watch others at play.

Mineral Wells is one of Texas' most famous health resorts, just eight miles from Millsap on the route of the Sunshine Special. Its mineral waters are famous even in Europe, and annually attract hundreds of health-seekers to the resort. The climate is an additional aid to the regaining of health, and is an incentive to get out in the open and engage in the sports that have been so well provided for here.

Hotels, apartments and boarding houses provide accommodations to suit every taste and every purse. The popularity that the resort has enjoyed has made ample hotel space a necessity. It has also made provisions for golf, tennis, horseback riding and other

sports a necessity as a great many of the visitors are in search of relaxation and entertainment rather than health. Some of the most unusual characteristics of these waters is that they are crystal clear, cool, odorless and palatable. They are served fresh from the wells in modern, sanitary drinking pavilions, rigidly inspected at frequent intervals by the public health department. The waters are also served in the bath houses, in the rooms of many hotels and other public places.

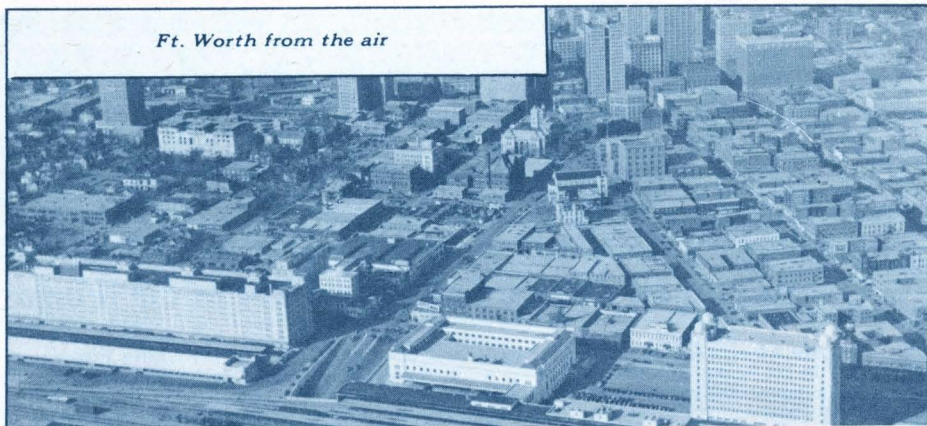
## SPECIAL

HOUSTONIAN  
ORLEANIAN  
STAR  
PIONEER

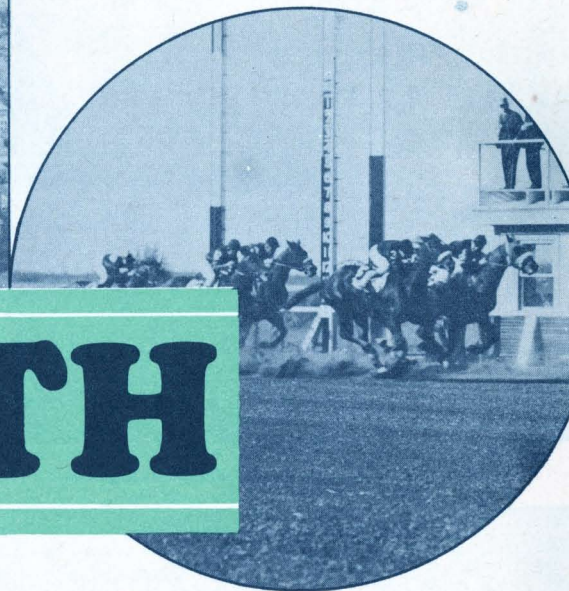
MISSOURI  
PACIFIC  
LINES  
"A SERVICE INSTITUTION"



*Ft. Worth from the air*



*One of the finest racing plants in the country is here*



# FT. WORTH

## *Cattle Distributing Center and Resort City*

**F**T. WORTH had its early beginnings as a military outpost on the banks of the Trinity River, established to protect the settlers who were pouring into the vast uninhabited lands of the new State of Texas. It is now one of the largest cities in the state and a principal stopover point on the route of the Sunshine Special between St. Louis-Memphis and Southern California. It is a beautiful city with a mild year-round climate that has considerable attraction for the tourist.

The coming of the first railroad in 1876 lifted Ft. Worth from the obscurity of a small and unimportant village to an important center for the northwest Texas country. The vast cattle ranches that lay all about it could now drive their cattle into the town and ship from there to the large markets of the North and East — it became the principal cattle distribution center in the Southwest and moved into the front rank of prominent American cities. Additional impetus was given to its growth by the discovery of oil in the Panhandle, of which section Ft. Worth was and is the most important gateway. The sea of oil that seethes beneath this most northern extremity of the state one day burst forth in a mighty gusher and startled the world with its potential magnitude.

Ft. Worth became the metropolis of this rich section, and today much of the wealth that it enjoys is due to that fact.

In its earlier aspects Ft. Worth was a roaring, hard drinking, hard living town whose rough citizens spent their new and suddenly found wealth as most poverty-stricken prospectors have always dreamed of spending it . . . But they were the first, the men who dug the wells and spent the sudden riches, only to drift out, after a brief but stormy period, as they had drifted in. Wealth brought new ideals and culture, it brought men and women from the educated East who brought their ideals along with them, who by their very quiet perseverance tamed the boisterous cowtown.

Today Ft. Worth is a beautiful and progressive city, an ideal resort at any time of the year, with a mild year 'round climate and ample facilities for sport and amusement. There are fine hotels here with all manner of accommodations.

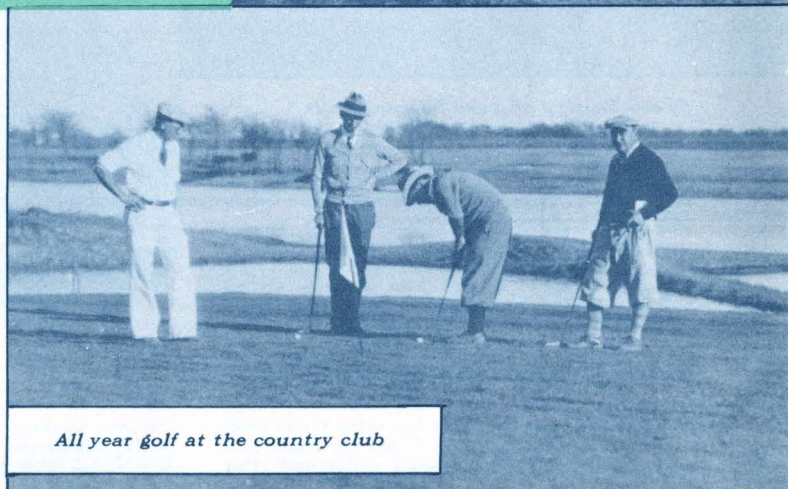
*Riding is a favorite sport in this resort*

# MARLIN



**I**F you are looking for a health as well as a pleasure resort you can do no better than to select Marlin, known as the "Oasis of Health in a Paradise of Flowers and Trees", which is just thirty-eight miles northwest of Valley Junction, on the route of the Sunshine Special to Mexico City and Gulf Coast resorts. The deepest and strongest hot mineral well in the world is here. It gives out more than 380,000 gallons of water a day at a temperature of 147 degrees Fahrenheit at the surface.

There are several hotels in Marlin, both large and small, with all classes of accommodations. It is a moderately priced resort and is equally attractive to the pleasure or health seeker. The usual sports have been provided for here, with the additional advantage that it is in a fine fishing and hunting country. Marlin is becoming more than a health resort; it is gaining an enviable reputation as a good place to rest and play during a few weeks, or all, of a vacation in any season. There are five lakes in, or around, the city and the Brazos river abounds with fish, so that the angler will find it an ideal place for his vacation.



*All year golf at the country club*



\*TEXAN  
\*SOUTHERNER  
\*HOT SPRINGS SPECIAL  
\*TENNESSEAN

The **SUNSHINE**



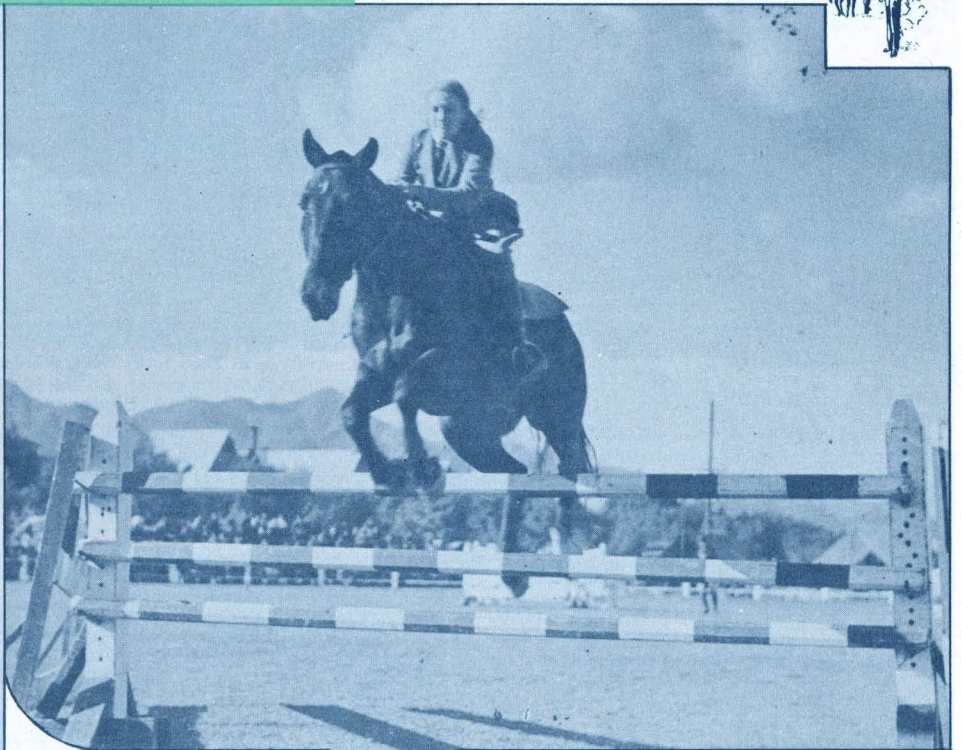
# EL PASO

Interesting City on  
Route of  
Sunshine Special to  
and from the Pacific Coast

**LOWEST  
RATES  
IN HISTORY**  
*Air-Conditioned  
Comfort*



San Jacinto Plaza in the heart of El Paso.



Crack riders  
appear in the  
annual horse  
show.



A touch of Mexican atmosphere at Juarez

ONE of the principal stopover points on the route of the Sunshine Special between St. Louis and Southern California, El Paso is the transportation hub of the Southwest, and one of the three principal cities on the International Border between the United States and Mexico. If you want to visit Mexico this summer and, at the same time continue on to the Pacific Coast you can make a wonderful tour through El Paso by leaving St. Louis for Mexico City on the Sunshine Special returning from the City to El Paso where you can connect again with the Sunshine Special for the balance of your trip to Los Angeles. If you want to make a complete circle you can go up the coast from Los Angeles to San Francisco and from there, on the Scenic Limited to St. Louis.

Sight-seeing tours in and around El Paso include many places of great historical interest. Among these are the ancient Missions of Ysleta, Socorro and San Elizario, a part of the chain of Missions established by the padres from Mexico to California as resting stations on an ancient well-defined trail; Ft. Bliss, the largest cavalry post in the United States; Hart's Mill, the first industrial building in El Paso; the Hueco tanks, natural water tanks at the fortification of the Apache Indians; the White Sands and Indian Cisterns of Alamogordo and many other natural and historic attractions that abound in the El Paso neighborhood.

Across the Rio Grande River from El Paso, and but a scant five minutes away on the street car, is Juarez, one of the principal gateways into Mexico. In the old days it was the original El Paso del Norte but was changed to Juarez in honor of the George Washington of Mexico, Benito Juarez. Most of the sights that you will want to see in this Mexican city are reached directly by the car line or are close to it. You come first to the Mexican Immigration Station and the Custom Station, right at the bridge; then to the bull ring; the military headquarters; the Juarez Monument; the cafes and restaurants that line either side of the Calle 16 de Septiembre; the ancient Mission, built in 1659; the Municipal Market House; the City Hall; and the City Jail.

## SPECIAL

\*HOUSTONIAN  
\*ORLEANIAN  
\*STAR  
\*PIONEER





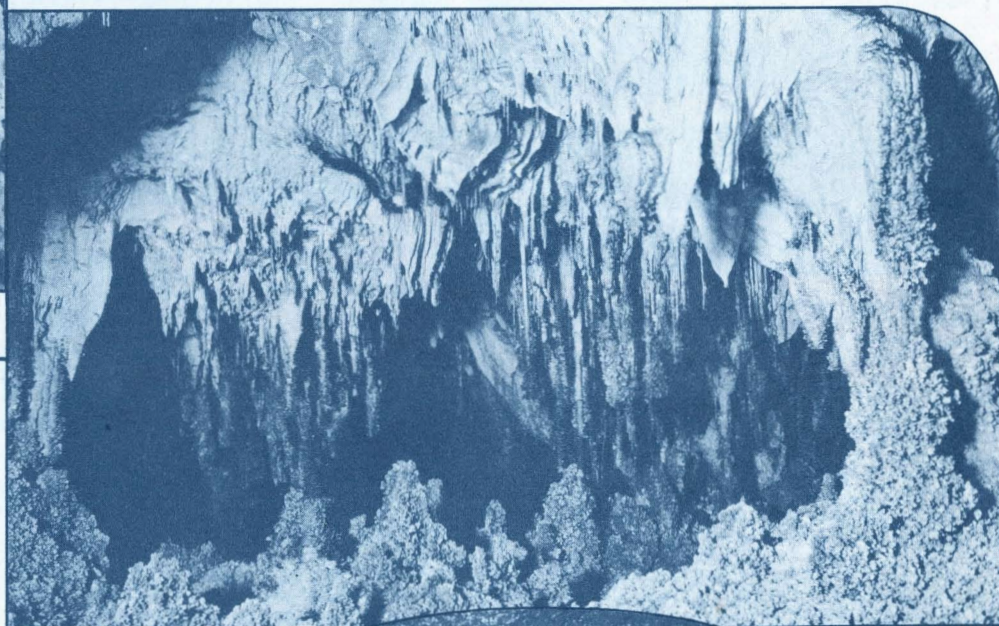
# CARLSBAD CAVERNS



*A portion of the Big Room showing the trail*

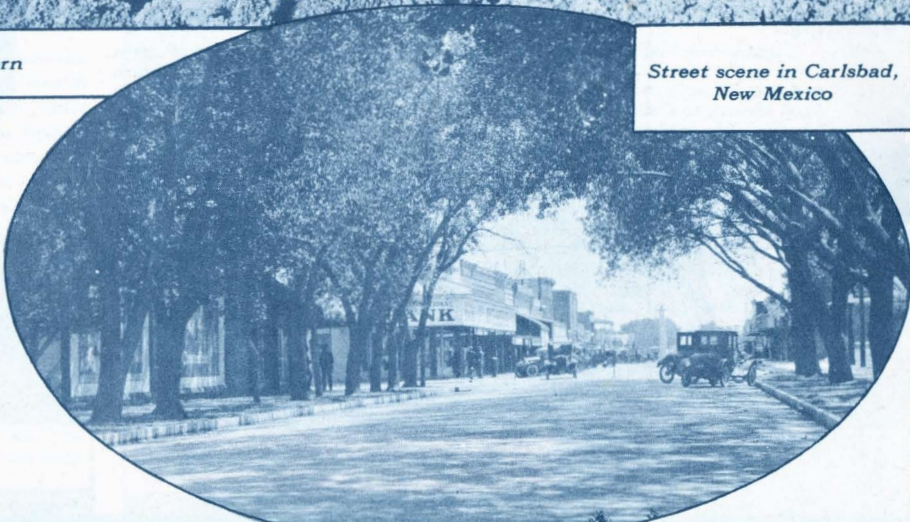
**LOWEST  
RATES  
IN HISTORY**

*Air-Conditioned  
Comfort*



*Typical formations found throughout the Cavern*

an unbelievable fairyland. After a short descent down the preliminary pathway you plunge almost immediately into the wonders of the Underground Grand Canyon. From the trail, which is excellently and safely laid out over its entire length, you can see strange formations, sometimes high on a graven wall or depending from the vaulted ceiling, at other times deep in a sheer hole that seems to have no bottom. Indian heads, profiles of great men, animals, birds, flowers, all the works of Nature have been reproduced in stone within the Caverns by the patient erosive action of the slowly dripping water. Brilliant green ponds with life-like lily pads peep out from behind sheltering walls of transparent rock and narrow corridors lead off into tremendous rooms that bewilder you with the beauty and the reality of their decorations.



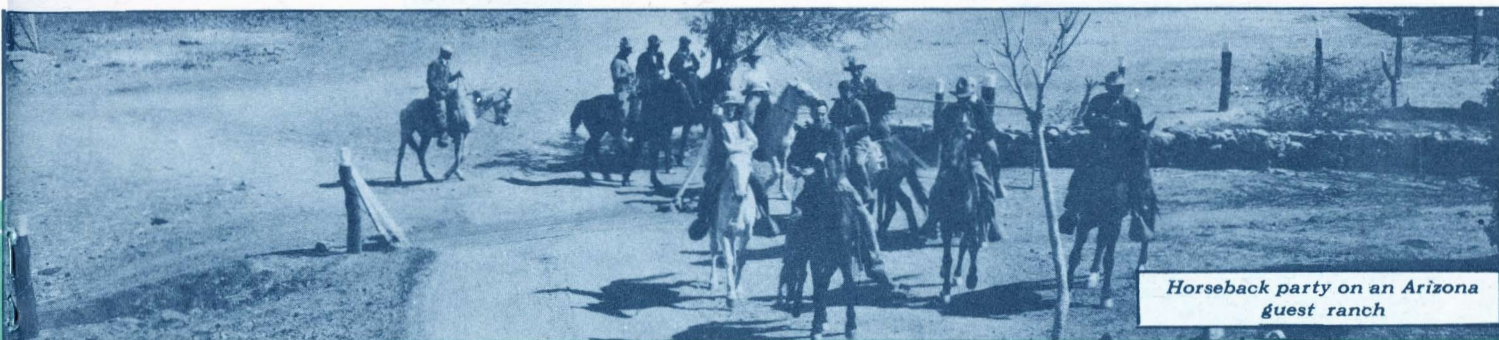
*Street scene in Carlsbad,  
New Mexico*



**\*TEXAN  
\*SOUTHERNER  
\*HOT SPRINGS SPECIAL  
\*TENNESSEAN**

**The SUNSHINE**





*Horseback party on an Arizona guest ranch*

# PHOENIX

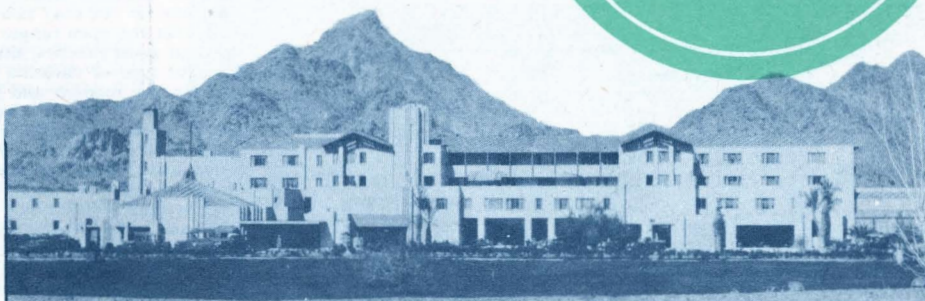
**THE TRAVELER** on the Sunshine Special who goes to Phoenix for a vacation, or who makes a stopover visit there, will feel well repaid for whatever time he may spend in its balmy sunshine. Without neglecting the more serious side of its business and economic development, Phoenix has taken full advantage of its sunshine and natural beauty and has developed into a resort city that presents an unusual and distinctive charm. Hospitals and sanatoriums are here in numbers for Phoenix boasts a climate that is unusual in its health-giving qualities. But it is a climate that makes for all kinds of outdoor sports and recreations and is the chief cause of the city's growth as a tourist center.

Golf, tennis, horseback riding, hikes through the mountains, polo and other active outdoor sports are found at their best in and around Phoenix. Guest ranches are close by the city where the visitor may ride over the open plains and follow the "Chuck" wagon to a hearty meal eaten beside a roaring fire under the stars. Fine hotels, apartments and cottages are available in the city providing accommodations of every sport for all tastes and purposes. The hotels of Phoenix are among the finest in the Southwest. Not all of them, however, are within the city itself, some being built some distance out so that their guests may enjoy the full sweep of the imposing mountain and desert scenery. Phoenix, although modern to a marked degree, retains a strong Mexican and Indian influence and is colorful, unique and altogether captivating.

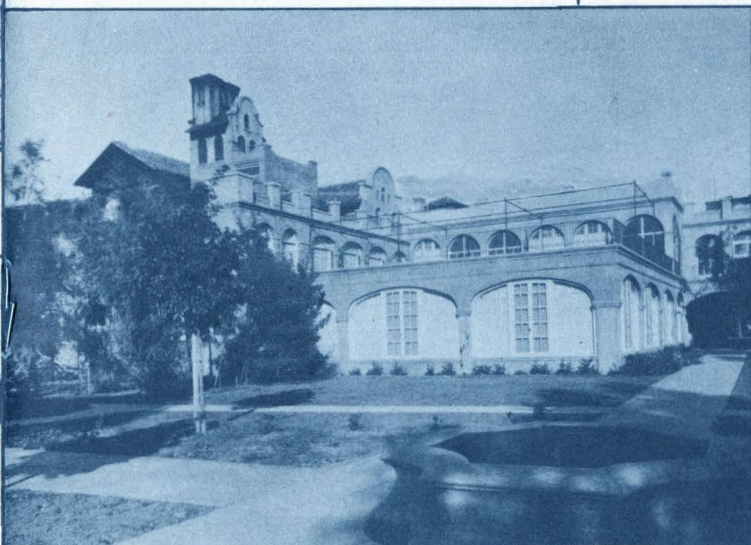
Flowers grow in profusion and the lawns and parks are kept attractive throughout the year.

The Salt River Valley, in which Phoenix is situated, comprises the largest area of irrigated land in the whole state of Arizona. Almost a quarter of a million acres of land are now watered by the irrigation system whose canals are fed through the Roosevelt Dam project. The Valley is a leading producer of grapefruit, oranges, dates, lettuce, melons, alfalfa, cotton and a miscellaneous assortment of more than thirty other crops. Snow is unknown and the climate, in which to enjoy sports and sightseeing, is as nearly perfect as can be found anywhere.

*Resort  
City in the  
Salt River  
Valley*



*Arizona Biltmore Hotel on the desert's edge*



*The resort hotel at Chandler, Arizona*



*An ancient puebla village near Phoenix*

**SPECIAL**

\*HOUSTONIAN  
\*ORLEANIAN  
\*STAR  
\*PIONEER

MISSOURI  
PACIFIC  
LINES  
"A SERVICE INSTITUTION"



**LOWEST  
RATES  
IN HISTORY**  
*Air-Conditioned  
Comfort*



# TUCSON

## *Leading Pleasure and Health Resort*

THE city of Tucson was first settled in 1552 through the granting of a charter by the King of Spain to found a colony in what was then the northern part of the Mexican Empire. It was the only walled city ever to be built on the North American Continent, and served as a Spanish military garrison until a short time before the territory was purchased under the terms of the Gadsden agreement, when the territory was given the name of New Mexico to distinguish it from the old Empire.

The climate of the entire state of Arizona is dry, sunny and invigorating, but particularly is it so at Tucson, which has become one of the leading health resorts in the United States. It is to America what the famed mountain resorts of Switzerland are to Europe. The climate, however, is not appreciated solely by the ailing, for even the hale and hearty find a new vigor under the cloudless Arizona sky. Active outdoor sports are enjoyed here at all seasons of the year. Golf courses, tennis courts, polo grounds and other facilities for sports have been provided in this vacation city.

You won't have to be in Tucson very long before you will feel the vitality that the healthful climate induces. There are fine hotels in the city for your stay here, or you may take a cottage or apartment if you contemplate a longer visit. On the open ranges that surround the city you will find any number of splendid guest ranches, that, if you are from the East, will provide an entirely different type of vacation activity than you are used to. You will be given a room in the modern and luxuriously furnished ranch house, or in one of the cabins near it. Life on the ranch is as life has always been on a ranch with, of course, notable concessions to convenience and comfort. Your daily activity will consist in riding over the ranges under the guidance of an experienced ranch hand, following the "chuck" wagon, and, in many instances, sleeping around an open fire under the stars.

The visitor to Arizona who wants to make his vacation complete by adding one final, unforgettable touch should include in his itinerary the motor stage trip across the famed Apache Trail. It extends from Globe to Phoenix, Arizona. The trip can be made in a day unless the traveler wishes to arrange some stopovers in order to spend more time in this interesting section. There are excellent accommodations at Apache Lodge, on Roosevelt Lake, for anyone who cares to remain in the Apache country for a more thorough exploration.

There are many points of historic interest and scenic beauty along the Apache Trail. A few of them are Cemetery Hill, the Apache and Pinal Mountains, Red Pass, Smoke Signal Peak, Roosevelt Dam and Lake, Horse Mesa Dam, Canyon Lake, the Four Peaks of the Mazatzal Range, Pleasant Valley, the scene of Zane Grey's "To the Last Man", Cholla Canyon and the Tonto Cliff Dwellings.

*A scene along the Apache Trail*



*The bronco provides plenty of thrills and action*



*The ancient San Xavier Mission near Tucson*



\*TEXAN  
\*SOUTHERN  
\*HOT SPRINGS SPECIAL  
\*TENNESSEAN

The **SUNSHINE**



# IMPERIAL

# VALLEY

*California's Finest  
Agricultural Section*

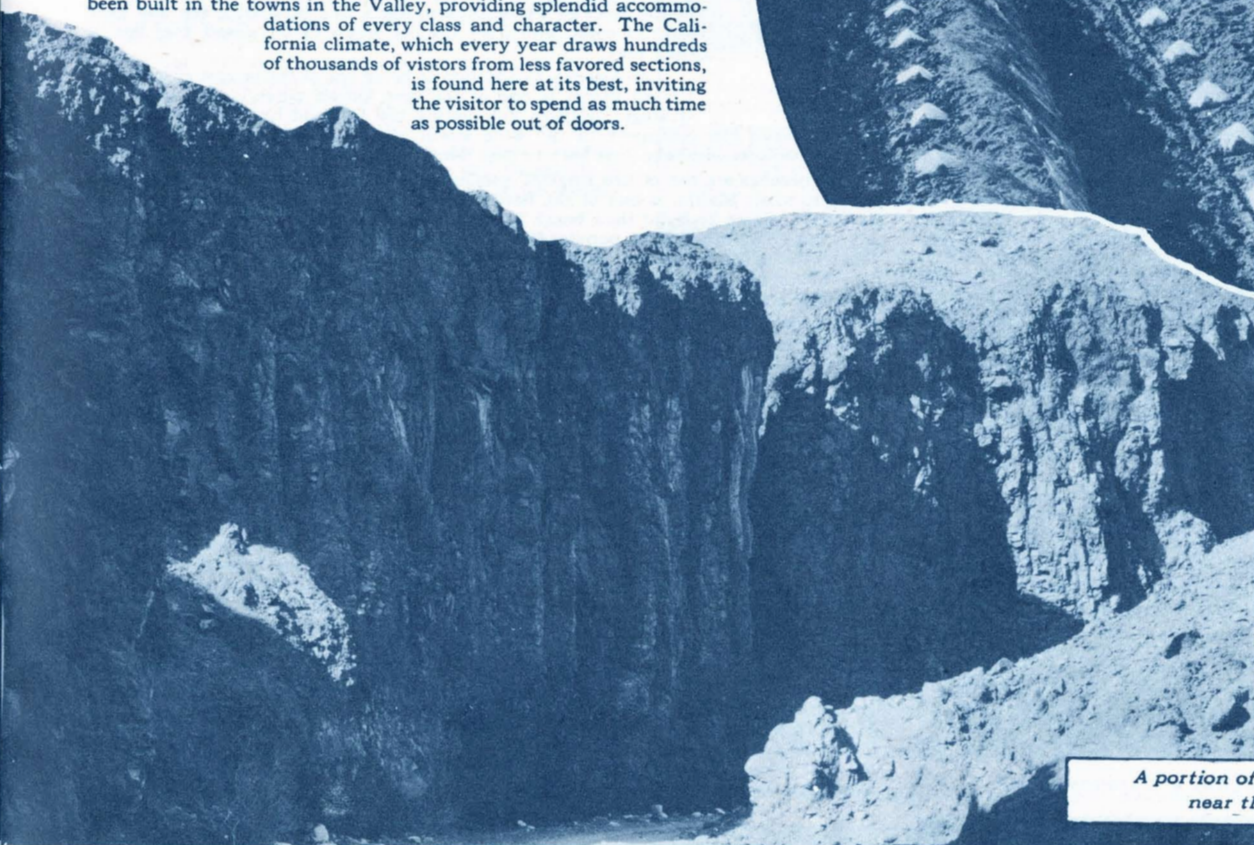
SUPPLYING the nation's tables with out-of-season delicacies is the principal function of the Imperial Valley of California. The long growing season enables this fertile agricultural area to raise crops for consumption in northern markets that cannot be grown near home because of the extremely cold winter season. The Imperial Valley is the largest irrigated district in the world, with 604,000 acres receiving a well regulated and balanced water supply from the seething course of the Colorado River. A little more than a quarter of a century ago this section was a barren waste of desert land, in no way resembling the present area of vast farms, prosperous towns and well-kept attractive homes.

The Imperial Valley produces, principally, cantaloupes, head lettuce, watermelons, grapes, asparagus and small truck crops. Travelers on the Sunshine Special who are bound for a winter vacation on the Pacific Coast will find a stopover here interesting and educational. Many California visitors do stop here, to see, at first hand, the section that supplies their tables with the crisp tasty lettuce, and other crops, that their own home farms cannot produce during the winter season. The long, even rows of growing vegetables and fruits, the orderly and organized irrigation projects and the clean, homelike and hospitable towns never fail to impress on the visitor that vision and courage can work miracles when intelligently directed.

The Imperial Valley has not, however, directed its energies solely in the direction of agricultural development. The residents of this section, in addition to their fine homes, have provided sporty golf courses, tennis courts and smooth paved highways for their amusement and recreation. These facilities are generously extended to the visitor for his enjoyment during his stay. Modern hotels have been built in the towns in the Valley, providing splendid accommodations of every class and character. The California climate, which every year draws hundreds of thousands of visitors from less favored sections, is found here at its best, inviting the visitor to spend as much time as possible out of doors.



*Cantaloupes growing  
under cover in  
Imperial Valley  
field*



*A portion of Painted Canyon  
near the Valley*

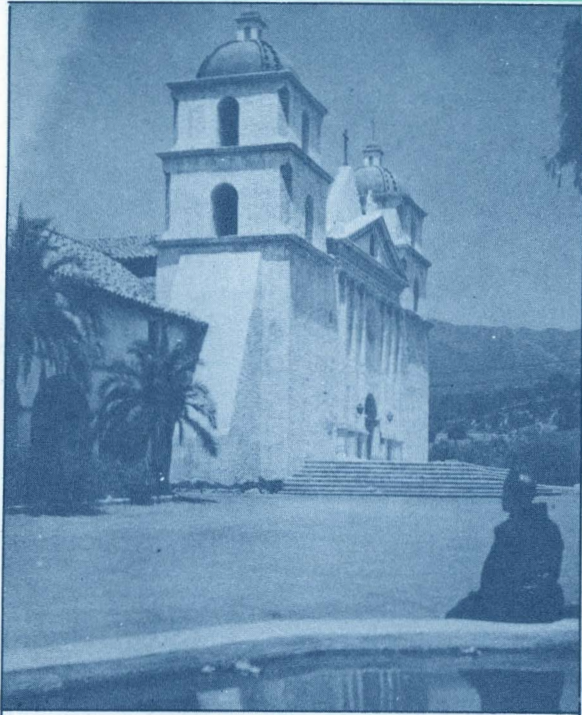
## SPECIAL

HOUSTONIAN  
ORLEANIAN  
STAR  
PIONEER





# SOUTHERN



*The beautiful old Mission at Santa Barbara*



*A typical Southern California beach as seen from the air*

**LOWEST  
RATES  
IN HISTORY**  
*Air-Conditioned  
Comfort*



**S**OUTHERN CALIFORNIA is one of the largest natural playgrounds in the world—a playground whose pleasures are not restricted to any one season, but are found in the same degree of perfection on any day in the year. Los Angeles is the center of this favored section, every part of which is easily reached from it. The western border of this year-round paradise is the sandy strip that dips down under the rolling blue breakers to form California's glorious beaches, the eastern border the high snow-capped ranges of the Rockies whose bulk protects this brilliant green and gold strip of coast land from the hot winds of the desert that lies to their east.

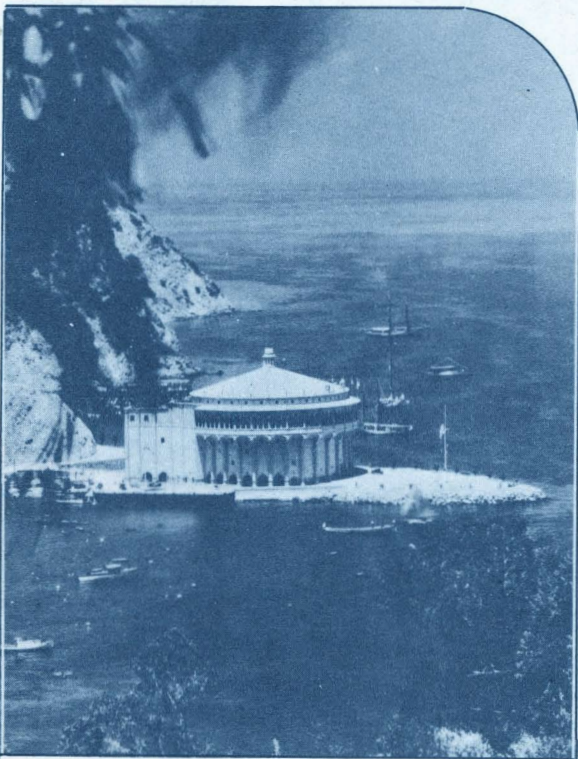
Los Angeles, in addition to being one of the largest cities in the United States is one of the best known cities in the world. Its strategic location, dominating the splendid harbor at San Pedro has brought it the commerce of the wide world, its magic climate has brought it countless visitors who have gone back to their homes spreading the gospel of its splendor.

The beaches are one of Los Angeles' principal attractions and will be your favorite places to visit. Malibu is one of the better known because it is here that the movie stars have chosen to build their beach homes. Long Beach, with its huge pier out into the ocean, is another of the popular beaches, as are Hermosa Beach, Redondo Beach, Venice, Ocean Park, Laguna, and Manhattan Beach. It will not take a very long stay for you to agree that Los Angeles, with Hollywood, its many beaches and its wonderful climate is a summer resort in a thousand.

Just two hours by boat from the Port of Los Angeles is another of California's famous resorts, Catalina Island. Regular sailings several times during the day provide a convenient means of reaching the island for an all day or an evening stay. One of the best known of the diversions at Catalina is riding in a glass bottom boat to glimpse the interesting undersea life and see the beautiful sub-sea gardens. There is a country club and several hotels on the Island for those who care to make a more prolonged stay. Deep sea fishing is one of the major sports as is swimming in Avalon Bay or lolling on the beach. A magnificent Casino, with a famous orchestra, provides free dancing on one of the largest dance floors in the world.

A little distance to the north of Los Angeles is another famous Pacific Coast resort, Santa Barbara. It is a quiet, dignified town of great beauty and one of the few California cities boasting of the purest Castilian origins. Years ago it was the only town in California that could rival, in gayety and size, Monterey, the capital of the Spanish province at that time. Santa Barbara is a restful resort with fine hotels and with golf courses and other sports and social activities.

One hundred and seventeen miles south of Los Angeles, reached by one of the finest and most scenic highways in the world, is La Jolla, a resort that is different. La Jolla did not start out to be a resort, but its setting was so perfect and its first visitors so loud in their praises that it became one in spite of itself. La Jolla will remind you more of one of the watering places in the south of Italy or France, along the shores of the blue Mediterranean. Its houses are all of gleaming white or softly colored stucco, its stores a notable departure from the stereotyped commercial structures of other cities. They are built along its winding streets in the sloping half-bowl between the rim of Enchanted Mesa and the curving line of the shore.



*A portion of Avalon Bay at Catalina Island*



\*TEXAN  
\*SOUTHERNER  
\*HOT SPRINGS SPECIAL  
\*TENNESSEAN

The **SUNSHINE**



# CALIFORNIA

## *A Favored Year-'Round Vacation Playground*

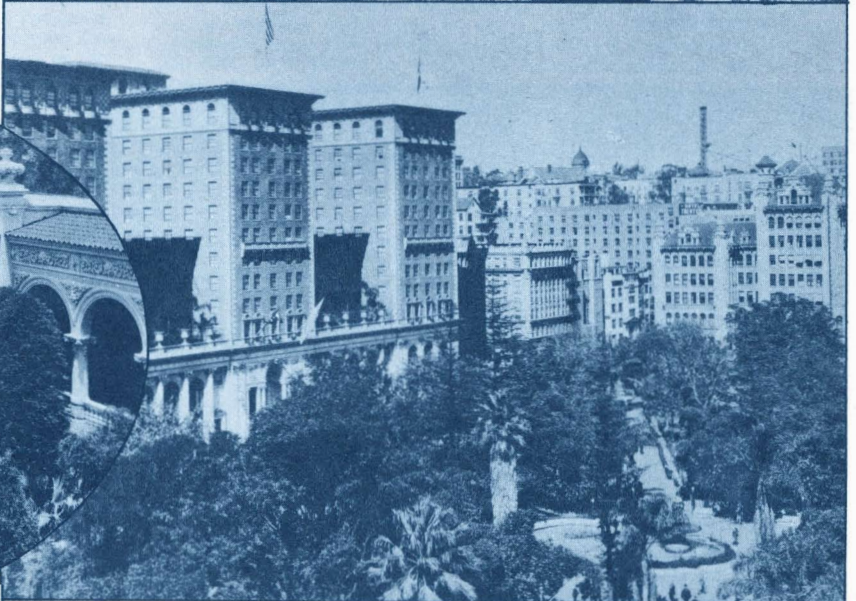
Almost at the Mexican border, and just fourteen miles south of La Jolla, is one of the most attractive and popular of the Southern California resorts. It is one of the most important United States Naval bases in the country and is the scene of most of the Navy's aeronautical activities. The city boasts that the finest day you can remember in your own home town is only one of the three hundred and sixty-five perfect days that make up the year in San Diego. The plazas in its downtown business section and its wide residential streets are fresh and green and overgrown with flowers.

San Diego is built around one of the largest parks in the country, Balboa Park, whose 1400 acres include some of the finest examples of landscape gardening that you will see anywhere that you may go. You can get a beautiful picture of the park by entering it over the huge white Cabrillo Bridge, spanning a broad ravine and leading through an aged Spanish arch to a broad avenue bordered by overhanging trees. Every day concerts are given in the open in the park on a splendid outdoor organ. The park also provides golf courses and tennis courts for the sporting enthusiast. Horseback riding, swimming on the beaches at Coronado, Ocean Beach, Mission Beach, La Jolla and Oceanside and trips to the surrounding mountain resorts will also provide full days during your stay.

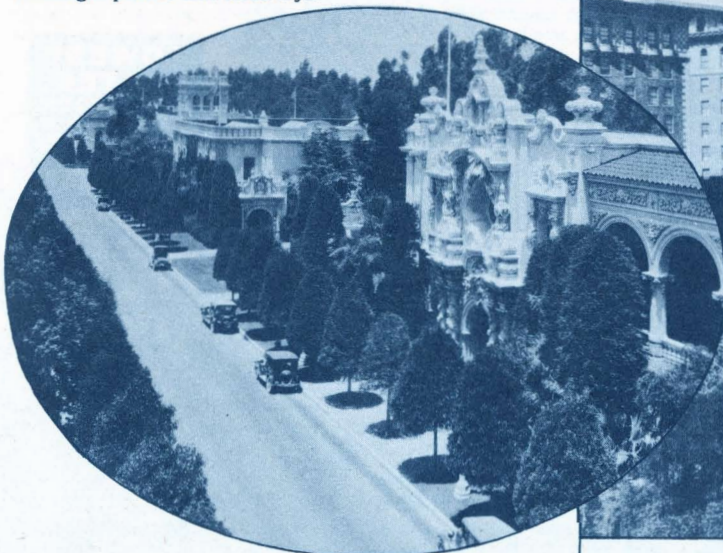
Only a little more than a hundred miles east of Los Angeles, nestling at the foot of Mt. San Jacinto on the edge of the great Colorado desert, is one of the most beautiful resort cities in America, Palm Springs. Magnificent hotels, velvety golf courses, sparkling swimming pools and all the other myriad appurtenances of an enjoyable vacation are found here on the edge of the vast sandy waste that touches the east end of the town. Horseback riding and bicycling are two of the favorite daytime activities in Palm Springs, but any sport is enjoyable that keeps you out in the bracing air. The great of Hollywood spend much of their time "between" pictures in this nearby resort, and mingle with prominent persons from all over the world who have adopted Palm Springs as their favorite resort. You can make many interesting excursions from Palm Springs to nearby attractions such as Palm Canyon, Painted Canyon, the Salton Sea, Indio and thousands of others, returning at night to be entertained at the popular moonlight picnics and steak fries.



*Lounging about in perfect  
contentment at Palm Springs*



*Pershing Square in the heart of downtown Los Angeles*



*San Diego is a city of beautiful buildings and  
magnificent shrubbery*

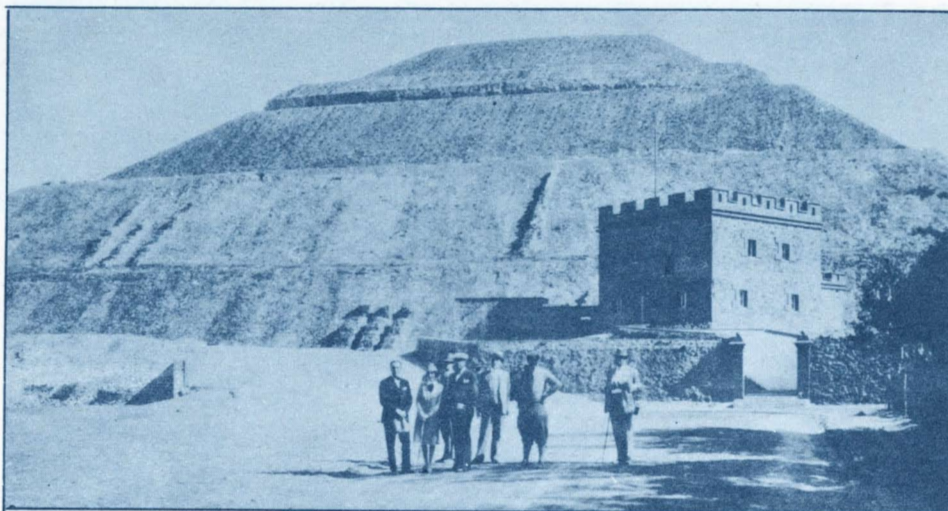
## SPECIAL

THE HOUSTONIAN  
THE ORELEANEAN  
THE STAR  
THE PIONEER



"A SERVICE INSTITUTION"





*The great Pyramid of the Sun*

*One of Gayest and  
Most Interesting  
World  
Capitals*

# MEXI

**I**F YOU are looking for a vacation in a foreign country but have not the time, nor the inclination to spend as much money, as foreign travel usually requires, then you should consider these all-expense tours to Mexico. There is a combination tour by rail and by water at the exceptionally low all-expense price of \$225 (this includes all necessary expenses, except meals on the train). Sixteen glorious days of travel with five of them spent in Mexico City, the capital of a foreign land as glamorous and intriguing as any of the countries of the Old World. The cost includes transportation and meals on New York & Cuba Mail Steamship Co. steamer from New York to Vera Cruz; rail transportation in Mexico and the United States; Pullman accommodations (one to a lower berth), meals, lodging and sightseeing in Mexico City. The steamer makes a brief stop at Havana. You may start your trip by boat from New York, or you may start out by rail and return to New York by boat.

Just in case you are one of those people who doesn't like travel by water you can make the entire trip by rail. The all-rail trip varies in cost depending on where you start from. Tickets for both of these tours are on sale daily the year around.

A glorious all-expense cruise to Central and South America and Mexico — three weeks for as little as \$300 — is another offering of the Missouri Pacific Lines, in connection with the Grace Line. Here is an opportunity to take an inexpensive cruise on a palatial Santa liner, stopping at such romantic ports as Cartagena and Barranquilla in South America, Balboa, San Jose de Guatemala and Guatemala City in Central America, and Mazatlan, Guadalajara and Mexico City in Mexico. The return trip from Mexico City is made on the luxurious Missouri Pacific Lines' Sunshine Special, the finest international train in the world. The trip may be started from any point on the circle.

Circle cruises may be made to California by remaining on the boat at Mazatlan instead of going by rail from there to Mexico City. The return journey from San Francisco will be made on the Missouri Pacific Lines' Scenic Limited, leader of the fleet of fine trains between St. Louis, Memphis and the West. Tickets for both of these cruises are on sale the year around.

**T**HE MEXICO CITY of today that you will see is entirely different from the crude village that was its seed, and from the proud capital of the Aztecs that Cortez saw as he gazed down into the valley from the heights above. The original city was razed to the ground and a new one built in its place by Cortez, in the second, and greatest, phase of his career, that of Colonizer. Many of those buildings, now several centuries old, you will see on your tours around the city. A more or less detailed tabulation of some of the outstanding sights to be seen around the city follows:

The National Cathedral, begun in 1525 on the site of the principal pagan temple of the Aztecs and completed in 1575, recognized now as the oldest and finest religious structure in any of the Americas; the National Palace, built, by order of the King of Spain to replace the burnt and pillaged palace of Montezuma, in 1692; the National Museum, where the ancient monoliths, pagan idols and sacrificial stones of a forgotten race have been preserved; the National Pawn Shop, conceived and founded a full year before the American Revolution by a charitable man to lend money to the poor at low interest rates; The National Theatre, a more recent structure, begun in 1900 whose comple-

**LOWEST  
RATES  
IN HISTORY**  
*Air-Conditioned  
Comfort*

*The magnificent  
Palace of Fine Arts*



*The Paseo de la Reforma,  
Mexico's finest boulevard,  
from the air*



**\*TEXAN  
\*SOUTHERN  
\*HOT SPRINGS SPECIAL  
\*TENNESSEAN**

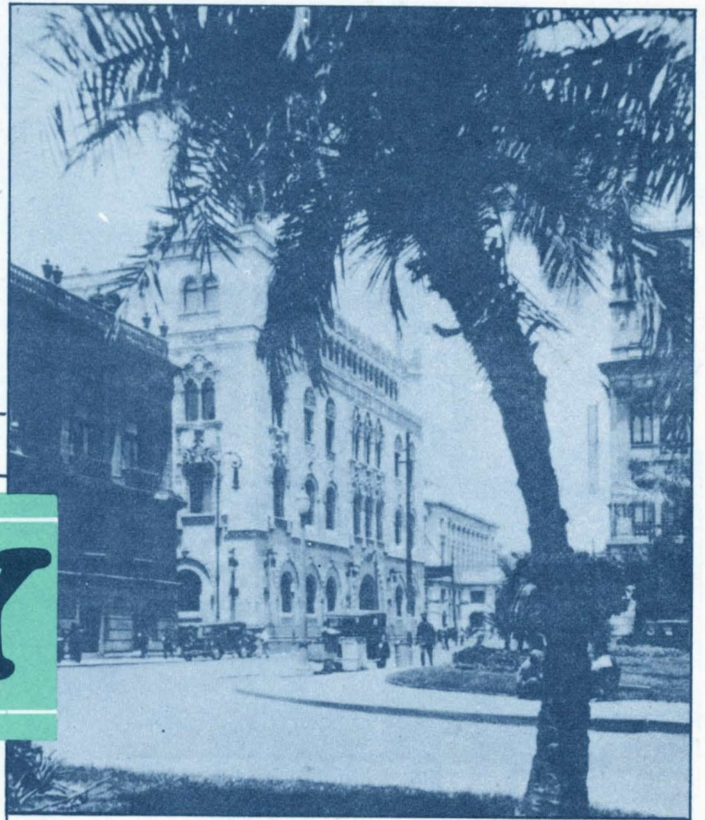
**The SUNSHINE**





*Thru the canals at  
Xochimilco*

# CO CITY



*A corner in downtown Mexico City*

tion was halted by the revolution; the National University, scattered about the city and built by the royal order of Charles V of Spain a full century before the founding of Harvard; the House of Tiles and the Iturbide Palace, on the Avenida Madero, in the heart of the modern business section, two places of unusual interest; the Paseo de la Reforma, Mexico City's "fashion lane" and street of magnificent homes, that leads to the entrance to Chapultepec; and Chapultepec Castle, home of the Presidents of Mexico and former palace of the Emperor.

There are several places in the near vicinity of the City that you should see. One is Xochimilco, the Floating Gardens, at one time a considerable city of small islands constructed on mats of interlaced twigs that could be moved about at will, the flower garden of Mexico and an odd and attractive place. Its canals wind and twist about among the islands that are now stationary, and are followed in an Indian canoe punted about for hours by an expert boatman. Another place close by is the Shrine of Guadalupe, about three miles from the City, where a magnificent church has been erected, high on a hill, to commemorate the legendary visitation of the Virgin to a poor and simple peon on that spot. You will, of course, want to see the Pyramids of San Juan Teotihuacan. These black, brooding monuments that have been unearthed in the last few years are of an indeterminate age and origin, but have been guessed by archeologists to antedate the Pharaohs' tombs in the valley of the Nile. The biggest of the group, the Pyramid of the Sun, is larger at the base than any of the Egyptian Pyramids and almost as tall. Queer carvings and symbolic writings decorate the interior chambers and set the world to guessing at their meanings, at the minds that conceived them and the hands that fashioned them untold centuries ago. Engineers, who have seen the structures, have marveled at

the mathematical exactness of their erection and have scratched their heads in wonder over what manner of man could have transported the huge blocks and set them one upon another by no other agency than manpower. They are a glimpse into the closed book of the past, a definite proof that man had a knowledge of art and the exact sciences long before our own civilization came into being.

Mexico City is rapidly becoming one of the leading convention cities of the Western Hemisphere. It has so much to offer in the way of entertainment and colorful background that more and more convention committees are giving it first place on their list of cities for serious consideration. The business sessions of a convention are more or less standardized for any one industry, and can be held with equal success in any one of thousands of cities — if this phase were all that made a convention successful there would need be little worry over the location. There are many other things beside the business sessions, however, that contribute to the satisfactory culmination of the meeting. There must be adequate hotel accommodations, there must be ample facilities for entertainment and amusement, there must be a genuine hospitality on the part of the convention city, there should be, preferably, some educational feature for the benefit of the delegates and there must be satisfactory and dependable transportation facilities. Mexico City offers all of these.



*A resort hotel at Cuernavaca*

## SPECIAL

HOUSTONIAN  
ORLEANIAN  
STAR  
PIONEER





# MEXICAN BYWAYS

## Off-the-Beaten Path Excursions

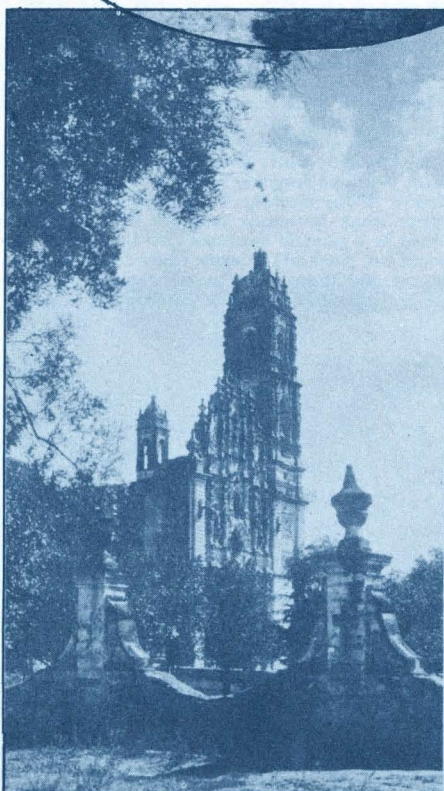
YOUR visit to Mexico will be made more pleasant and unusual by carefully planned excursions to the "off-the-beaten path" sections that can be so easily reached from Mexico City. Puebla, third largest city in the Republic, is often called the "City of Churches" because there are so many magnificent ones here. The Moroccan influence in building architecture was brought over from Spain during the Conquest. Between Puebla and Mexico City is another city of churches, Cholula, which has 365 of them, one for every day in the year, built by order of Cortez to replace the pagan temples he found there. On beyond these two cities is Mexico's principal east coast port city, Vera Cruz, interesting and colorful as are all of the Central and South American coastal cities. Closer to Mexico City, but typical of the small native villages, is Amecameca built in the shadow of the Republic's twin peaks, Popocatepetl and Ixtaccihuatl. One of Mexico's most appealing rural resort sections is Patzcuaro and its beautiful lake on which native fishing boats swing their butterfly-wing nets in picturesque and profitable industry. Coming back closer to the beaten path you can visit Guadalajara, the second city of the nation, which offers interesting sightseeing as well as swimming and boating at Lake Chapala.

Cuernavaca, the Hot Springs of Mexico, is its most famous watering place. The city is more than a thousand years old and the former dwelling place of Cortez, who, after the stirring days of the Conquest and the work of rebuilding the ravished capital, retired to his quiet villa to farm and to end his remaining years in peace. The Borda Gardens, most lavish formal gardens of their kind in the days when they were built by a grateful Frenchman who sought to outdo the cherished gardens of his own country at Versailles, are here. Here also is an ancient pyramid and a magnificent waterfall in the gorge of the San Antonio River. On beyond Cuernavaca is Taxco, the one native village that the Mexican government intends to keep in its original condition as a monument to Old Mexico. Taxco has become a gathering place for artists and writers who find its quietude, and retirement from the hustle and bustle of the modern world, an inspiration in their work. An interesting side trip that you can make on your excursion to Cuernavaca is to the Cacahuamilpa Caves. These labyrinthian caverns are larger than the Mammoth Caves of Kentucky and the Carlsbad Caverns of New Mexico, and are only about 50 miles from the town.

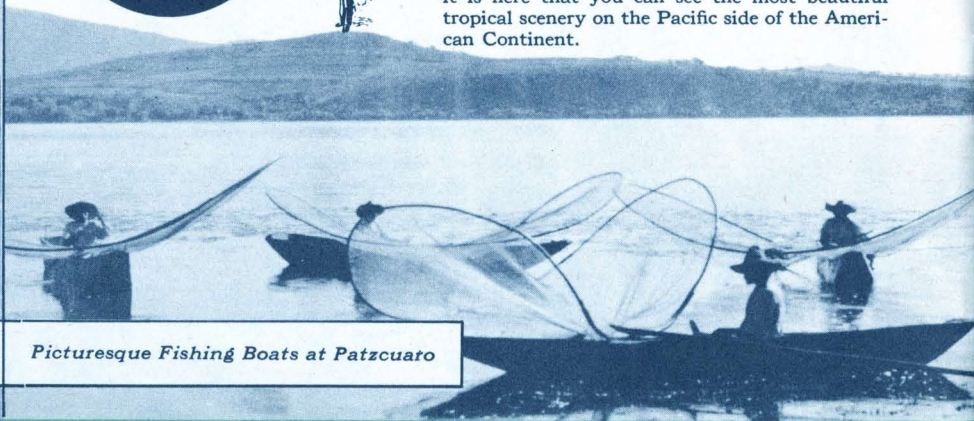
Mexico, like California, Florida, New England, France and Italy, has its famous beach resorts among which Acapulco is by far the most popular. This tropical garden on the shore of the Pacific is about two hundred and forty miles south of Mexico City, and easily accessible from it. You will want to visit Acapulco, not only for the high quality of its surf bathing, but because it is here that you can see the most beautiful tropical scenery on the Pacific side of the American Continent.

**LOWEST  
RATES  
IN HISTORY**

*Air-Conditioned  
Comfort*



An Ancient Convent at Tepozotlan



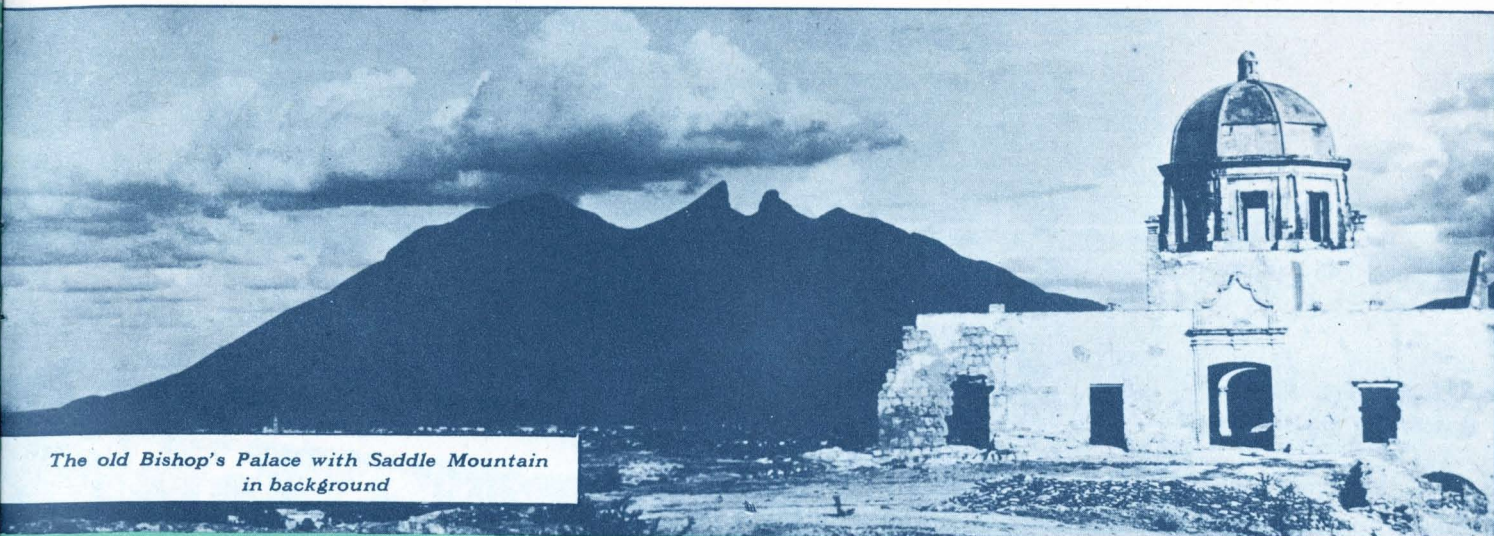
Picturesque Fishing Boats at Patzcuaro



\*TEXAN  
\*SOUTHERNER  
\*HOT SPRINGS SPECIAL  
\*TENNESSEAN

The **SUNSHINE**





*The old Bishop's Palace with Saddle Mountain  
in background*

# MONTERREY



*Beautiful Horsetail Falls near Monterrey*

## *Industrial and Resort City of Northern Mexico*

ONE HUNDRED AND SIXTY-EIGHT miles below the International border is Monterrey, industrial capital of Mexico and one of its largest and most interesting cities. This city, although it is neither a border city nor a replica of one, is highly Americanized. It still retains, in its architecture and general appearance, the aspect of a truly Spanish Colonial city gone, or going, modern. The Federal Palace is perhaps its outstanding evidence of the trend toward modernism that the city displays.

Monterrey was founded almost three and one half centuries ago by Diego de Montemayor, a stern and iron-willed colonizer who was determined that the outpost he had established would one day be a large and important city. The present city is the realization of his dream. You will be intensely interested in the modern city as well as in the relics of the past which mark its progressive development.

Sight-seeing in Monterrey, like in all foreign cities, is one of the first things that you will want to do, in order to get the "feel" of the city. The El Obispedo, or Old Bishop's Palace, is of pre-eminent interest — built in 1782 its crumbling walls still rise above the western outskirts of the city. It has served the city as a fortification of last resort during the American and French invasions of 1847 and 1864, and has also protected the forces of both Villa and Carranza when the fortunes of civil war forced them to retreat to the shelter of its walls. Some of the

other places that your guide will show and explain to you are the Zaragoza Plaza, where band concerts and promenades are held on Sunday evenings; the Cathedral, over 140 years old whose cracked and crumbling walls enclose some magnificent paintings and statues; the Casino, gathering place of Monterrey's smart set; the Government Palace, whose Reception and Red rooms are fine examples of the magnificence that attended the Colonial Governors; the Federal Palace, already mentioned as the outstanding example of modern architecture in the town, from whose upper floor, in the tower, one of the best panoramas of the city may be gained.



*The modernistic Federal Palace*

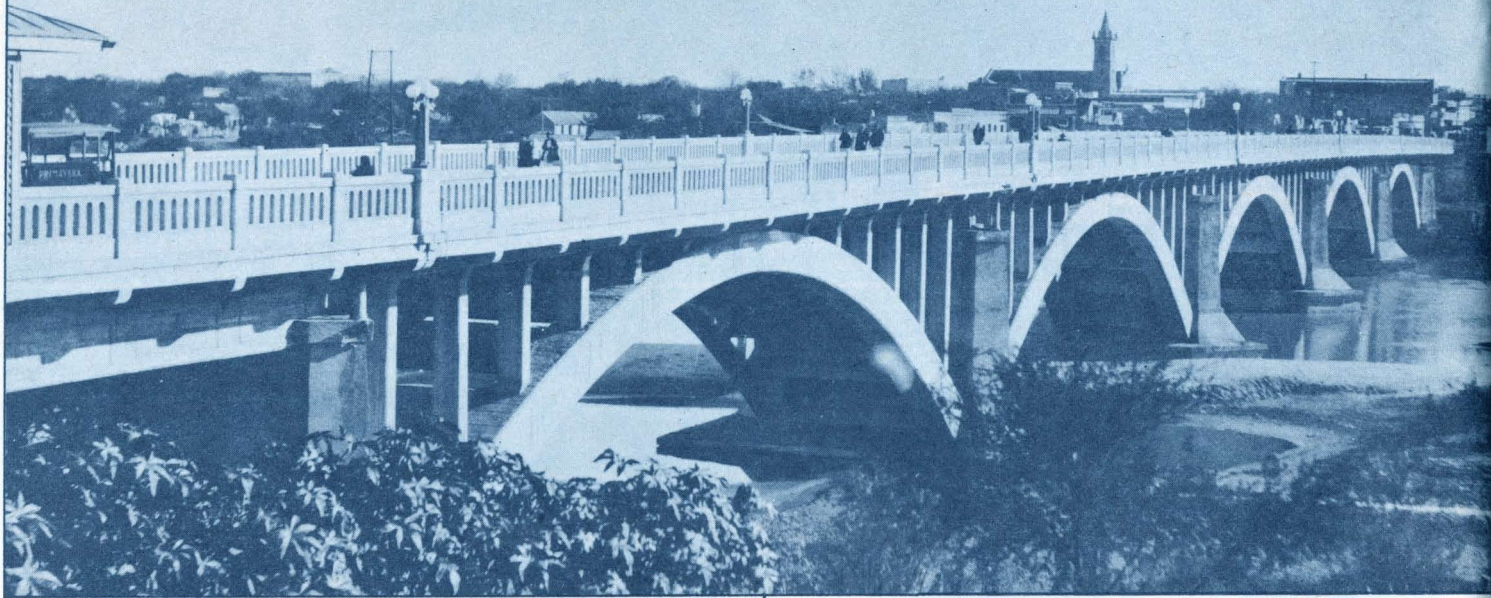
# SPECIAL

\*HOUSTONIAN  
\*OCEANIAN  
\*STAR  
\*PIONEER





# LAREDO



*The International Bridge leading to Nuevo Laredo*

**L**AREDO is one of the principal gateways to Mexico, approximately 150 miles south of San Antonio on the north bank of the historic Rio Grande. One year's official figures showed that while \$32,000,000 worth of exports passed into Mexico through Laredo less than one-third of that amount went through the other six ports of entry. The percentage of imports for the same period ran in approximately the same proportion. In the 23rd Customs district approximately four-fifths of all the business handled was handled through Laredo, and carlot shipments through this gateway amounted to more than half of that through all the other cities on the Mexican border combined, from Texas to California.

Laredo, and the territory in its neighborhood, has an exceedingly dry climate, with mild winters and sunny summer days whose heat is relieved by the cooling breezes from the Gulf. The nights in Laredo are always cool, making a light covering necessary at almost all times. It is an ideal place to break your journey into Mexico with a day or so stopover, and it will be a good introduction to Mexico. Nuevo Laredo, just across the border, is a typical Mexican border town, not by any means a criterion by which the country may be judged, but, at the same time, entirely different from its sister city across the river.

The historic Rio Grande flows for eighty miles along the edge of the Laredo country insuring an ample water supply for irrigation purposes. Vegetable and citrus crops are produced the year around on Laredo farms as the climate is so equable that planting, growing and harvesting are possible through the four seasons of the year. The future

## *Where Mexico Meets America*

that is in store for the Laredo territory in an agricultural way is evidenced by the fact that out of more than 2,000,000 acres in Webb County only 8000 are under irrigation, and yet those 8000 acres were able to produce, in one year, over 3500 car loads of onions and other truck crops.

Laredo offers you sports and other diversions on your visit here. You can visit the recently completed Don Martin Dam, a fisherman's paradise between Nuevo Laredo and Monterrey, Mexico. You can play golf and tennis and can ride off into the surrounding country over horseback trails. You can profitably make some sightseeing excursions around the town for it has an interesting background, many evidences of which are still apparent. Twenty-five years before the colonists revolted against the despotic rule of England's King, an officer of Spain's Royal Army was sent out from Mexico, at the head of a small expedition, to explore the mouth of the Nueces. Although he failed in this attempt he founded a small settlement on the bank of the Rio Grande, which, in 1767, became the city of Laredo.

*A view of the Plaza*



\*TEXAN  
\*SOUTHERNER  
\*HOT SPRINGS SPECIAL  
\*TENNESSEAN

The **SUNSHINE**



# WINTER GARDEN

*"Where the Sunshine  
Spends the Winter"*

"WHERE the Sunshine Spends the Winter" is the proud slogan that the Winter Garden, a large area of fertile farm land lying south and southwest of San Antonio, uses to herald its advantages from both agricultural and recreational standpoints. Because of an unusual combination of adequate and dependable transportation facilities, a mild climate with a year 'round growing season, an abundant supply of water for irrigation and a highly productive soil, this section has won a country-wide reputation as a heavy producer of winter vegetables. It offers the opportunity for a healthful and restful vacation, with the added advantages of the metropolitan city of San Antonio on the north, the Mexican border towns on the south and the resorts of the Gulf Coast on the east.

The annual mean temperature of around 73 degrees permits the growing of vegetables, strawberries, etc., at a time when most of the farm land of the country is lying dormant, and feed crops can be grown on the same land during the summer months. Many thousand acres are under cultivation and approximately 40,000 acres are under well irrigation. There is a steadily replenished supply of pure water underlying a great part of the tillable lands of the Winter Garden, and the sinking of comparatively shallow wells provides abundant water for the growing crops. The waters of Medina Lake irrigate approximately 40,000 acres in the Medina Irrigation Project by gravity flow, and the Quemado Valley, in Maverick County, has 70,000 acres subject to gravity irrigation from the Rio Grande.

There are many enterprising little cities in the Winter Garden, many of them with civic improvements generally found only in much larger places, all closely knit together by the freight and passenger service of the Missouri Pacific Lines, and by a splendid highway system. The Missouri Pacific Lines were among the earliest of the pioneers to realize the possibilities of this region, and they have constantly aided in its development.



**LOWEST  
RATES  
IN HISTORY**  
*Air-Conditioned  
Comfort*



*A date palm in the  
Winter Garden*

*Onions are one of the major  
Winter Garden crops*

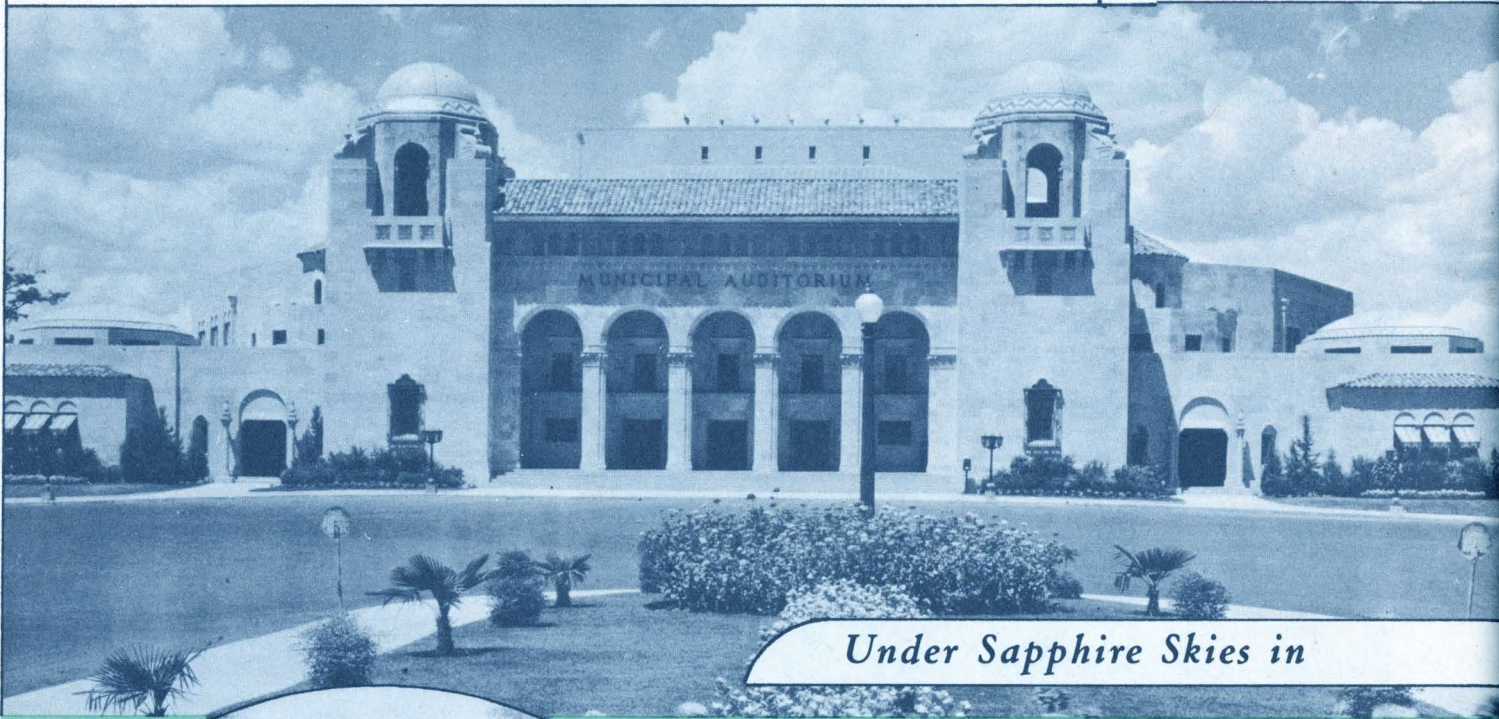
**SPECIAL**

HOUSTONIAN  
ORLEANIAN  
STAR  
PIONEER





San Antonio's beautiful civic Auditorium



*Under Sapphire Skies in*

# SAN A



*The San Antonio river winds through the heart of the city*

*Sport and Pleasure  
During Every Season*

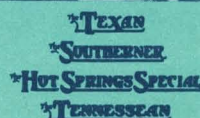
SAN ANTONIO has been the center of struggle between nations for more than 200 years. Ancient records disclose that as early as 1692 a settlement existed on the banks of the San Antonio river on the present site of the city. General Santa Ana's bloody victory at the Alamo Mission in 1836 followed by his ignominious defeat at the hands of General Sam Houston on the San Jacinto battlefield, brought San Antonio into the newly formed Republic of Texas. The Lone Star flag was the fourth to fly over the city which had already been under the dominion of the French, Spanish and Mexican rulers. Later it was to see the folds of the Confederate and the American flags unfurled above its streets.

One of the first things the sight-seer will want to see in San Antonio is the historic Alamo, now dwarfed by the skyscrapers that surround it, but still looming large in history as the "Cradle of Texas' Liberty." It was erected by the Franciscan Fathers as a church and fortress and served as house of worship, school for Indian converts and a refuge for the early settlers when it became necessary to flee to the protection of its walls. On March 6, 1836, the defiant garrison of 182 stalwart souls met death to a man rather than surrender to Santa Ana and his overwhelming force. It was the magnificent spirit of this handful of courageous fighters that swept the victorious army of Sam Houston on to victory with the stirring battle cry of "Remember the Alamo."

The old Missions are other points of unfailing attraction with the tourists who visit in San Antonio. There are four of these, of great age

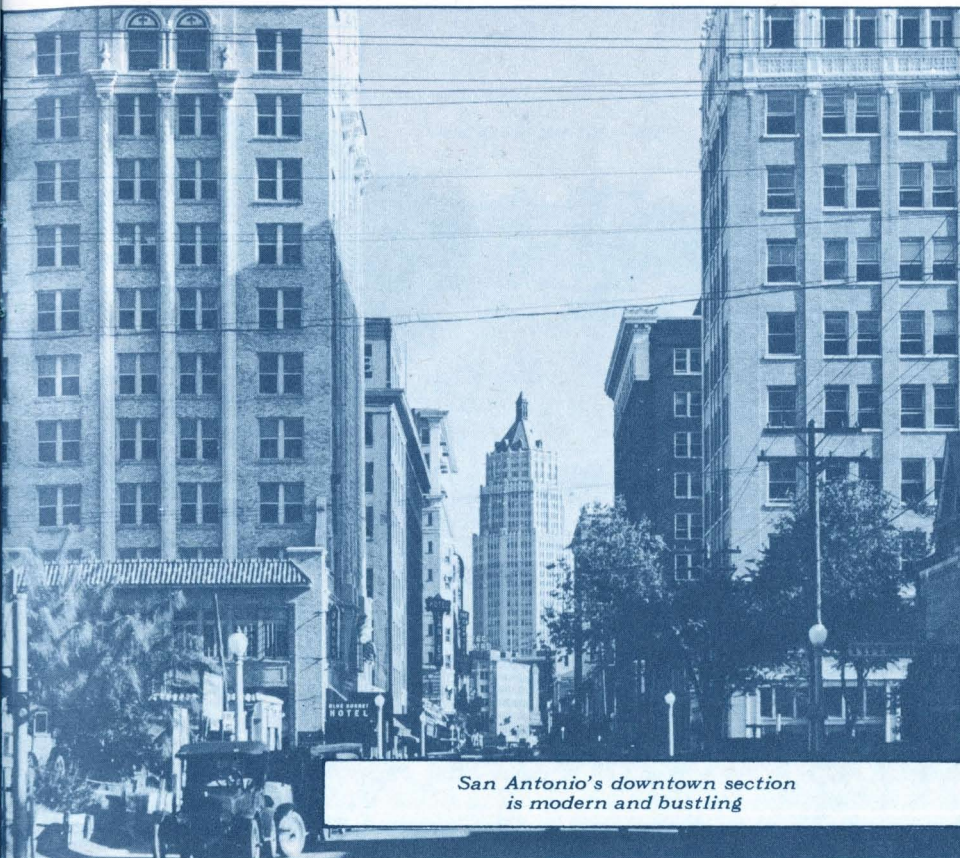


*A happy group of riders at the Gallagher Ranch*



The **SUNSHINE**





*San Antonio's downtown section  
is modern and bustling*



*The historic Alamo, birthplace of Texas' liberty*

# NTONIO

and with a wealth of history behind them, built in a string along what is now known as the South Loop. The Mission Concepcion, which was originally built by the Franciscan order in East Texas, was moved to San Antonio in 1731 where it now stands as one of the four oldest in the city. Its chapel is still used for services. The Mission San Jose, a huge gray stone structure, whose massive walls are marked by the wear of great age, is known far and wide for the remarkable beauty of its south window, which is reputed to be one of the finest examples of stone carving in America. The chapel in this ancient fortified church has been restored and is again in use. San Juan, except for its chapel, is little more than a crumbling ruin. The Mission San Francisco de la Edpada, one of the oldest in Texas, is still operated as a mission school and its restored ancient barracks house the nuns who teach there.

Modern San Antonio is of as great interest to the tourist as are the relics of its past. A dry, invigorating atmosphere that instills an active spirit in even the laziest is San Antonio's greatest gift to its visitors. Golf, tennis and polo are year 'round sports, and, because they are so enthusiastically followed by residents and visitors alike, there are splendid facilities for enjoying them. Some of these are private but there are two municipal golf courses and several tennis courts. Polo has grown to such proportions that there are five army fields and one municipal one where the spectator may witness some stirring battles. Horseback riding is another favorite sport in San Antonio, and there are many fine horses and interesting trails available.

San Antonio's parks are beautiful and plentiful. The monotony of ordinary city planning has been relieved here by numerous plazas scattered throughout

the downtown business section. They lend a note of coolness and are a relief from the more severe aspect of city streets. Another unique note of beauty that this city possesses is the San Antonio river, which wanders through the very heart of the city between landscaped banks and, in many places the foundations of huge office buildings that rise on either side of it. San Antonio's entertainment, however, is not all staged out of doors. Dances, bridge parties and other forms of social diversion are held in the clubs and hotels, the theatres provide the latest in movie releases and, in the winter season, the Little Theatre group presents its talented cast in an interesting repertoire of legitimate plays.

The hunter and the fisherman find themselves in a veritable paradise when they come to San Antonio. North of the city, off in the hill country, or southwest across the plateaus that roll to the Mexican border the hunter will find deer, wild turkey, doves and quail and the duck hunter will find unlimited sport on the coast, just a few hours away. The fisherman will find thrilling game fishing on the Gulf and will also find the lakes and streams around San Antonio well stocked with fish. The Gallagher guest ranch, that still preserves the aspect and the romance of the old ranching days in the West, is near to the city. The Gulf Coast, the Mexican border and many other interesting points are nearby San Antonio and make pleasurable side trips for the vacationist.

Living accommodations in San Antonio range all the way from the modest to the luxurious, and their cost is in proportion. There are numerous splendid hotels and there are apartments and cottages for those who contemplate a longer stay and do not care to spend it in a hotel. The guest ranches also combine splendid accommodations with thrilling sport on the plains.

**LOWEST  
RATES  
IN HISTORY**  
*Air-Conditioned  
Comfort*



# SPECIAL

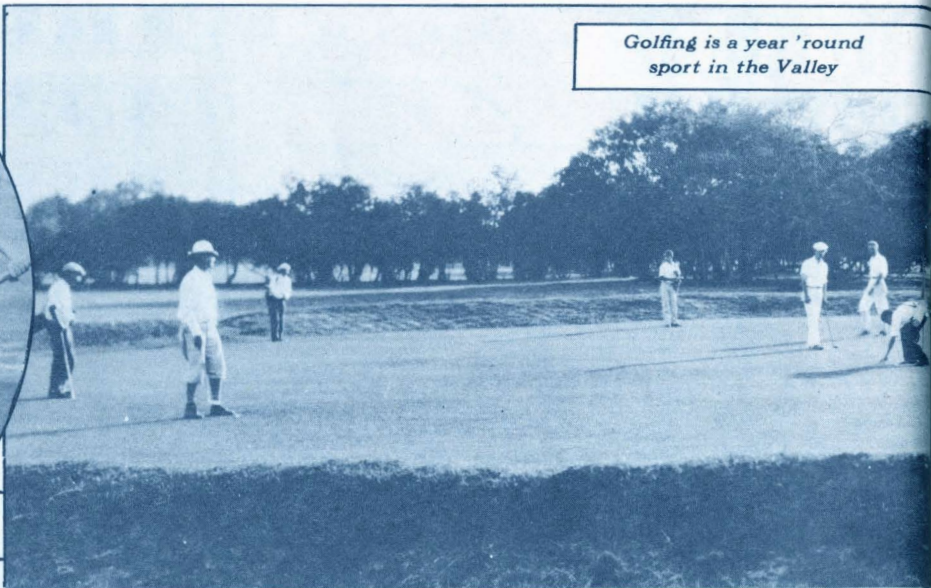
THE HOUSTONIAN  
THE OCEANIAN  
THE STAR  
THE PIONEER







The Valley  
boasts of some  
excellent beaches



Golfing is a year 'round  
sport in the Valley

# LOWER RIO GR

## Sports—Agriculture—Year 'Round Mild Climate

**T**HE FERTILE VALLEY that extends along the course of the Rio Grande from Brownsville, on the Gulf, to Rio Grande City, at the western extremity, is one of the finest year-round resort sections in the country. Brownsville is located farther south than any other city in the country, including those on the Florida Peninsula and is separated from Mexico only by the width of the river. Just a few years ago it was a small agricultural community surrounded by wide expanses of mesquite and cactus, a village of dirt streets and board walks. Today it is a modern city of tall buildings and attractive homes, and only one of a string of progressive cities that make up the Valley.

A mild climate, tempered during the summer months by the Gulf Stream and warmed throughout the winter by a tropical sun, and an understanding and efficient use of irrigation have been the two dominant influences in the change that has taken place in the Valley. With the controlled use of a plentiful water supply the fruit and vegetable products of the Valley were increased to the point where this section was furnishing the tables of the North, the East and the West with out-of-season delicacies. News of the incredible fertility of the soil, and rumors of fortunes made from citrus orchards started a stream of prospective landowners from other parts of the country where farming was a seasonal

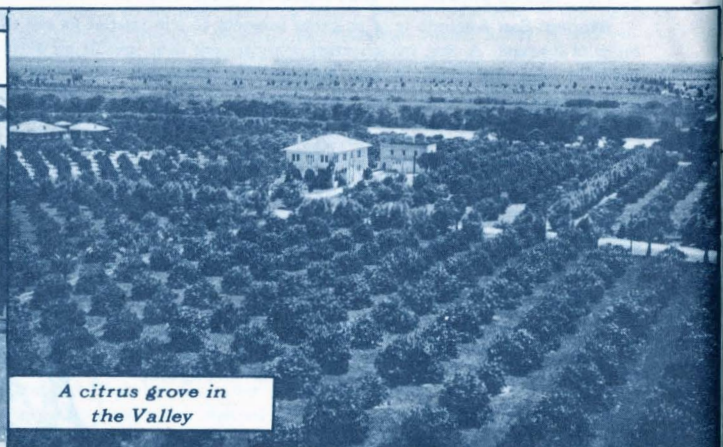
occupation. The Valley enjoyed a mild "boom" that settled into a definitely established growth.

Letters to the folks in the old home town and the enthusiastic accounts of returned visitors described the Valley as a wonderful place to spend a winter or a summer vacation. Increasing demand brought about the construction of fine hotels and the provision for such sports as golf, tennis and other similar activities. Today you can be certain of excellent accommodations and of thorough enjoyment during your visit. You can stay in any one of the cities, for although the Valley is usually considered as a whole, each one of its towns is a separate resort, and all are bound so closely together that regardless of where you headquarter the whole Valley will be easily reached.

Hunting and fishing are two of the major sports in the Valley with its brush country and numerous lakes and streams. Mexican lions, wildcats, coyotes and other big game furnish thrills for the hunter who stalks them, while the less ambitious nimrod will find plenty of wild duck, geese, quail, doves and white wings. If hunting is your favorite sport you will find ample opportunity to enjoy it here. If your idea of supreme pleasure is a singing line and an open boat then the Valley is



Game fish make deep-sea  
fishing a strenuous sport



A citrus grove in  
the Valley



TEXAN  
SOUTHERNER  
HOT SPRINGS SPECIAL  
TENNESSEAN

The **SUNSHINE**



There are all sorts of

wild game for your bag



Part of a 15 acre cabbage field

# RANDE VALLEY

the place for you. You can fish in the lakes or the streams that abound and find unlimited sport and enjoyment, but the height for the fisherman is the search, on the open Gulf, for the fighting tarpon, the Silver King of southern waters.

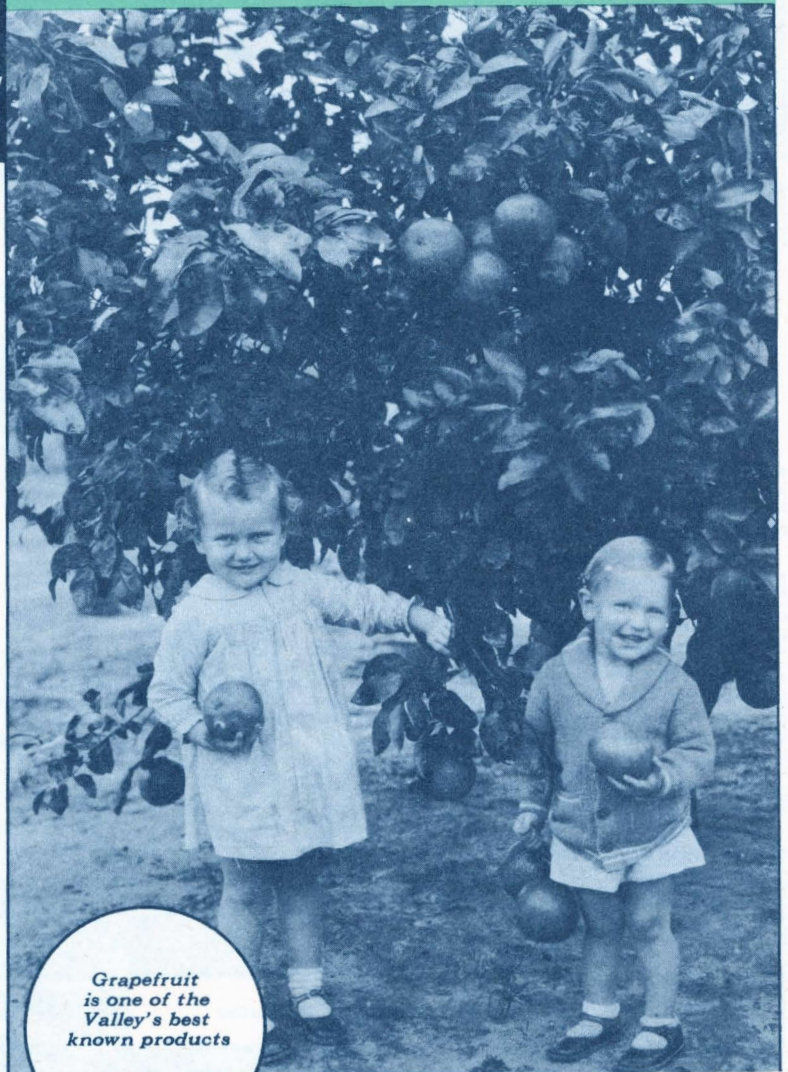


**LOWEST  
RATES  
IN HISTORY**  
*Air-Conditioned  
Comfort*

The Valley is probably one of the most fertile farming sections in the country, with a soil particularly adapted to the production of citrus fruits. It was grapefruit and other citrus products that first brought the Valley to the attention of the country at large. They are produced here in such quantity, and of such quality, that the demand for them that naturally arises can easily be supplied. The year-'round growing season means that Valley lands are always working, that some Valley crop is always growing and that Valley farmers have a steady yearly income instead of a seasonal one that must be apportioned over the entire year. The growth of the towns, their business enterprises, public school systems, churches, homes, irrigation projects, in fact, all of the Valley's activities and possessions reflect this evenly distributed prosperity.

Irrigation is the wand that has worked the magic of the Valley's agricultural production. The soil was always fertile and conducive to good and plentiful farming, but the long dry seasons were fatal to crops that needed water for their growth. Today twenty-four irrigation systems furnish a controlled water supply to more than half a million acres of cultivated land and keep those acres constantly in production. These irrigation systems have cost the Valley a considerable amount of money, but they represent its best investment, for every thing else that the Valley has and does is dependent on them.

The average Valley home is more attractive than homes in other localities. Farm homes are not built with utility alone in mind, they are built along the same general plan as the homes that line the city streets. Because of the warm climate and the clean atmosphere light colored stucco homes are favorites with Valley residents, and they lend a distinct note of beauty to the towns. It is said that the percentage of home ownership in the Valley is higher than any similar section in the country. Homes owned by their occupants mean better homes, for there is a pride of ownership in every man that makes him want his home to be better than the others around him. It also makes for a solid and permanent citizenship that can be counted on in all plans that concern the betterment of the city.



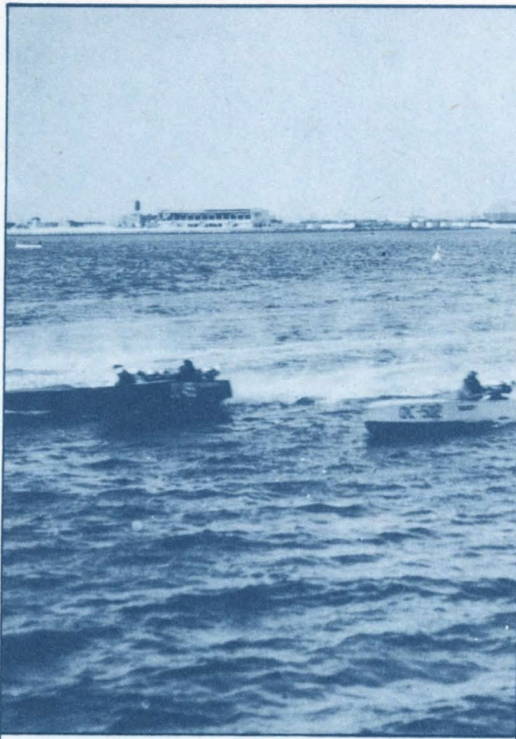
Grapefruit  
is one of the  
Valley's best  
known products

## SPECIAL

HOUSTONIAN  
OCEANIC  
STAR  
PIONEER

MISSOURI  
PACIFIC  
LINES  
"A SERVICE INSTITUTION"





*Speed-boating on the Bay*



*Some of these Silver King are as large as a man*



**LOWEST  
RATES  
IN HISTORY**  
*Air-Conditioned  
Comfort*

**T**HE LURE of buried pirate fortunes has led many an optimistic treasure seeker to Galveston and the country surrounding it. There may, or may not, be any truth in the stories that untold riches of Spanish doubloons and vast stores of pilfered jewels lie buried beneath the sands of the Gulf Coast, but history has it that the romantic Jean Lafitte quartered here on many of his ventures into the Caribbean. It may be that he and others of his ilk cached their stolen cargoes somewhere on this island, when pursuit grew hot on their heels. Be that as it may, Galveston Island is "Treasure Island" in fact as well as in fancy.

The problem of finding suitable accommodations for your stay in Galveston need not trouble you. Fine hotels line the promenade atop the great sea wall that extends for miles along the coast, while other hotels, with equally good accommodations, are available downtown in the business section. Reasonable rates are charged at all of the hotels and depend entirely on the class of accommodations selected.

Galveston is located on the eastern end of Galveston Island, about two miles off the Texas mainland in the Gulf of Mexico. It is about thirty-three miles in length and varies from one to two miles in width and is connected with the mainland by a giant causeway that is a marvel among engineering feats. It is served by the Missouri Pacific Lines, and is one of the most important of the Gulf ports. It has built an enviable reputation for itself as a shipping center and industrial city, but has not permitted its business interests to overshadow its opportunities to become one of the leading pleasure resorts in the country. There are many opportunities for sport in Galveston. There is

*Sailboat races  
are popular  
sport*



*An artist's conception of the beach at Galveston*



**\*TEXAN  
\*SOUTHERN  
\*HOT SPRINGS SPECIAL  
\*TENNESSEAN**

*The* **SUNSHINE**



*They Call It Treasure Island*

# ALVESTON

*Sports • Recreation • Mild  
Year-'Round Climate*

fishing of almost every conceivable variety in the waters that surround, or are near to, the island, and some of them are game fish that will give the hardest angler a thrilling tussle before he lands his catch. If you haven't any tackle or don't want to bring yours along with you, you can rent it here along with boats and guides and all manner of fishing gear. The hunter will be glad to know that there is no better duck shooting anywhere on the coast than is to be found around Galveston Island.

The golfer and the tennis player will find that the finest provisions have been made here for their favorite sports. There are two fine sporty golf courses on the Island that the ardent golfer will find real pleasure in playing over. Well kept tennis courts are available at reasonable fees and some of the hotels have courts in connection for the use of their guests. The horseback rider will find well stocked stables and interesting bridle paths, or he may ride along the open beach between the Gulf and the sea wall. There are also innumerable places to dance and find recreation to suit the taste of each visitor. Galveston is noted for its fine restaurants, where freshly caught sea-food is served in tempting menus.

The port of Galveston is probably the only major port in the United States that is owned and operated by private capital. It consists of thirty-two piers that can accommodate one hundred ocean-going vessels and it handles a variety of commodities that amount up into the millions of dollars. The wharves are amply protected by an excellent fire boat service, in spite of the fact that practically all of its piers and buildings have been re-built with reinforced concrete fire-proof material. Galveston is known in shipping circles as the Port of Quickest Dispatch because it is so well organized that very little time is lost in transferring cargoes from freight cars to ship holds.

Galveston is a model city with a well-planned school system, bustling business district and an attractive residence area made up of beautiful homes, both large and small. There are many points of interest to be visited on a sight-seeing tour of the city or the Island.



*The modern dock facilities from the air*



*A resort hotel*

## SPECIAL

HOUSTONIAN  
OCEANEAN  
STAR  
PIONEER







*Houston's group of imposing skyscrapers from the air*

# HOUSTON

## *Where 18 Railroads Meet the Sea*

THE Texas Gulf Coast country, known as the American Riviera, extends, in a wide sweeping arc from Beaumont, near the Louisiana border, to Brownsville, at the mouth of the Rio Grande, and embraces some of the most important ports and delightful resorts in the world. It is a year-'round resort country, warmed, in the winter season, by a bright semi-tropical sun, and cooled, in the summer, by the breezes that blow in from the Gulf.

Houston, one of the largest cities in Texas, is really the capital of this famed playground, although it is fifty miles inland from the coast. The city, which is fanned by the same breezes that bless the towns along the coast, has brought the Gulf to its door through the medium of the huge ship channel that civic pride and enterprise has constructed there. Houston is one of the principal Gulf ports and the largest industrial center in the state. Its skyline is impressive, its streets humming canyons of activity between the tall buildings that make up its downtown area. The great wharves and warehouses that line both banks of the channel berth giant ocean vessels and welcome, or speed them on their way, to or from every country in the world.

Houston is just as proud of the natural beauty of its setting and the facilities that it has provided for the entertainment and enjoyment of its guests as it is of its position in the industrial and commercial world. The residential streets and park drives are lined with palm trees and studded with semi-tropical plants and flowers, lawns are wide and green, and homes display the pride of ownership. Even the ship channel, whose basic purpose was to foster industrial progress, has been made an object of beauty and a place for recreation by the building of a city park along the course of the Buffalo Bayou, the stream that brings the ship channel into the city.

While you are in Houston you will want to do some sightseeing around the city. One of the places of great historical interest that you will want to see is the San Jacinto Battlefield, where the memorable struggle was waged that won final independence for Texas and freed it from the yoke of foreign domination. It was here that General Sam Houston led the outnumbered, but determined, body of Texans to victory and proclaimed the formation of the independent Republic of Texas. The first Congress met in the little settlement that sprang up near the battlefield and elected General Houston as its first President. You will want to see the ship channel that has meant so much to modern Houston, and you will want to see Rice University, an endowed, co-educational and free school. You will also want to see the numerous parks that are scattered throughout the city, and the drives that lead around the residence sections and out into the surrounding country.

Golf, tennis, swimming, fishing and hunting are all found in and near the city. Horseback riding is a favorite sport with Houstonians and their visitors, and there are miles of bridle paths to follow. There are many stables which provide good mounts for economical fees. You will also be delighted with the character of hotel accommodations available, and with the reasonableness of their rates. There are many first-class hotels in the downtown section and in the residence areas farther out. You can make Houston your headquarters during your stay on the Texas Gulf Coast if you care to.



*The Miller Memorial Theatre  
in Herman Park*





# CORPUS CHRISTI

*Important Port  
and Resort City*



**LOWEST  
RATES  
IN HISTORY**  
*Air-Conditioned  
Comfort*

THE sparkling waters of Corpus Christi Bay are the front yard of the city of Corpus Christi, which rises upon its hills in picturesque tiers with balustraded points and roadways giving exquisite views of the lower portions of the town and the lively waterfront. A devout Spanish explorer named the sheltered waters of the Bay in honor of the day on which it offered a haven to the first white man who had ever laid eyes upon it, the Feast of Corpus Christi.

The climate of Corpus Christi is much the same the year around, the warmth of summer tempered by the cooling breezes from the Gulf, winter's cold dispelled by the gentle Gulf Stream that courses around the Florida Peninsula and gives that state its remarkable winter climate. You will enjoy Corpus Christi in the summertime when you can lie out on the beach and take cooling dips in the rolling surf or flash across the surface of the Bay in a speedy motorboat or wind-bellied sailboat. Fishing is one of the major sports at Corpus Christi and you can go out to Port Aransas for some wonderful tarpon fishing. Other game fish also inhabit the waters of the Bay and the Gulf and furnish rousing sport for the deep-sea angler. Golf, tennis and the other sports are also well-provided for at Corpus Christi.

There are several hotels in the city, all of which are first-class with splendid accommodations of all kinds. There are also apartments and cottages on the beach that you can rent, furnished, at very reasonable rates. The restaurants, cafes and hotel dining rooms make a specialty of preparing sea-food dinners and have experienced chefs to concoct tempting menus and dishes. Some of the fresh fish that make up the luscious shore dinners are trout, red fish, crabs, shrimp, white mackerel and oysters that are large enough to cover the palm of your hand. The epicure will be delighted with Corpus Christi.

The length of Mustang Island protrudes across the mouth of Corpus Christi Bay and shelters it from the rougher waters of the Gulf. On the lee side of the Island, and of Padre Island, which extends from the south end of Mustang all the way along the coast to the mouth of the Rio Grande, are the beaches that front on the Bay. The two islands are connected by a causeway and have a magnificent beach boulevard running their entire length. A giant causeway connects the north end of Padre Island with the mainland while regular ferry service is maintained between Aransas Pass on the mainland and Port Aransas on the north tip of Mustang Island.



*Here is ample  
proof that duck  
hunting is good  
around Corpus  
Christi. Other  
game is just as  
plentiful.*

*Tarpon  
fishing in  
the Gulf is  
great sport*



*Surf bathing is made doubly enjoyable by the fine sand beach.*



**SPECIAL**

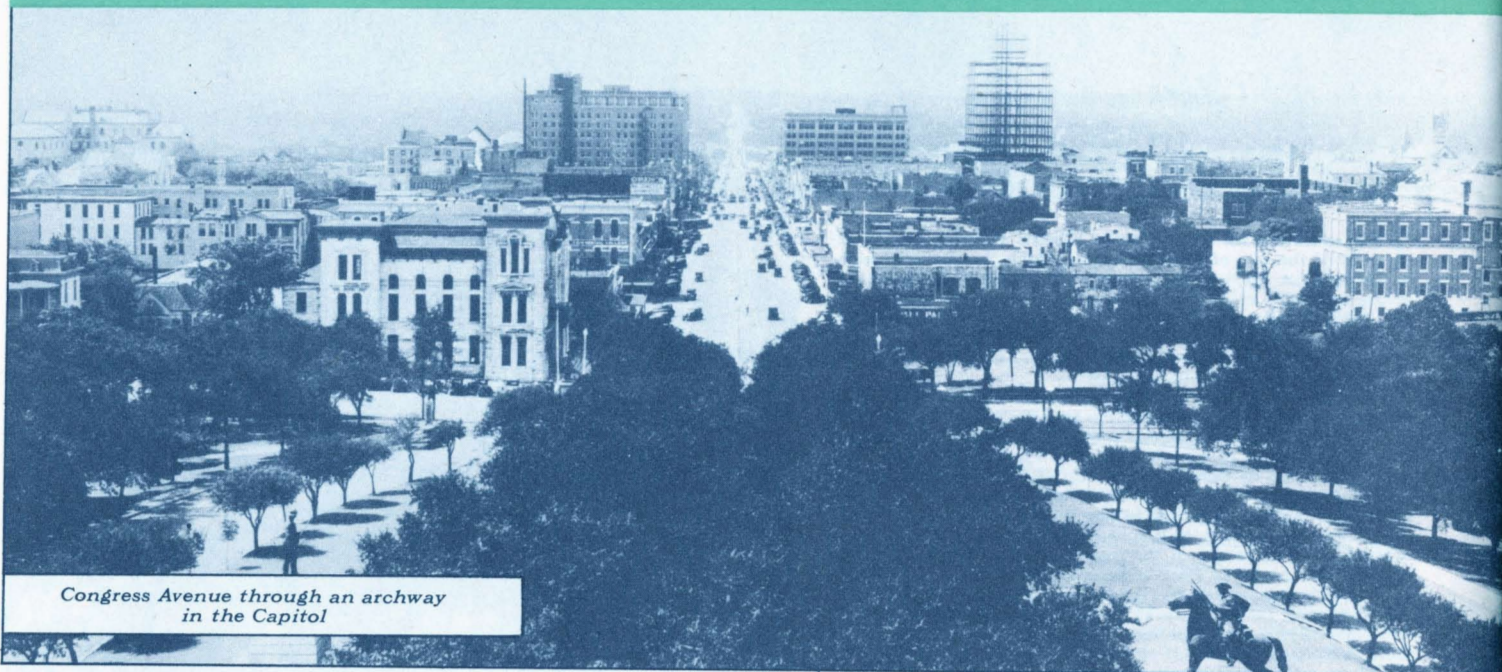
THE HOUSTONIAN  
THE ORLEANIAN  
THE STAR  
THE PIONEER



"A SERVICE INSTITUTION"



# AUSTIN



*Congress Avenue through an archway  
in the Capitol*

## Texas State Capital

AUSTIN, capital of the state of Texas, was the permanently established capital of the Republic of Texas, founded in 1836 by a commission appointed by President Lamar. The site was selected because of its natural beauties, a wide, lush plain backed by a range of violet-tinted hills that has gained for Austin the name of "The City of the Violet Crown." These hills stand in silent beauty at the western and northwestern gates of the city, split by the course of the Colorado river into high bluffs and sheer cliffs that offer veritable scenic gems to the sight seer.

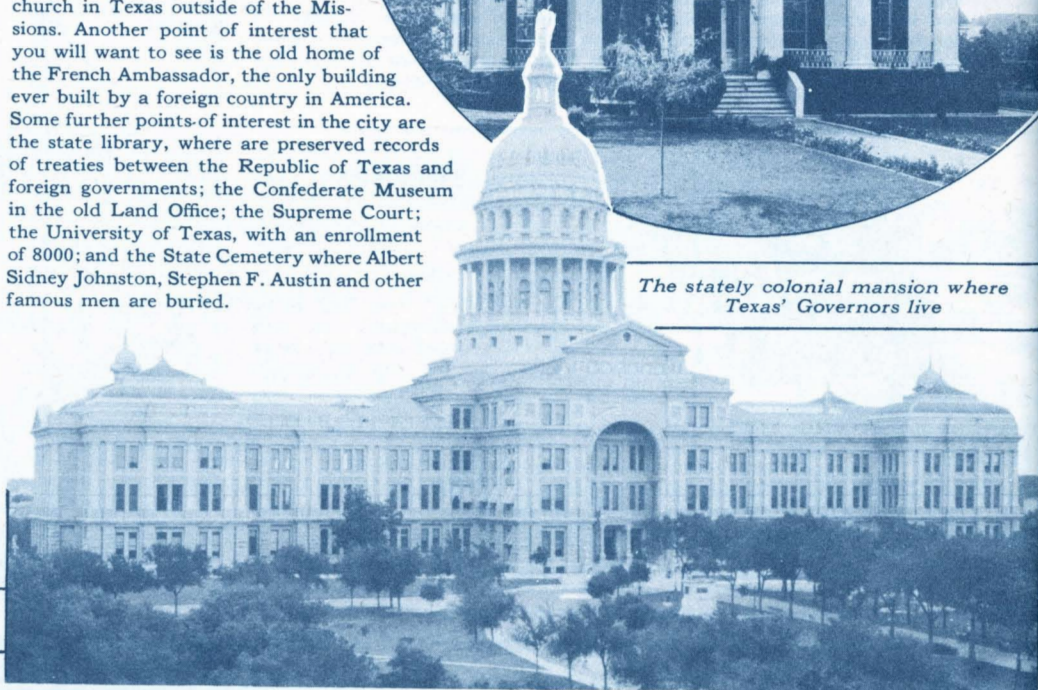
The climate of Austin is as fine as that of any city in the southwestern part of the United States. Its altitude ranges from 509 to 700 feet, in the city, and rises to as high as 1200 feet in the western part of the county. With its modern downtown office buildings, hotels and group of state buildings it is an attractive city. Austin is served by the Sunshine Special and is only a few hours' ride from San Antonio.

There are many points of interest for you to see in and around Austin, no city in the South is richer in romance and history. Within the great capitol, covering six acres of ground and built of Texas granite, the state library, the state treasury and the Governor's reception room are of interest to the tourist. The House of

Representatives and the Senate Chambers are famous for their beautiful paintings. On your sight-seeing tour you will want to be sure to see the old Land Office, where O. Henry once worked, and St. David's Church, the oldest standing church in Texas outside of the Missions. Another point of interest that you will want to see is the old home of the French Ambassador, the only building ever built by a foreign country in America. Some further points of interest in the city are the state library, where are preserved records of treaties between the Republic of Texas and foreign governments; the Confederate Museum in the old Land Office; the Supreme Court; the University of Texas, with an enrollment of 8000; and the State Cemetery where Albert Sidney Johnston, Stephen F. Austin and other famous men are buried.



*The stately colonial mansion where  
Texas' Governors live*



*The Capitol*



\*TEXAN  
\*SOUTHERN  
\*HOT SPRINGS SPECIAL  
\*TENNESSEAN

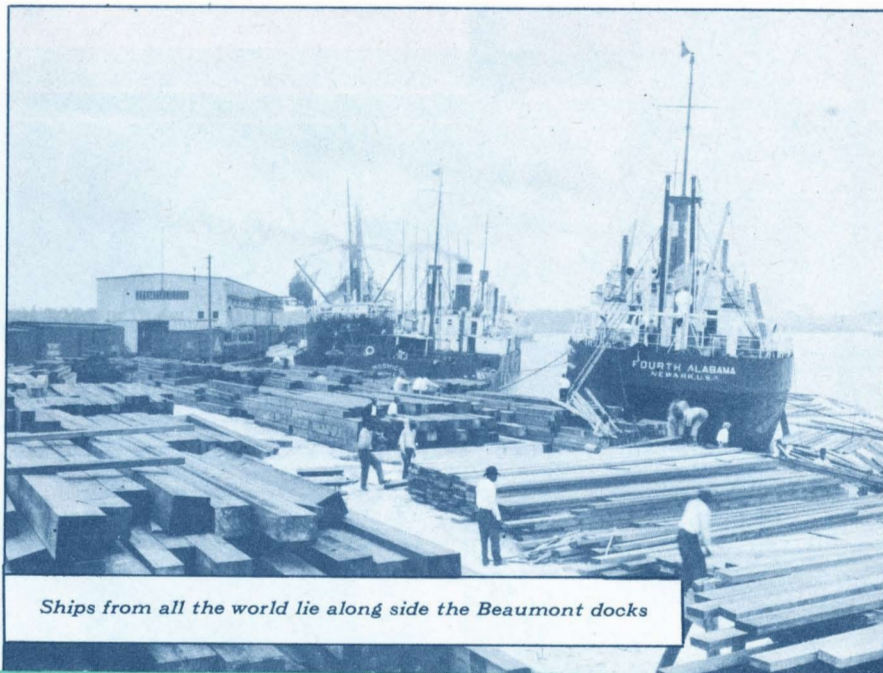
The **SUNSHINE**



## Port and Trade Center

**B**EAUMONT, the largest of the Sabine Basin ports, is one of the most important ports on the Gulf. Its history goes back for more than a hundred years when a lone trader established his trading post on the banks of the Neches river to conduct a scattered trade with the settlers in the district. Ever since that day Beaumont has been active in trade, although it has widened its scope to embrace the whole world. It is a city of some 75,000 population and center of a trade territory boasting a half million persons. Beaumont, like Houston, has brought the Gulf and all its commerce right to its door by constructing a forty-nine mile ship-channel.

A charming resort city, Beaumont enjoys the same climatic advantages that prevail along the whole Gulf Coast, making it a fine year 'round resort with pleasant winters and summers. You can spend your time on the fine golf courses or tennis courts or in the parks, of which there are several. There are large swimming pools where you can enjoy aquatic sports, and, if you are a horseback rider, you will find well-stocked stables and attractive bridled paths to ride over.



*Ships from all the world lie along side the Beaumont docks*

# BEAUMONT

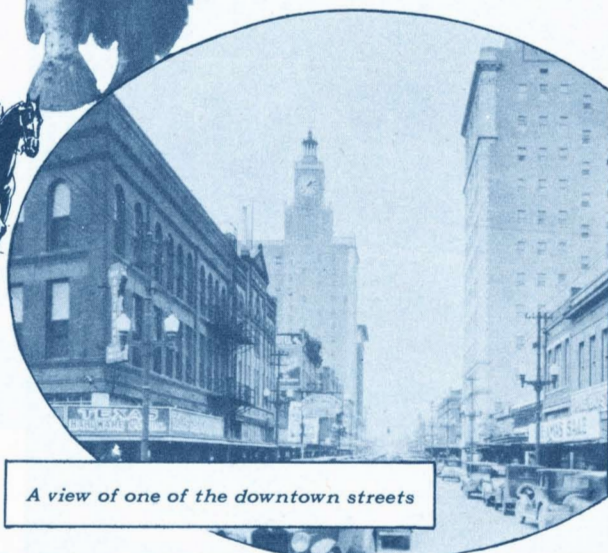


*Proof that Beaumont fishermen's tall tales are true*

**LOWEST  
RATES  
IN HISTORY**  
*Air-Conditioned  
Comfort*



Beaumont, in addition to being an attractive resort city is, also, an important industrial city. It started to climb to its present important position with the development of the lumber industry, whose products today are among the chief articles of export through this port. Beaumont is now the lumber center of Texas. Along with the growth of the lumber industry in this city the planting and cultivation of rice was specialized upon in the lowlands around the river valley. This venture was so ably carried out that the city is now one of the leading rice growing and milling centers in the United States.



*A view of one of the downtown streets*

The neighborhood of Beaumont was one of the first areas in the country to startle the world with a tremendous oil gusher. The Lucas Gusher, in the Spindle Top Field, was brought in in 1901, and was the largest single well that had ever been known up to that time. This well was important, not only because of its size but because it marked a new era in the oil industry, from then on drilling and all the other phases of the oil business were to be conducted on a larger and more efficient basis. You will enjoy a stay in this industrial and vacation city on the banks of the Neches river. Within the last decade this same field has enjoyed increased activity through application of the theory that deeper drilling around the cap rock, that composed the original field, would result in a revived and greater production.

# SPECIAL

HOUSTONIAN  
OCEANEAN  
STAR  
PIONEER

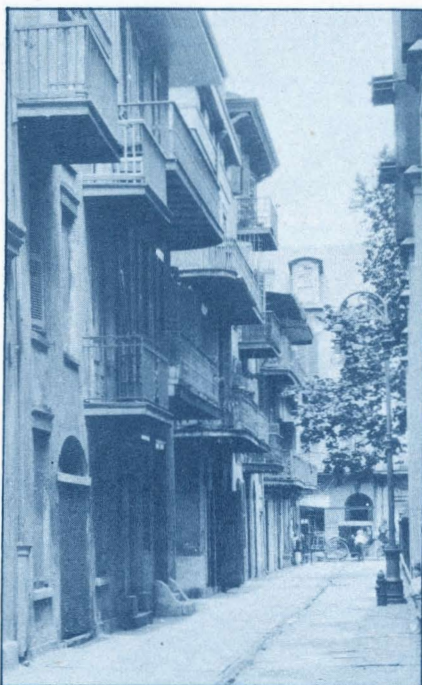


"A SERVICE INSTITUTION"



# NEW

## City of Commerce and Carnival



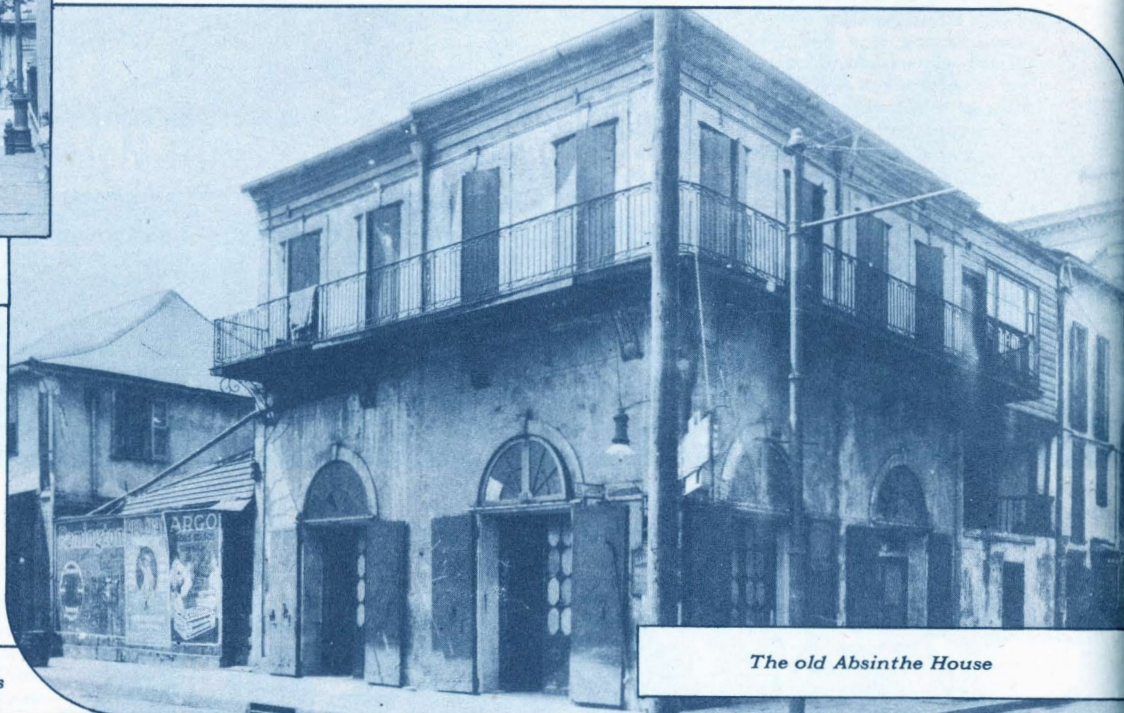
*A picturesque street in the old French Quarter*

**LOWEST  
RATES  
IN HISTORY**

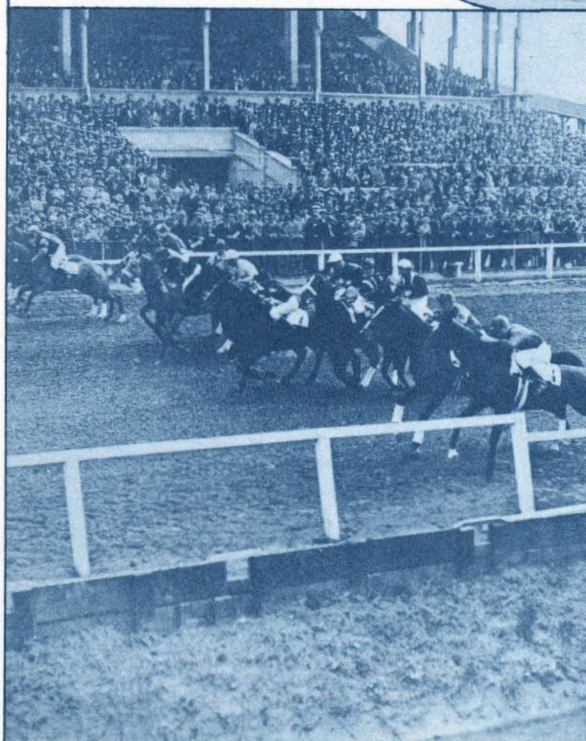
*Air-Conditioned  
Comfort*



*Horse racing at the Fairgrounds*



*The old Absinthe House*

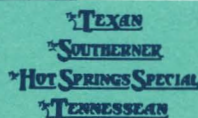


THE CITY OF NEW ORLEANS was founded in 1718 by the Sieur de Bienville, then Governor of New France, who commissioned Joliet to explore the lower reaches of the Mississippi in search of a favorable location for a fur trading post in the South. Four years later this mean settlement of straggling log huts, dangerously squatted near the mouth and below the surface level of the river, surrounded by impenetrable tropical forests and under the constant threat of invasion by hostile native Indians, became the capital of France in the new world. The Governor's first contribution to the laying out of the new city was to set aside a tract of land for a parade ground, and, immediately adjacent to it, another tract for the use of the Church. These two plots became, respectively, the Place d'Armes, now Jackson Square, and the location of the St. Louis Cathedral.

Jackson Square is in the very heart of the Vieux Carre, or old city, and has witnessed all of the stirring events that have taken place in New Orleans since its founding. It was here that the first review of French troops in America took place and here that all of the important public meetings in Louisiana were held. Don Antonio Ulloa met the representatives of the French Government on this historic spot to take possession of the Louisiana territory in the name of the King of Spain. Here Lafreniere made his ringing declaration of independence for the territory and ordered the Governor back to his native Spain. Here, also, General Jackson received the plaudits and the thanks of Louisiana for his heroic victory over Pakenham in the Battle of New Orleans in 1812. The whole history of the city is bound up in this square in the old city.

The St. Louis Cathedral, one of the city's oldest and most prized landmarks, faces on Jackson Square. The original church was built by Bienville in 1718, the first church in the entire "Louisiana Purchase", and called St. Louis in honor of the King of France. This first church was destroyed by fire and rebuilt in 1721. In 1788 it was again destroyed by fire in the conflagration that almost annihilated the entire city. The present structure, although it has been enlarged several times during the intervening years, was completed in 1794, largely through the benefactions of Don Andres Almonaster, whose body today lies beneath the central altar.

Alongside of the Cathedral, on the corner of St. Peter and Chartres Streets, is the Cabildo, formerly the headquarters of the Governor under Spanish dominion. The heavy marble steps, worn out of shape by the ceaseless tread of thousands of feet,





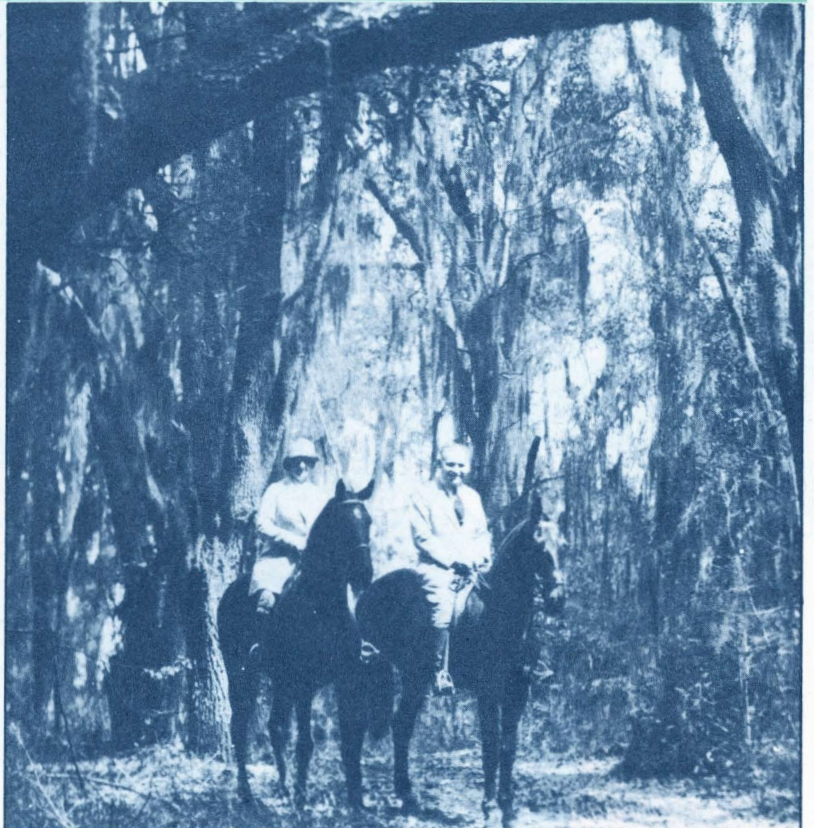
# ORLEANS

have been crossed by such men as Aaron Burr, the Marquis de Lafayette, Zachary Taylor and many other Presidents and visiting great and near-great. It was here that Spain formally relinquished all claim to Louisiana and ceded it to France, and here, also, a few weeks later, that the French Governor bowed his way and his country's flag out of the territory and made way for Governor Claiborne who had come to claim it for the United States. At a later date it served to house the Supreme Court of Louisiana, and, even today, is a court of law.

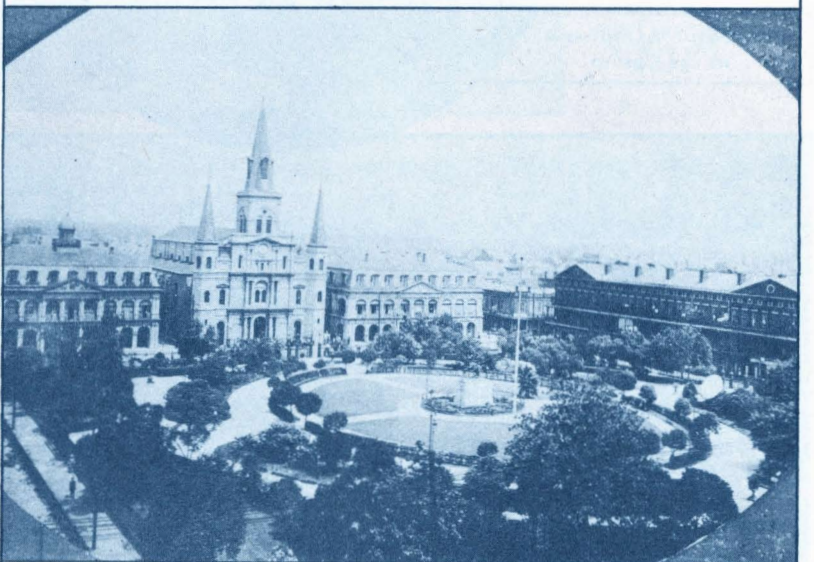
The port of New Orleans extends for 41 miles along the Mississippi River, with an additional 11 miles along the Navigation Canal. The river front has more than seven miles of public docks and warehouses, and more than five miles of steel-covered transit sheds. All of this enormous harbor plant is served by a Public Belt Railroad, which provides excellent service with the Missouri Pacific Lines for shippers to or from the port. In addition to its extensive port activities, New Orleans has more than 1000 diversified industries, as well as public grain elevators, public cotton warehouses and a coffee terminal, of which it is said that one out of every three cups of coffee consumed in the United States moves through its vast facilities.

New Orleans is host every year to a great throng of people, particularly during the Mardi Gras season. The Mardi Gras in New Orleans is the only celebration of its kind in the United States. It was first introduced into New Orleans in 1827 by a group of young men fresh from France who sought to introduce a final note of gayety into the pre-lenten season. It was not until 1857, however, that it began to reach its present magnificent proportions. At present the Mardi Gras consists of several parades and grand balls that attract visitors from all over the world.

It is only natural, with all of its attractions, that New Orleans should have many splendid hotels and ample opportunities for sports and amusements. You will find excellent accommodations along Canal and in the streets that cross it, as also in the outlying districts, and you will also find the rates reasonable. Among the many diversions are lavish theatres showing first run pictures, many night clubs and beach clubs around Lake Pontchartrain. The lake is a favorite gathering place in New Orleans, with its wonderful boating, swimming and fishing. There is a park near the lake and winding drives, along which are many sidewalk cafes where fresh shrimp are the principal delicacies. Grand Isle, on the Gulf, is rapidly developing as a popular summer and winter resort for hunting, fishing and swimming.



*Big trees hung with Spanish moss are typical of New Orleans*



*Historic Jackson Square in the heart of the Vieux Carre*



*The annual Mardi Gras celebration is a world-famous carnival*

## SPECIAL

HOUSTONIAN  
ORLEANIAN  
"IN STAR"  
PIONEER





# CUBA



*The Prado leading to the Malecon with Morro Castle in the distance*



*The beautiful fountain at the Casino*

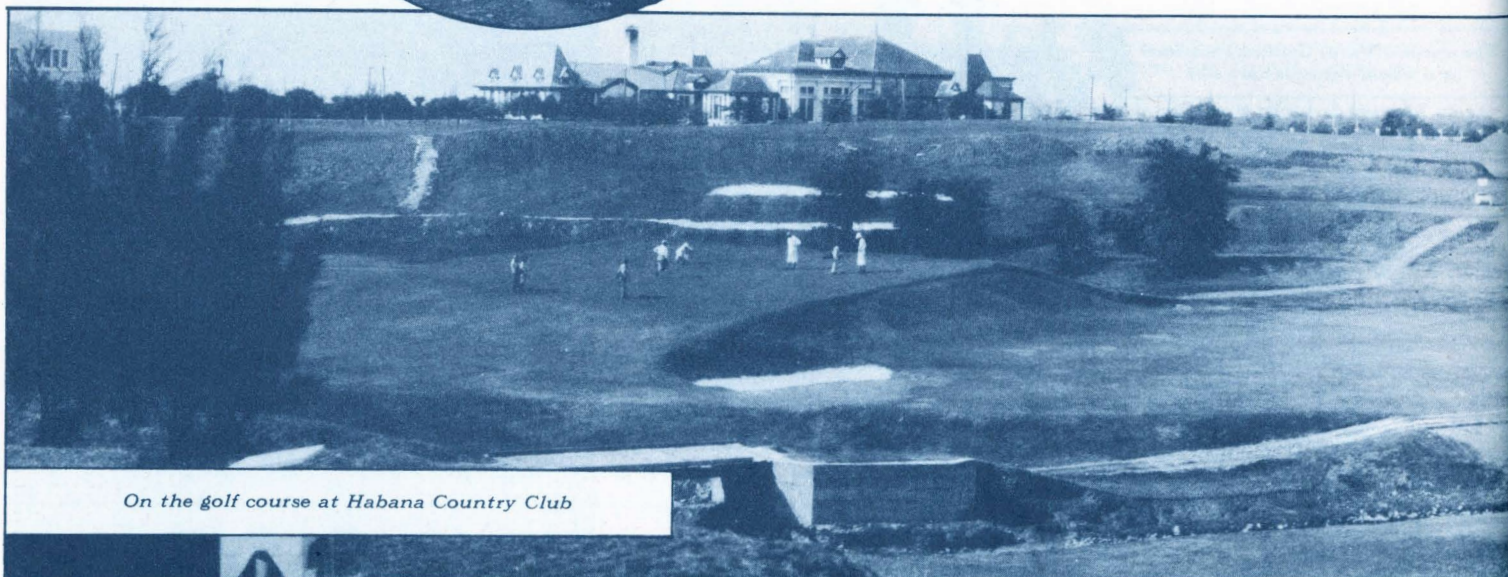
WITHIN a short distance of the port of New Orleans lies the island Republic of Cuba. Known as the "Pearl of the Antilles" it was discovered by Christopher Columbus in 1492 on his first expedition around the world. The old church in Havana, where Columbus' weary bones were laid to rest and for a long time remained, is still standing and is a focal point for tourists. The island is seven hundred and eighty miles long, ninety miles wide at the eastern end, and not more than twenty miles at the western. There are over two thousand miles of coastline dotted by more than thirteen hundred coral keys and islands. Both ends of the island are hilly, the eastern end could be called mountainous with its Mt. Turquino rising 7,870 feet, while the middle section is made up of broad, fertile, well-watered plains.

The Republic is composed of six provinces—Pinar del Rio, famous for its production of tobacco; Havana, Matanzas and Santa Clara, where sugar, tobacco and coffee are raised; Camaguey is a cattle raising and truck gardening center and, with Oriente, the heaviest producer of Cuban sugar. Oriente also possesses a wealth of mineral resources. Nine principal port cities line the north coast of the island with but six on the south, and these together are the most important cities in the Republic. There are practically no cities or towns of any size or consequence in the interior.

Cuba is a tropical island, but, because it is an island with water on all sides of it, its naturally warm climate is tempered to an agreeable coolness that persists, with little change, throughout the year. Its average temperature runs from seventy-one to eighty-two degrees and the continuous trade winds that blow from the west assure a welcome breeze even in the hottest season. It is a healthful and delightful place to live or to visit.

The visitor who desires to see something of Cuba's interior attractions can do so by making a very interesting motor trip across the length of the island. There is a new central highway extending from Pinar del Rio City on the west, through Havana to Santiago de Cuba on the east, a distance of 711 miles. This road is known to the natives as the "Velvet Road" because of the smoothness of its surface. It is a hard surfaced road especially constructed for automobile traffic with a two inch asphalt top laid over a six inch concrete base and is twenty and one half feet in width. It winds through a beautiful countryside and is dotted with little cities and towns, each of exceptional appeal to the visiting tourist. You will enjoy inspecting the ancient buildings and searching out the other native attractions in these wayside villages, and will be delighted to find that almost all of them have excellent hotels if you care to remain overnight. You will thrill to the beauty of the Vinales Valley in Pinar del Rio, and to the mountain heights on the eastern end of the island.

The road takes you through the richest tobacco growing



*On the golf course at Habana Country Club*



TEXAN  
SOUTHERNER  
HOT SPRINGS SPECIAL  
TENNESSEAN

The **SUNSHINE**



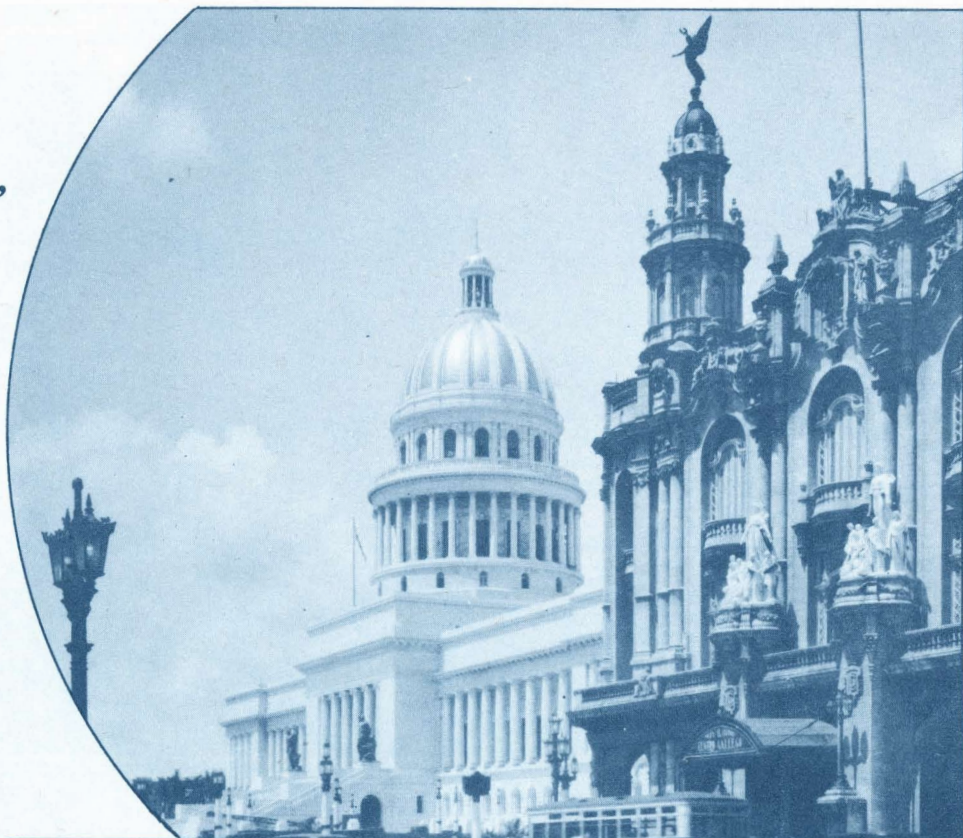
*"The Loveliest Land  
That Human Eyes  
Have Ever Seen"*

COLUMBUS—1492

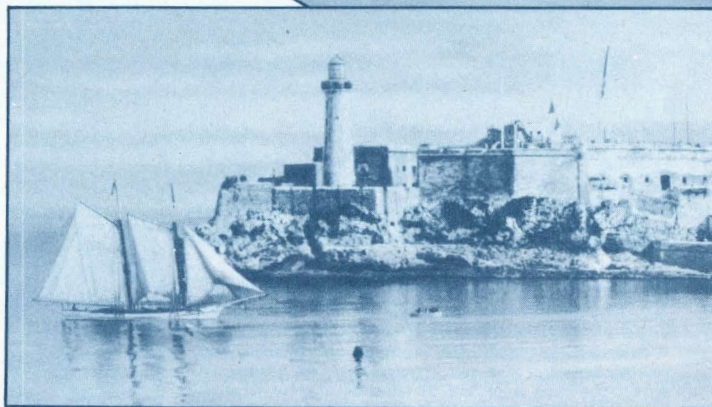
district in the world, the Vuelta Abajo section, through the historic Yumury Valley in Matanzas, past the great sugar cane plantations in Santa Clara, the fresh green plains of Camaguey and the rugged mountains of Oriente. To make the whole trip all the more enjoyable you may bring your own car, if you are a citizen of the United States, England or Canada, without passports, quotas or any similar inconvenience. You are permitted to keep it there and use it for a period of six months. If you do bring your car, you will be met at the dock by a representative of the National Tourist Corporation who will assist you in declaring it and clearing it through the customs.

The principal attraction for visitors to Cuba, however, is, of course, Havana, the capital, the largest and most important city and the best known to the rest of the world. Here indeed is a pleasure city, and a beautiful one where one cannot help but have a good time. Its cafes, its night clubs, restaurants, the magnificent Casino, the beach clubs, all are at the disposal of the visitor for his enjoyment. The landscaped beauty of the Prado that at its end gives a glimpse of the stern, scarred old walls of Morro Castle across the harbor, makes this street one of the most attractive thoroughfares in the world. The Capitol is one of the most magnificent public buildings in the world and cost in excess of \$16,000,000 to complete. In addition to such startlingly handsome modern buildings the city is a veritable museum of ancient structures that have weathered centuries and still stand solidly on their foundations.

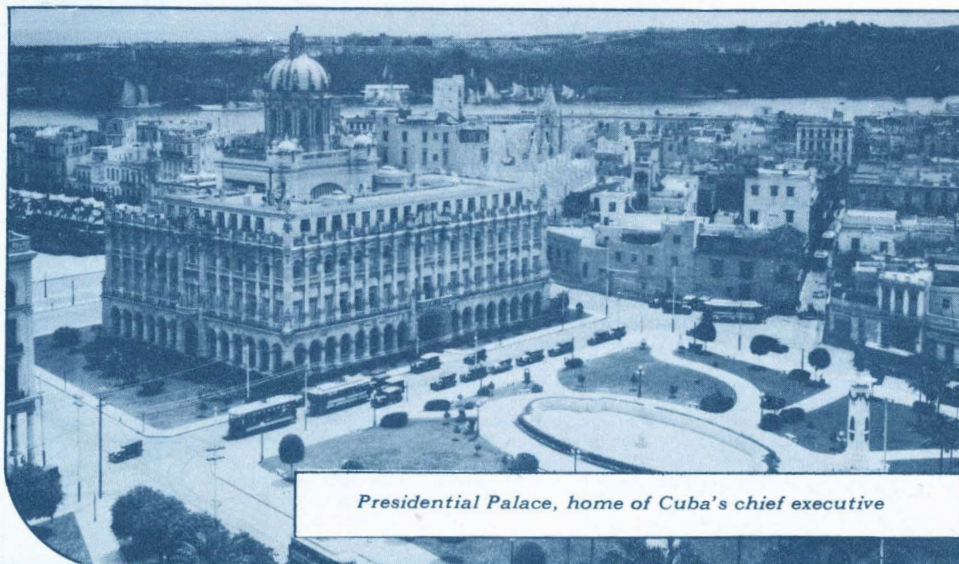
Havana is easily reached by a pleasant two day boat ride from New Orleans and is a stopover point on the route of these steamship lines' Caribbean cruises.



*The magnificent Capitol and National Theatre*



*Morro Castle,  
one of the  
most famous  
forts in the  
world*



*Presidential Palace, home of Cuba's chief executive*

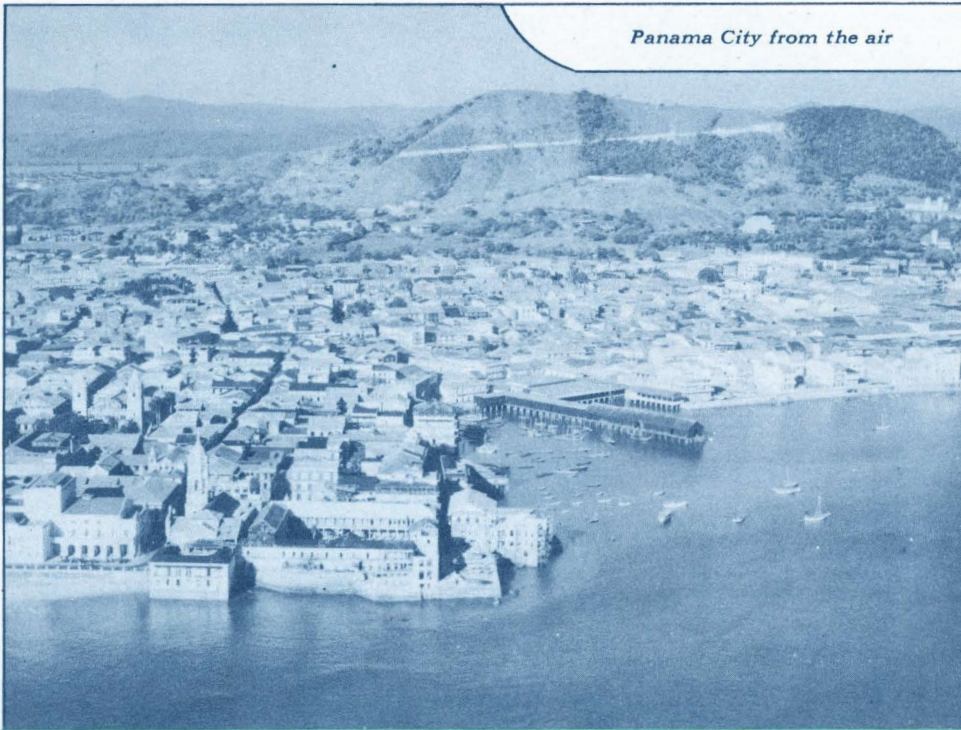
**SPECIAL**

HOUSTONIAN  
ORLEANIAN  
IN STAR  
PIONEER





*Panama City from the air*



*View of a Carib Indian village*



# CRUISES *in the* CARIBBEAN

**LOWEST  
RATES  
IN HISTORY**  
*Air-Conditioned  
Comfort*

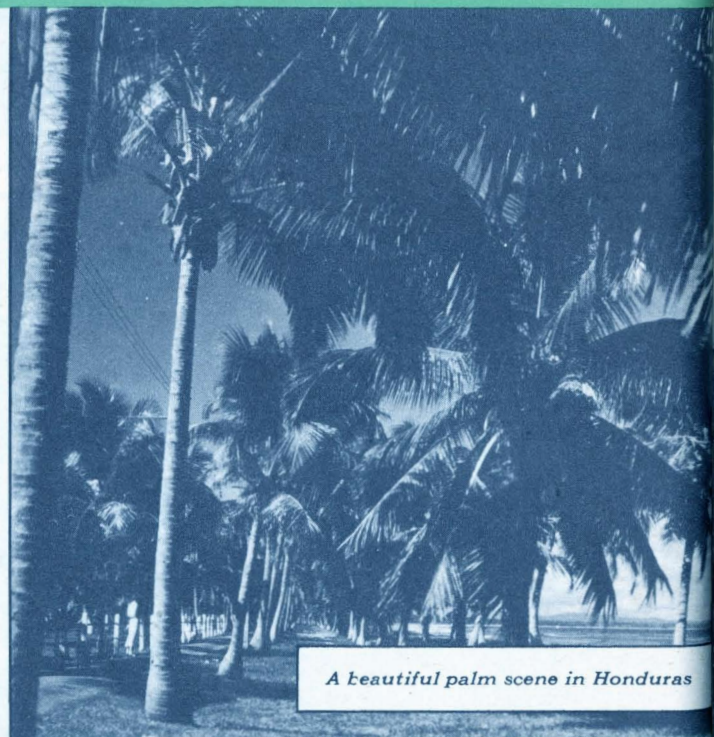


**C**RUISES IN THE CARIBBEAN, the Spanish Main, are becoming the popular selection of a great many vacationists at any time of the year. A desire to visit in foreign countries and to enjoy the restful benefits of a sea voyage without having to spend too long a period of time or a great deal of money can best be satisfied on one of these cruises.

Regular sailings are scheduled from New Orleans for voyages that can be fitted into the regular two weeks' vacation period. These trips include visits to Havana, the Panama Canal Zone and a port or two in Nicaragua and Honduras.

The attractions of Havana have been set forth elsewhere in this booklet, but those of the other points visited are equal to it. The Panama Canal Zone is of unfailing interest to the American tourist. Here is the great connecting link between the Atlantic and Pacific Oceans that made possible a water voyage from the East Coast to the West Coast of this country without a trip around the Horn. It is a great American undertaking, one of the greatest canals in the world, and is operated solely by the United States. There are cities here that have all of the attractions of any foreign port, Colon and Cristobal on the east coast, and Balboa and Panama City on the west. Modern entertainment and ancient sights are a part of the diversified interest that this place holds for the visitor.

You will be interested in Puerto Cabezas, Nicaragua. It is but a small port of call but is typical of Central American coastal villages. Not the smallest part of the trip will be the time at sea when the various occupations aboard ship will take up your time. There are deck games to take a part in, or you can simply rest on the deck in the sun or under the shade of the awning. You'll enjoy splashing in the pool on the after deck as the bright tropical sun takes the winter's chill out of the breeze that always blows across the Gulf or the Caribbean, tempering the heat in summer. You'll enjoy the company of the people you meet aboard, and you'll enjoy the hearty meals for which the invigorating sea breezes will give you such an appetite. There are longer cruises if you care to make them, but all are surprisingly economical in price.



*A beautiful palm scene in Honduras*



**\*TEXAN  
\*SOUTHERN  
\*HOT SPRINGS SPECIAL  
\*TENNESSEAN**

**The SUNSHINE**



# LAKE

# CHARLES

## *Important Gulf Port City*

THE CITY OF LAKE CHARLES, Louisiana, is the farthestmost inland deep water port on the Gulf of Mexico, which explains its slogan of "Shortest Gateway to the Sea." A thirty foot ship channel between the Calcasieu River, on which Lake Charles is located, and the Intracoastal Canal has, in effect, placed Lake Charles right on the Gulf shore. This port, like all the other Louisiana-Texas Gulf ports, is conveniently reached by Missouri Pacific Lines service.

Within three years of the date of its establishment as a port city Lake Charles entered the ranks of a world, rather than a domestic, port. There is regular scheduled service maintained between here and all Pacific and Atlantic coast ports in the United States as well as to all the principal ports of Europe, the West Indies and South America. Lake Charles is the metropolis of Southwest Louisiana and the parish seat of Calcasieu Parish and is built on the shore of Lake Charles, one of the most picturesque lakes in the state.

Lake Charles has an equable climate that makes its vacation activities all the more pleasant and enjoyable. The climate remains very nearly the same throughout the year, it's never either oppressively hot nor uncomfortably cold. Bathing, hunting, fishing, boating and golfing are sports that can be enjoyed at all times, there are municipal links and a country club, both of which you may use during your stay. There are ample hotel facilities in Lake Charles to care for its vacationists—hotels with rooms for the most particular at rates that are extremely reasonable—and restaurants and cafes serving meals of fresh seafood cooked to satisfy the appetite of a gourmet.

The region around Lake Charles is a veritable sportsman's paradise. Northward from the city stretches what is known as the Long-Leaf Pine Belt abounding in quail, dove, snipe, squirrel and rabbit and a few small herds of deer. Some of these lands



*The skyline through an arch of moss-laden trees*

LAKE CHARLES, 19

are posted but you will find the majority of them open to you. Fishing in the Calcasieu and Houston Rivers and Whiskey Chitto Creek is hard to better in any other part of the country. For a little more than twenty miles from Lake Charles, both south and north along the Calcasieu River, is the sort of fishing territory that you dream about during the long months when all your angling is mental. In the upper waters of both the Calcasieu and the Whiskey Chitto, where the water is cold and swift, the fish are game and not so easily landed . . . But by their landing hangs many a fine winter tale and as much sport as in deep-sea or mountain stream fishing.

*Vessel loading at the dock*



*A field of rice near Lake Charles*



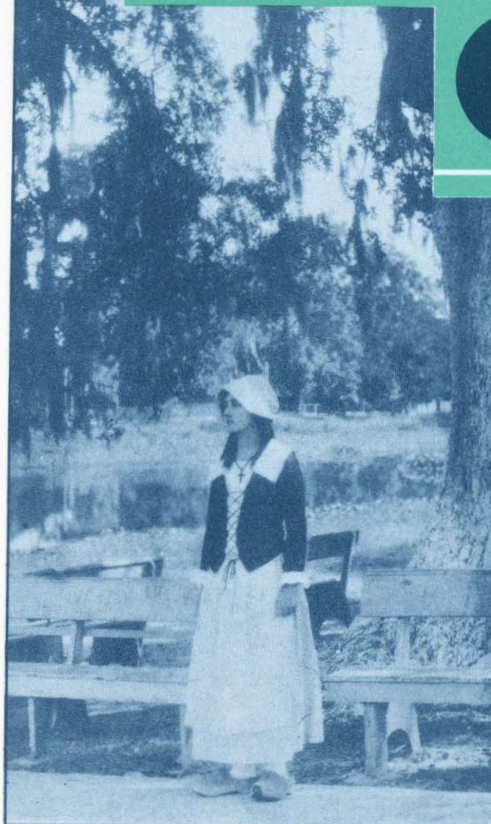
# SPECIAL

HOUSTONIAN  
ORLEANIAN  
STAR  
PIONEER

MISSOURI  
PACIFIC  
LINES  
"A SERVICE INSTITUTION"



# EVANGELINE COUNTRY



*A re-enactment of the famous vigil  
under Evangeline Oak*

TO THE North and a little bit West of New Orleans lies a section of Louisiana immortalized by the poet Longfellow, a section that has withdrawn from the modern world to live almost within itself. It is the famed "Evangeline Country" the end of the trail for the wandering Acadians who sought refuge in its friendly forests after their long trek from Nova Scotia. Here, in the quiet little village of St. Martinsville, the faithful Evangeline waited patiently beneath the spreading branches of the giant oak that now bears her name. It has become the most famous tree in America and its sturdy strength, which has been proof against the years, seems to epitomize the character of the lonely girl who grew to womanhood in its welcome and soothing shade.

This region is tropical in the splendor of its beauty. The gentle Bayou Teche winds lazily to the Six Mile Lake through serried ranks of giant moss covered oaks, that like bearded, old men seem to brood silently on the tragedy that they witnessed many years ago. Brilliant colored plants, water lilies and

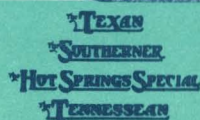
other vegetation native to the region lend welcome notes of color and seem to sparkle with an added beauty that they have borrowed from their sombre, but not depressing, surroundings. The inhabitants are simple people who live off the land, strong in character and hospitable to the visitor. Their homes are the quaint, mellow type of home that seems to boast that its builder is its owner and tenant.

The visitor who has any familiarity with Longfellow's gem, and any love for the pitiful tale it unfolds, will feel that his visit is a pilgrimage. Whether the story is known or not, however, no one can visit this charming spot without being captivated by its beauty and by its cordial inhabitants.

Evangeline was brought to this spot many years ago by her fellow Acadians while her lover, her promised husband, set out upon an Odyssey that covered many years before their re-union in St. Martinsville. In the poem the years of hardship and of separation were culminated by re-union as both lay dying—descendants of these early settlers tell a more tragic story of her end, but tragic or happy as the end may have been her life has lent a color and a romance to this quiet section that tugs at the heart as each of her mementoes and the places and things associated with her life are seen. In a quiet little churchyard in St. Martinsville, marked by an unpretentious tombstone, you can gaze upon the last resting place of the simple French girl whose life and reason were unknowingly blasted by a mighty nation's course of Empire in the new world. Each year the descendants of the original families that accompanied her don the old time costumes and celebrate her memory. The visitor to New Orleans should make every effort to visit this historic spot.



*Each year an Evangeline celebration is  
held and the ancient costumes of the  
Acadians are worn*



The **SUNSHINE**



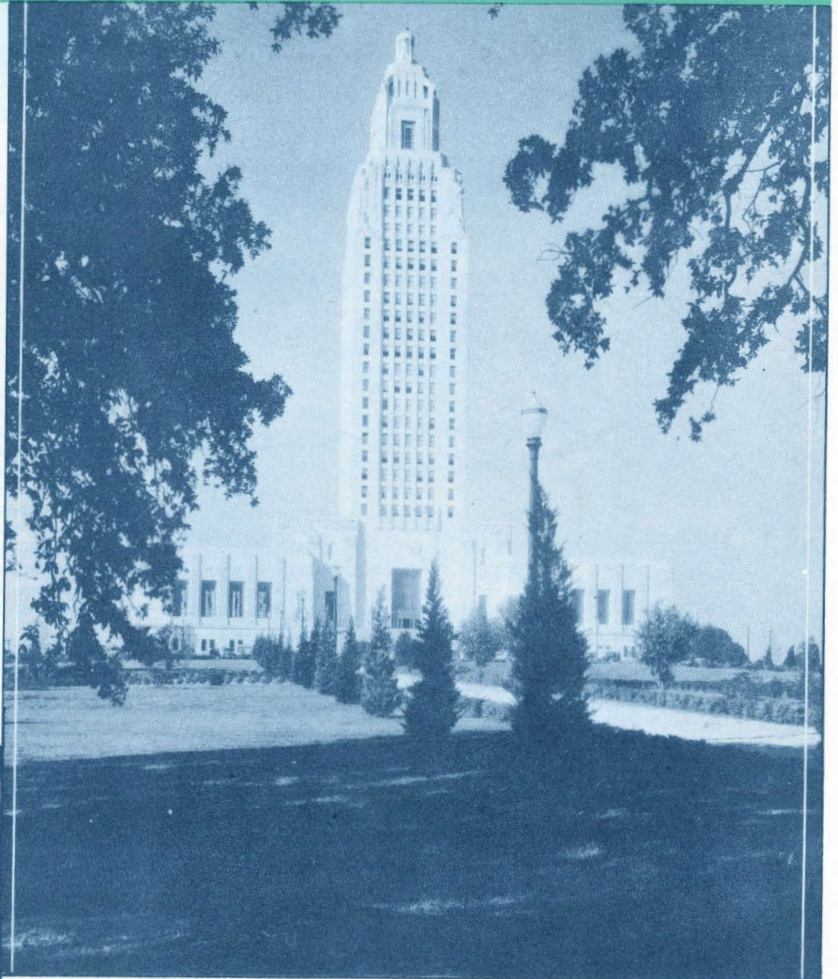
# BATON ROUGE

## Capital of Louisiana and Center of the "Sugar Bowl"

WITH the exception of New Orleans, Baton Rouge is probably the most interesting city on the Mississippi River. Natchez, Vicksburg, Memphis, St. Louis have all figured in the romance of this great river, but Baton Rouge is located at its most strategic point, where the lowland and the highland meet, at a point on the river where even the deep-draft ocean liners can warp into its docks. It is one of the most important inland ports in America, a great distribution center and site of one of the two largest oil refineries in the world.

Baton Rouge is the capital of Louisiana and the home of the state university which was founded by General William Tecumseh Sherman in the year that saw the outbreak of the Civil War. It was almost immediately closed and was not re-opened until the close of the War in 1865. The old barracks, affectionately known as the "Old War Skule," which were on the site of the present university campus, housed many an officer whose name is now famous in America's war records. Wilkinson and Wade Hampton, Winfield Scott, the Marquis de Lafayette, Andrew Jackson and Zachary Taylor all lived in this historic place. Baton Rouge was, at one time, also the home of Prince Achille Murat, nephew of the Emperor Napoleon.

The traditional hospitality and refinement of the old South is very well exemplified in Baton Rouge. It was here, in 1795, that Etienne de Bore, after losing a fortune in the production of indigo, discovered the process by which sugar could be granulated, thereby establishing the fortune of this section which is now known as the "Sugar Bowl."



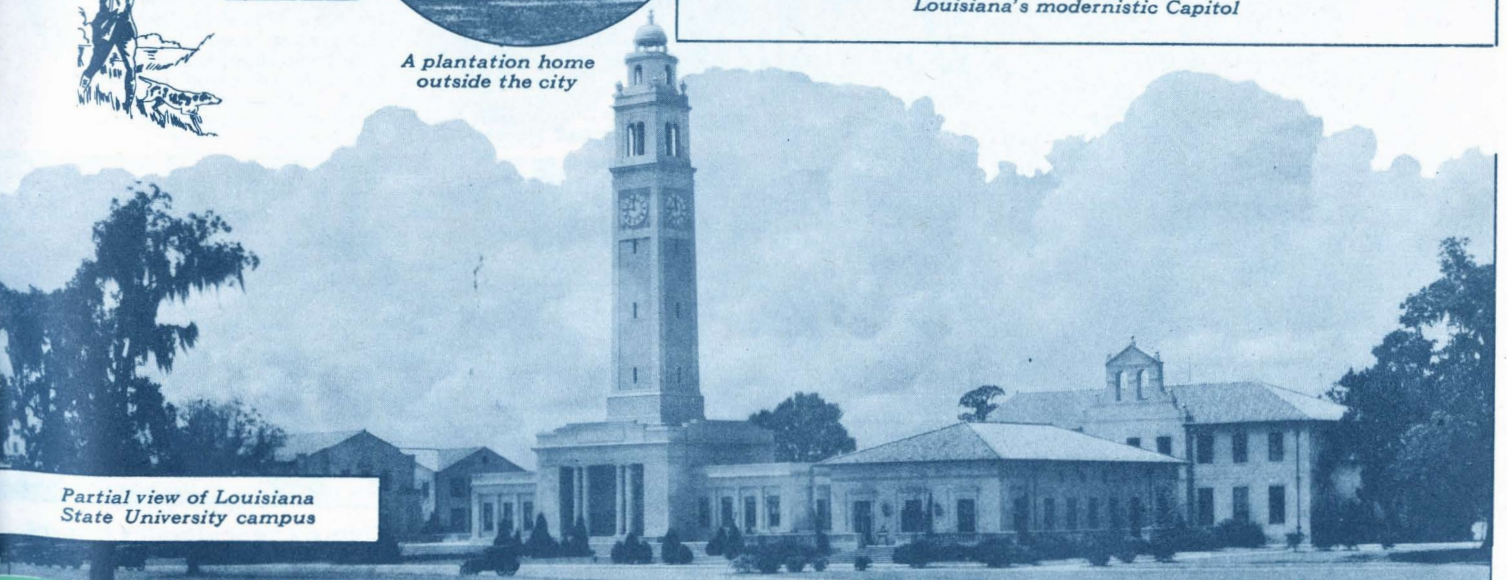
*Louisiana's modernistic Capitol*

**LOWEST  
RATES  
IN HISTORY**  
*Air-Conditioned  
Comfort*



*A plantation home  
outside the city*

*Partial view of Louisiana  
State University campus*



# SPECIAL

THE HOUSTONIAN  
THE OCEANIC  
THE STAR  
THE PIONEER





# WHITE RIVER VALLEY



Canoeing is a favorite Ozark sport

## Popular Resort Section of Missouri-Arkansas Ozarks

THE WHITE RIVER COUNTRY is one of the leading resort sections in the middle west, with a variety of attractions that should appeal to every summer vacationist, especially if he is interested in finding a suitable resort close to home. Trains from both St. Louis and Memphis connect at Newport, Arkansas, with the train over the beautiful White River Division, which gives you the most comprehensive idea of the beauty of the Valley that you can get at any one time. Fast, convenient service is also provided between Omaha-Lincoln-Kansas City and Branson-Hollister.

One of the outstanding enjoyments that is peculiar to this country, and which you will find enjoyable beyond your ability to imagine, is the float trip down the James and White Rivers. This is one vacation activity that combines all of the appeals, it is restful and soothing to glide down the stream with the current, it is healthful and active to tie up your boat and wander off into the hills for a tramp or in search of game, it is a delight for the ardent angler to dip his hook in the sparkling water, and the artist, or for that matter anyone with an appreciation for beauty, will be charmed by the magnificent scenery that unfolds before his eyes as the boat floats lazily on. There are two float trips that you can make, one, the shorter one, starting at Galena and ending at Branson or Hollister, a distance of twenty-one miles by rail, takes around six days to make and covers one hundred and twenty-five miles by water. The other starts at Branson and ends at Cotter, Arkansas, and requires about ten days to cover the two hundred mile distance. One of these float trips will be one of the most inexpensive and, at the same time, the most enjoyable vacation experiences you have ever had.

The great dam at Powersite, in the very heart of the White River country, has blockaded the course of the river

and turned twenty-five miles of its channel into one of the largest and most picturesque lakes between the Mississippi and the Rocky Mountains. This lake is called Taneycomo and its shores are lined with beaches and resorts, its waters as sparkling as the waters of the famed Lake Como in Italy. Boats of all descriptions ply the waters of the lake from the double deck passenger boats to the smallest of canoes. You will enjoy swimming and boating on Lake Taneycomo and will find many resorts and camping sites where you can make your headquarters.



Lake Taneycomo provides wonderful swimming

**LOWEST  
RATES  
IN HISTORY**  
*Air-Conditioned  
Comfort*



There are many attractive camping sites along the White River



\*TEXAN  
\*SOUTHERN  
\*HOT SPRINGS SPECIAL  
\*TENNESSEAN

The **SUNSHINE**



# ARCADIA VALLEY

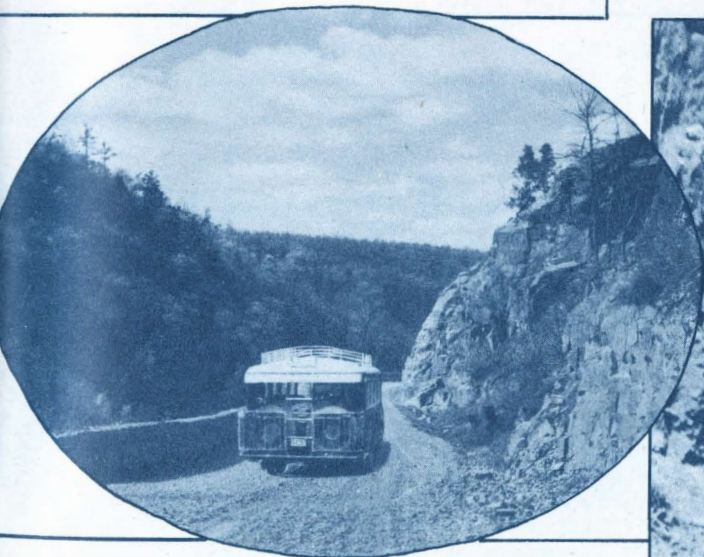


*The hunter will find plenty of activity in the Valley*

## *Outdoor Sports in a Perfect Setting*

**N**INETY MILES SOUTH OF ST. LOUIS, easily accessible from that city and from Memphis on one of the fine trains operated by the Missouri Pacific Lines, is the Arcadia Valley, a beautiful green vale that enchantingly loses itself between the high, wooded ridges of the Ozark Mountains. It is a charming place to spend a summer vacation, in the healthful atmosphere of the Ozarks with all the accommodations and facilities of the more widely sought after resorts.

Arcadia has a lake to provide water sports for its visitors, Lake Killarney, one of the most beautiful of the lakes in the Ozark country and as attractive as Ireland's gem, after which it is named. There is fine swimming and boating at Killarney, and fishing as well. You'll feel like jumping into its cool waters as soon as you see them, or like skimming over them in a fast boat. You can also wade in the beautiful "shut-ins" of the St. Francis River and picnic here among its scattered and picturesque rocks. You can mount one of the saddle horses that are maintained in stables here and ride off over the alluring bridle paths that wander off into the hills. You can also play your accustomed game of golf on one of the courses near at hand.



*A Missouri Pacific stage entering the "Little Royal Gorge"*

Lodges, hotels, cottages and outdoor camp sites provide all manner of accommodations for you during your visit with a wide range to select from. The hotels are modern, even though not large, and the rooms comfortable with all the necessary conveniences. The lodges and cottages are found along the lake shore and are for those who want individual accommodations.

The climate in the Valley is cool during the summer months, warm enough during the day to make swimming and a bathing suit or the popular "shorts" comfortable, but cool enough at night to make sleep pleasant and some sort of a light covering necessary.



*Some of the rugged mountain scenery*

## SPECIAL

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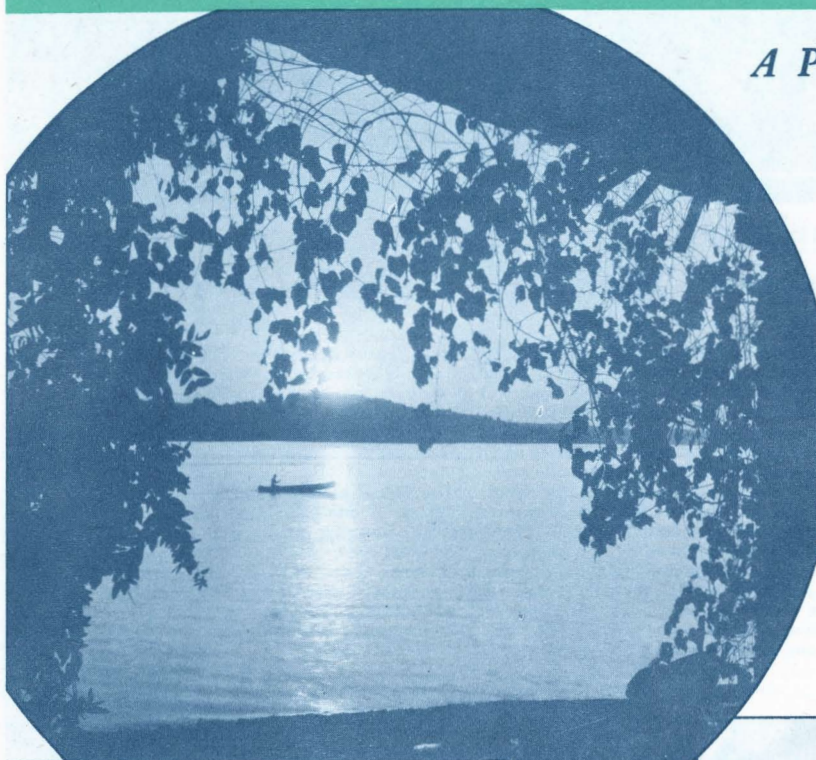
# BAGNELL DAM

## *A Playground Unexcelled for Fishing — Boating — Bathing*

ANOTHER of the outstanding Ozark resort regions is the country around the Lake of the Ozarks. This lake, formed by the blockading action of the Bagnell Dam erected across the course of the Osage River, is the largest artificial lake in America. It is only a little more than a hundred miles west of St. Louis, just off the route of the Missouri Pacific Lines' westbound fleet of trains, and is directly served by the Missouri Pacific Transportation Company, highway subsidiary of the railroad.

There are hotels and cottage colonies at the Lake of the Ozarks, where you may live in luxury or revel in the novelty of life in the rough. Excellent accommodations can be obtained at the hotels, and a sprightly and entertaining night life of music and dancing may be indulged in the near vicinity. There is a Casino here, high on a hillside with a magnificent panoramic view of the lake, where you can sit during the day and watch the activity of the boaters and bathers and enjoy the restful cool breezes that blow all day long in this green enchanted land. In the evenings outdoor dances are held here, an enjoyable sight to watch as the healthy tanned dancers gracefully twirl to the rhythm of the orchestra.

Some of the major sporting activities at the Lake of the Ozarks are swimming, boating, hunting and fishing. You will find piers and beaches to lie out on in the sun where you can

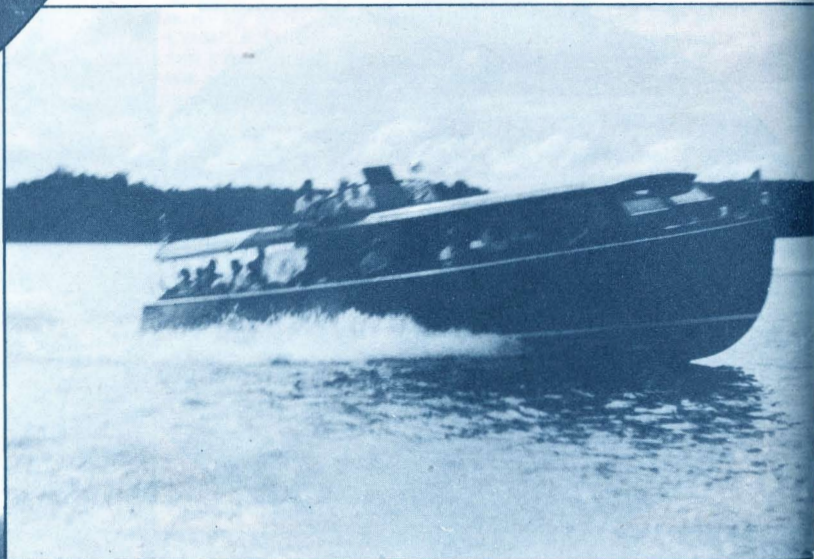


*Moonlight canoeing on the lake*

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Comfort*



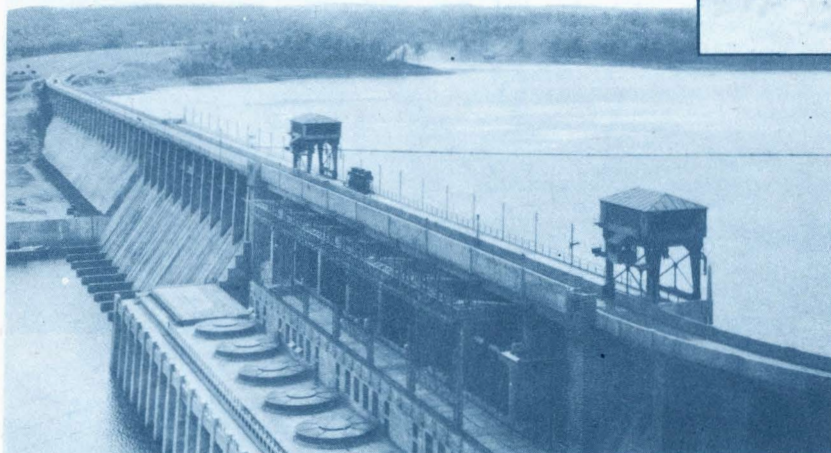
acquire that healthy and attractive tan that goes so well with an active life out of doors. You will find shallow water where the most inexperienced swimmer can wade and splash without danger so long as he remains within the prescribed limits and within sight of the competent guards. You will also find deep water where you can swim to your heart's content, far out from the shore or around some of the piers. At these points, close in, where the water goes to greater depths you will be able to do all the plain and fancy diving that you want to from the high towers that have been erected for that purpose.



*Speed boating is a popular sport*

If you are a fisherman who carries his rods and reels and assorted flies and other bait regardless of where he goes, your patience and perseverance will be more than justified when you reach the Lake of the Ozarks. However, if you should come off without them you can rent all of the equipment you need right at the lake. Guides will conduct you and your party to the best known spots on the lake and will provide the boat to get there. You will need a fishing license, but the cost is low and you can get it at your hotel. There is also fishing in the streams and creeks in the neighborhood, and you will be an unlucky Izaak indeed, if you fail to bring home your daily quota.

*A view of the great dam that forms the lake*



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