



CALIFORNIA





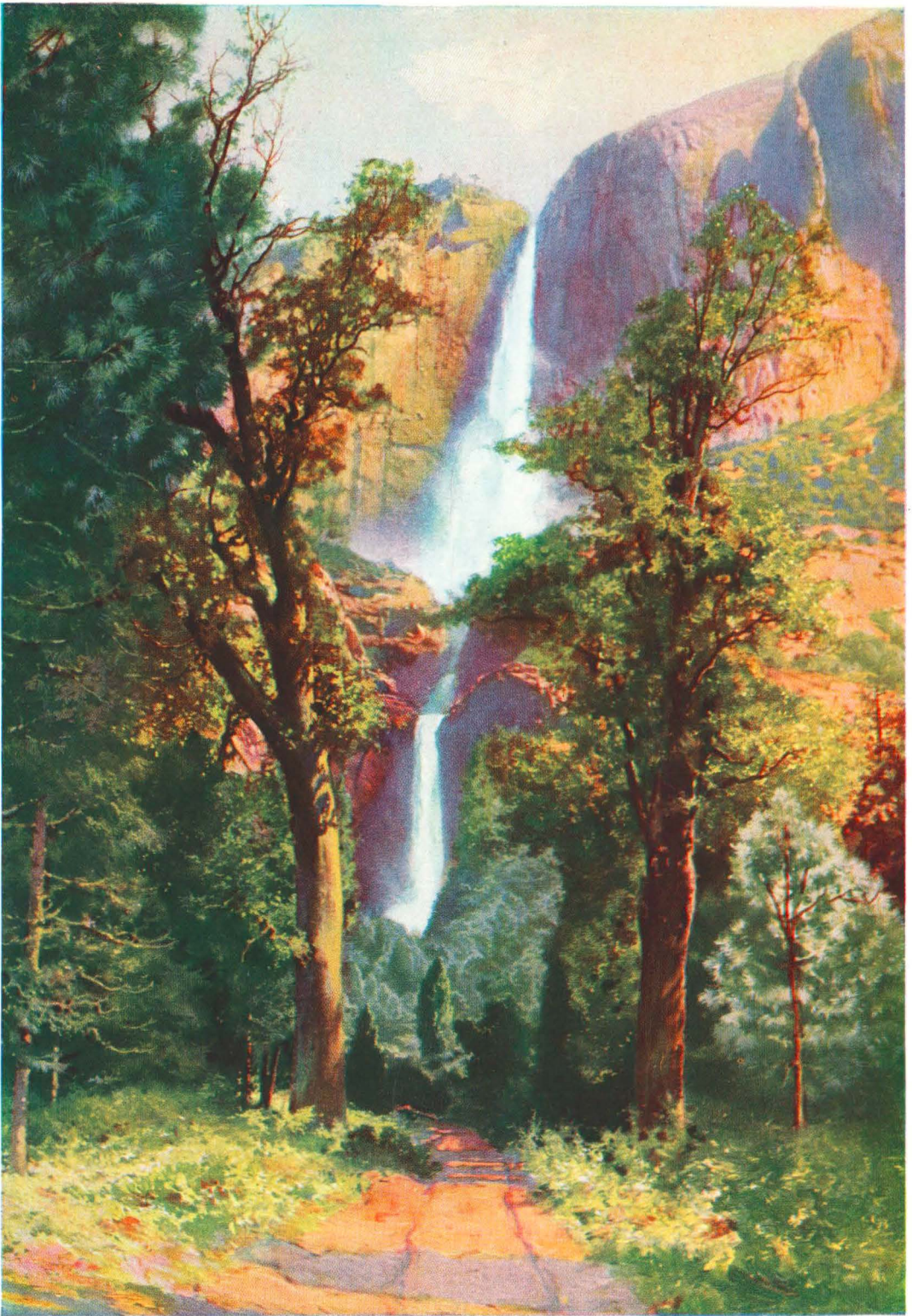
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CALIFORNIA



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*Yosemite Falls, Almost a Half Mile High. Always Sublime, and Often Its
Reverberations Are Heard Throughout the Valley*



Palms, Orange Groves and Snowy Mountains in Southern California

CALIFORNIA

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A THOUSAND times a thousand people have told the story of California in a thousand different ways ever since they came to know it. A thousand times a thousand people are telling it today. A thousand times a thousand people will be telling it tomorrow.

It is a land that lives. Its mountains are alive, its plains, its valleys. Its flowers and sunshine spell warmth and joy. Its amazing fertility is eloquent of opportunity. Its reclaimed desert areas record the triumph of indomitable human endeavor. Its startling contrasts of delicate beauty and awe-inspiring vistas play upon the imagination like paths of light upon the sea. Its big trees breathe and carry on the spirit of days beyond the memory of man. Its gigantic masses of sheer gran-

ite, riven into towering precipices, speak of forces that bewilder human minds. Its immensity is gripping; its magnificence is vital.

For some who come to it, it is a land especially of unending mountains and yawning canyons. For others, it is a great curving stretch of broad beaches swept by long rollers of tumbling ocean and pounding surf. For others, still, the fragrance of orange blossoms, the lovely gardens from which one looks up to snow-crowned peaks, the colorful Missions that live still from the old Spanish California are the things that appeal. For others, still again, the enduring memories are those of mile-high emerald lakes; of splendid motor roads that lead to sea and mountains, wilderness and metropolitan cities; of vast reaches of mysterious desert that are



Long Beach and the Ocean Shore

afame with the vivid color of millions of flowers in spring and the strange foliage of cactus, palms, and Joshua trees throughout the year.

To each it speaks in a different language and for each there is of necessity a different story to tell. And yet, for all there is one main story. Its theme is that here, above all other places, is the great outdoor land of America, a region that may be visited at any season of the year with the certainty of delightful days and nights, a country where golf, tennis, fishing, motor-ing, hiking, sailing, riding and all other outdoor sports may be enjoyed every month in the year, as worth while in January as in July.

It is this diversity of appeal that is, of course, the reason for California's hold on popular fancy—diversity of appeal for the sportsman, for the lover of the outdoors, for the seeker after restful solitudes, for the questing spec-tator of scenic wonders, for the tourist asking climatic satisfaction, for the

visitor wanting change, *difference*. The variety of interest that California offers is virtually infinite.

And for varied interest, too, there is the charm of California's world-famed climate. It is not to be measured by any ordinary rules. The entire state is at once a Northland and a Southland. You may come to it in summer and be assured of refreshing days and nights; you may come in winter and find that ice and snow have no place here, except in the higher mountain areas. And yet, during the summer, you may travel into winter areas if you want them, and, during winter, you may go to and from summer and winter climate as you desire. While deep snows lock the passes in one section, balmy breezes and warm sun are weaving the spell of spring in another only a few miles away from the first. While fiery summer heat scorches Death Valley, cool breezes blow on the coastal pla-teaus less than a day's ride from that magnificent and colorful depression.



Flowers Blooming the Year 'Round Beautify the California Landscape



© Inman Co.

*California Golf Courses Are Remarkable for Their Variety and Enchanting Settings
and You Can Play Throughout the Year*

While one group is playing on a sunny beach in swimming suits, another group may be throwing snowballs on a mountain slope barely more than two hours away by motor.

Because of what may be done in this way—it is even possible in a brief day's journey to experience all four seasons in many sections of the Golden State—it has been said many times that in California it is entirely feasible to have the kind of a climate one wants when one wants it. Mild and balmy winters, with ice and snow unknown, are to be found far in the northern section of the state, just as in Southern

California. Orange groves, which require practically frostless areas, are even found far north of San Francisco, while cherries are shipped to market as early as the end of March from sections in the northern part of the state. In other words, California's sunshine and balminess are not confined to any one part of the state, but may be enjoyed throughout most of it, particularly all along the coastal plateau from San Diego to far north of San Francisco, and throughout the Great Valley, that remarkable agricultural wonderland, which has been called the world's bread-basket.

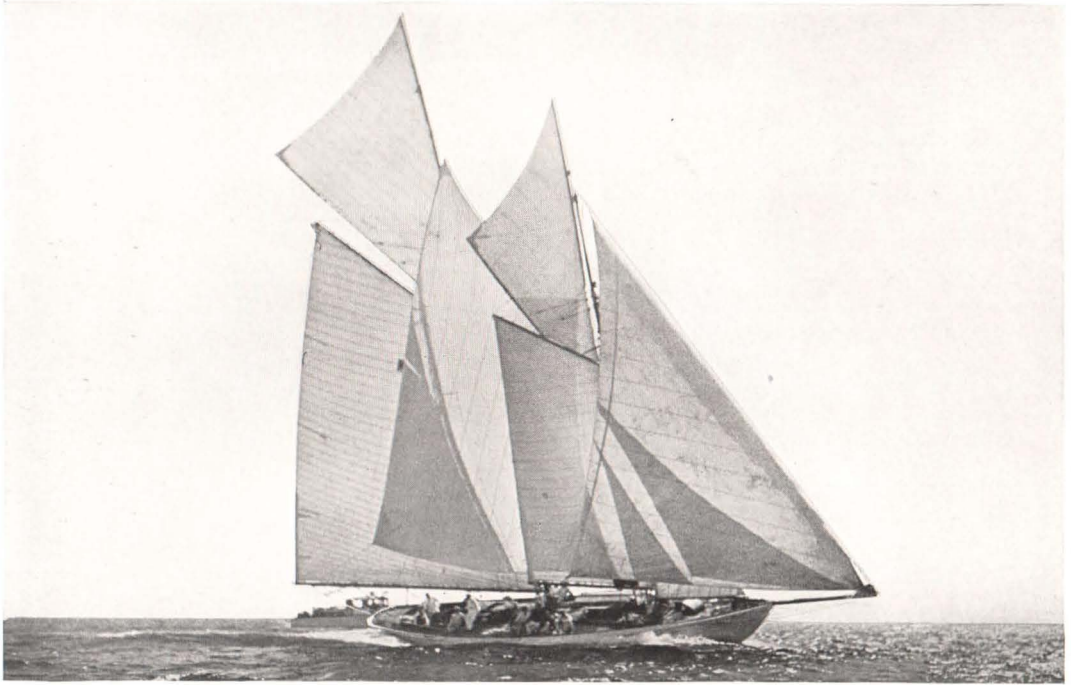
Throughout the Year California Is Outdoor Land

Climate makes of California truly a land of youth. It permits more play, more work, greater joy of living. While residents of less favored sections are cooped up in homes throughout long

months because of weather inclemencies, Californians are in the open, the freedom and fullness of all the joys of outdoor life being possible practically every day in the year, save in



*Santa Barbara Mission with Its Lingering Memories of Father Serra and the Spanish Supremacy
Gone Almost One Hundred Years*



California Waters Are Alive with White-Winged Craft

the higher mountain areas. The effect of this outdoor life is noticeable at once to all visitors. One sees happy, smiling people everywhere one goes throughout the Golden State.

One finds ruddier-cheeked children, fathers and mothers with fewer marks of worry. Indeed, the Child Welfare Bureau of the United States Government is authority for the statement that the children of California exceed in height and weight those of any other section. Undoubtedly, there is but one answer to this, and it is found in the long hours that the youngsters may frolic in the open here, with complete disregard of season.

Boys and girls grow up into sturdy men and women, too. How true this is is attested by the fact that California athletes, both young men and women, comprised more than ten per cent of the teams that represented the United States in the Olympic Games of 1924, and these athletes won more than a third of all the points scored by

this country in winning the 1924 Olympics. They did so well, indeed, that California would have run second to the United States, if points had been marked that way.

In baseball, more men from California are on the "Big League" teams than from any other state. In tennis, California players loom large among the first twenty ranking players in the country, and a mere slip of a California girl is not only National Woman Tennis Champion, but Olympic Tennis Champion as well. Throughout the rest of the field of sports, California athletes are similarly prominent.

This same beneficence of mild and yet invigorating climate is here for all who come to California. It invites always to the open, to the out-of-doors. It makes for a recreation of tired minds and bodies. It casts a spell over the manifold attractions of the state that adds to their allurements.

It insures the ease of quiet contentment for those who wish the peace and



California's Motor Highways Have Achieved Nation-Wide Renown

comfort of long days of sunshine. It gives the joy of open places throughout the year. It presents as nearly an ideal a setting as may be found for the best of wholesome fun—outdoor play under conditions that bring out the best in all kinds of sport.

There are many splendid golf courses throughout California from San Francisco southward. Laid out by experts, most of the links are of eighteen holes and have grass putting greens. More than fifty country clubs have well-kept courses, the principal tourist hotels maintain their own, and there are several public links.

Polo is played all year; the chief centres are Coronado, Los Angeles, Riverside, Santa Barbara, Hillsborough (San Francisco), Burlingame and Del Monte. Tennis is in high favor everywhere and there are innumerable fine courts.

California's long coast line affords the most favorable conditions for yachting and boating. San Diego Bay, Los

Angeles Harbor, Santa Catalina, Long Beach, Newport Bay and Santa Barbara are the principal centres in the southern part of the state. Northward, yachting finds its greatest activity about Santa Cruz and Monterey and in the Bay of San Francisco.

Bathing is a universal sport everywhere along the wide, clean strand of the Pacific. Among the more noted beaches in Southern California are Coronado, Del Mar, Long Beach, San Clemente, Dana Point, Laguna, Newport, Balboa, Seal and Palos Verdes beaches, Ocean Park, Redondo, Venice, Santa Monica, Hermosa and Huntington beaches. Santa Barbara, Miramar, Ventura, Morro Bay, El Pizmo and San Luis Obispo stretch up the coast. In the Monterey Bay country are Santa Cruz, Del Monte, Asilomar, Pebble Beach and Carmel. Across the bay from San Francisco are the popular Alameda beaches.

Fishing offers an extensive range of choice. The rainbow trout is the most



California Beaches, from Venice to Long Beach, Enjoy Year 'Round Popularity



California Is Famous for Polo, a Spectacular, Strenuous Game of Daredevil Skill

widely distributed of native game fishes; others are steelhead, Dolly Varden, Tahoe, Loch Leven, Eastern brook and European brown. There are black bass in some lakes and striped bass at the mouth of Sacramento River. The best deep-sea fishing is in the vicinity of the Channel Islands, where yellow-tail, barracuda, black sea bass, bonito, swordfish, sheepshead and the famous leaping tuna make angling of the liveliest sort.

The hunting available in California is also varied. Deer of three kinds are the most common big game animals; bears are still numerous in the Sierra; cougars, wild cats and wolves are wary

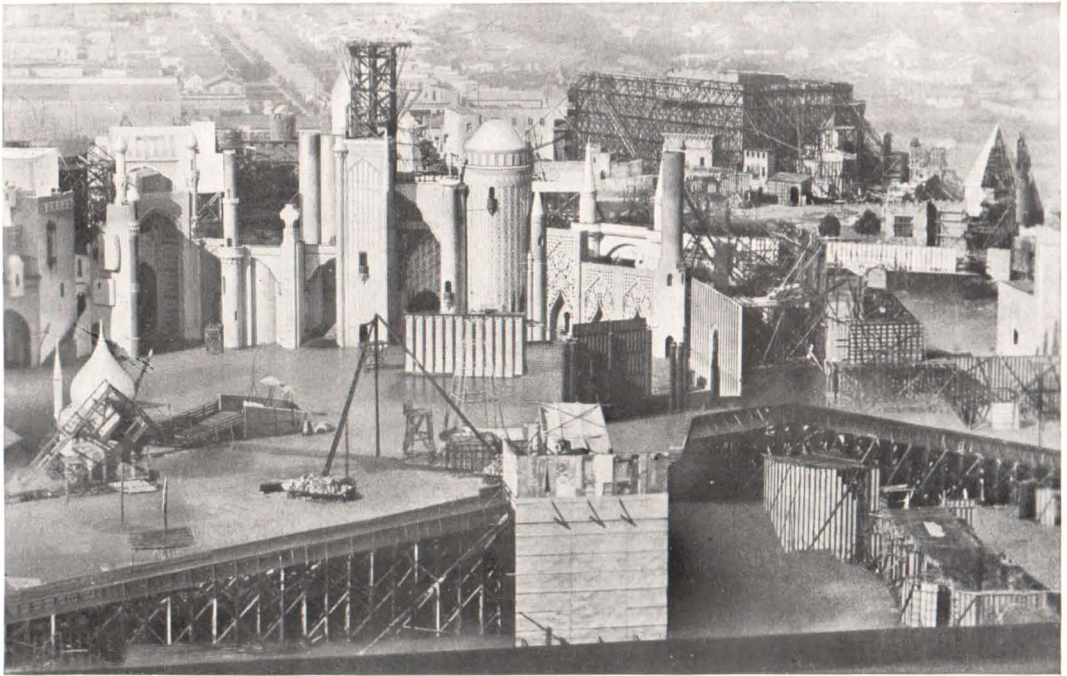
and hard to find. Ducks of perhaps a dozen varieties abound in the marshes and brant and geese are fairly common. Quail are plentiful; among the other game birds are Wilson snipe, ruffed grouse and plover.

Most of these sports await you any time of year. You may plan your trip today, tomorrow, *any day*. Come in spring, summer, fall or winter—Outdoor Land will welcome you and make you glad. And while you enjoy the delights of this climate that is unlike that of any other region, there are a thousand, yes a myriad, wonders here for you to add to the pleasure of your California stay.

Scenic Attractiveness Everywhere in California

Just as no one section possesses a monopoly of the characteristics that make a California visit enjoyable at any season of the year, so no one sec-

tion may lay claim to supremacy in scenic attractiveness. Away to the north, is Mount Shasta with its glaciers. Not far from it, to the south,



A Hollywood Motion-Picture City

the cone of Mount Lassen rises from the strange area that comprises Lassen Volcanic National Park. Over to the west of both of these, on the coast, is a great belt of giant redwoods (*sequoia sempervirens*), those remarkable trees which, with their cousins the sequoias (*sequoia gigantea*), have the distinction of being earth's oldest living things, and which make all other trees pygmies in comparison.

Deep canyons that are majestically wonderful and impressive abound in this northern region, notable among them being those of the Sacramento, American, Feather and other rivers. Vast forests of sugar pine and white pine, incense cedar and Douglas fir rise from these canyons, trees so straight and tall and symmetrical that the forest-lover experiences unending thrills when the panorama of their loveliness continues unbroken for miles and miles.

The tree-walled canyons cut into the Sierra Nevada all along the length of this mountain barrier on the eastern

border of the Golden State. One climbs into and out of them over and over again on the way south from the Shasta and Lassen sections. They lead to picturesque gold and other mining camps in the Sierra country where even to-day, may be glimpsed the hardy prospector leading his train of burros into the old "Mother Lode" region where he hopes to make another strike that will yield as fabulously as in the first gold-discovery days.

This is the land that Bret Harte immortalized, that still holds memories of the days when Mark Twain was one of its throng of miners. The Calaveras Grove of Big Trees is here, too—and who does not delight in reading "The Jumping Frog of Calaveras County?"

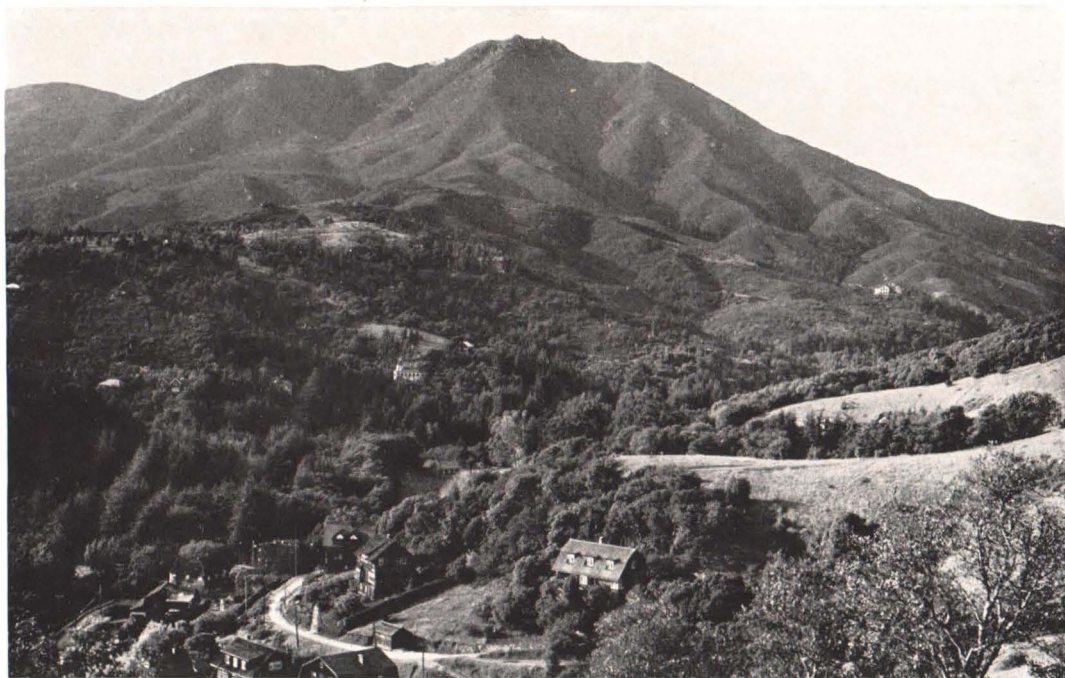
Running on down along the Sierras, one comes to beautiful Lake Tahoe, directly on the California-Nevada boundary. Its crystal-clear waters of turquoise blue mirror dozens of mountain peaks that entirely surround it, and its rare loveliness is not surpassed



San Gabriel, Another of the Old Spanish Missions—in Los Angeles



California Gardens, with Infinite Variety of Sub-Tropical Trees, Shrubs and Flowers Are Exquisite Harmonies of Color



Mount Tamalpais Whose Summit Is Reached by the "Crookedest Railroad on Earth"

even by Italy's famous Lake Como.

The Tioga Pass, that increasing thousands are coming to know with each succeeding year, cuts across these high Sierras south from Tahoe at an altitude of 9,000 feet, leading over and across and around serried rank on rank of mountains, now granite-sloped, now tree-covered, in many places deep with snow. After one has experienced these miles of grandeur, comes then that wonder among scenic marvels of the world, Yosemite—Yosemite, with its lovely green-carpeted valley, girt by granite walls of illimitable majesty, with its feathery falls and its magnificent cataracts tumbling from the heights of half a mile, with its Glacier Point whence one looks upon a vista that brings heart into throat, with its Tuolumne Grove of Big Trees on one side, and with its Mariposa Grove of Big Trees on the other—Yosemite the incomparable!

The way on southward leads then to the glories of the Kings River and Kern

River Canyons, fit rivals of their northern brothers, equally majestic and impressive in their ruggedness and the sheerness of their depths. And out of them one comes to the splendor of General Grant and Sequoia National Parks, where deep-wooded canyons stretch down 4,000 feet from the heights whence one gazes. The Giant Forest is here, with its thousands of big trees, among them General Sherman, biggest of all, towering monarch of all the huge sequoias.

To the east the mountains range up and up to culminate finally in Mt. Whitney, loftiest peak in the United States, 14,501 feet high. In the country surrounding it are dozens of gem-like lakes and tumbling trout streams fed by Sierra snows. Farther on to the east, after the mountains have stepped down, is the Devil's Post Pile, a fantastic rock formation similar to Ireland's Giant's Causeway.

And then the vast Mojave Desert, as one crosses the mountain barrier,



In the High Sierra—One of the Magnificent Natural Playgrounds of the World

the Tehachapi, that runs from east to west and cuts off the state's eight southern counties from the rest. At one corner of the Mojave is the mysterious and colorful Death Valley, 400 feet below sea level, rimmed by the

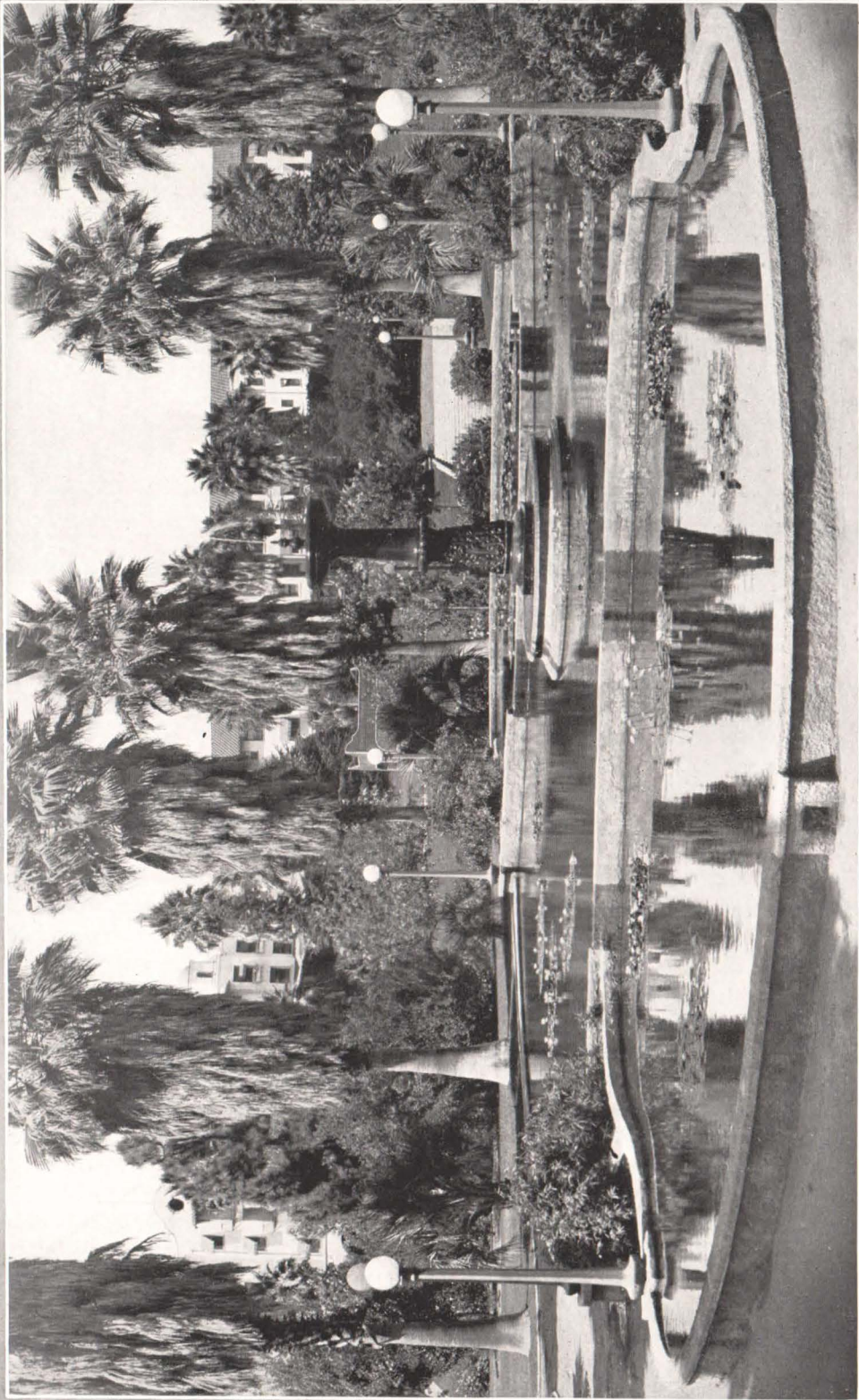
painted Funeral Range and the lofty Panamint Range.

This magnificent depression, lowest dry land in America, is now easily accessible during the winter months, when its climate is delightful.

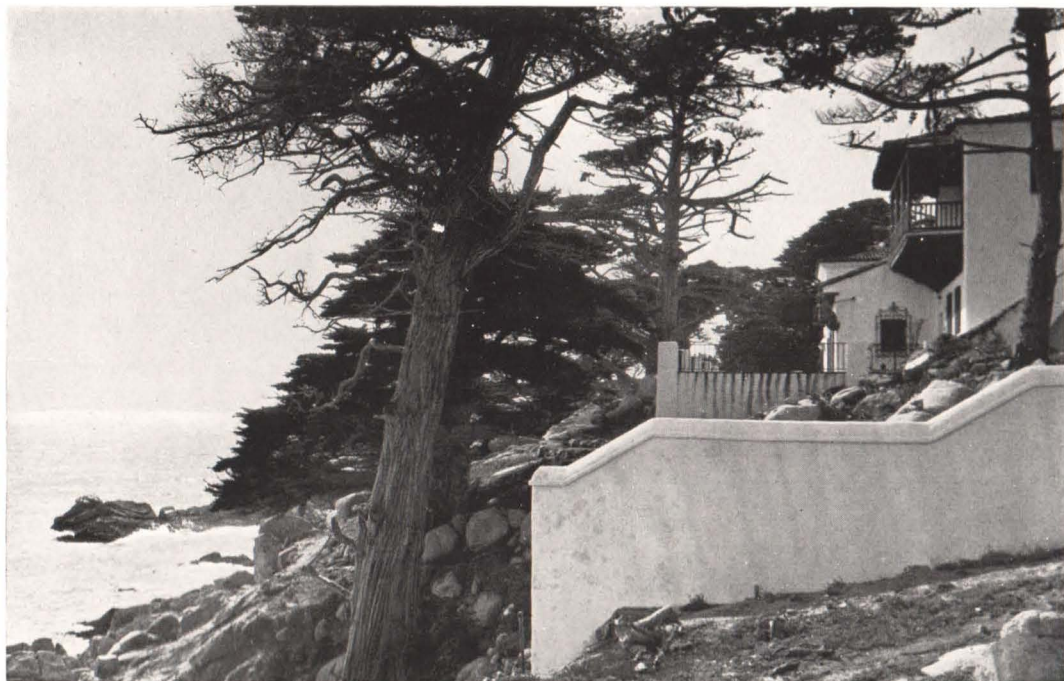
The Southern California Resorts

The southern boundary of the Mojave is formed by the Sierra Madre Mountains, and on their farther side lies the great resort region that comprises the heart of Southern California—all that wonderful playground of which Los Angeles is the centre. Here are canyons on a smaller scale than those of the high Sierras, but equally beautiful and thrilling. Here, too, are mile-high lakes and roads that climb over splendid heights. Here, still again, are charming valleys and snow-covered mountain peaks, the mountains immediately at hand to the cities and towns that are noted wherever resorts are known.

Inland are Pasadena, Monrovia, San Bernardino, Redlands, Riverside and others—Pasadena famed all over the world for its gala Tournament of Roses each New Year's Day, for its many magnificent homes, and for the profusion of flowers and stately trees that line its streets; San Bernardino, the gateway to the splendid "Rim of the World" Drive, 101 miles long, much of it at an elevation of more than a mile, and leading to the colorful Big Bear and Arrowhead lakes country; Redlands, where Smiley Heights affords a sweeping view of orange groves and mountains that never loses inspiration; Riverside, parent of the navel orange,



Terraced Flower Garden of a Southern California Hotel



The Rock-Bound Monterey Coast with Its Bizarre Cypress Trees and Waters of Vivid Blue

fortunate in its broad avenues shaded by feathery pepper trees and tall eucalyptus, famous for its Easter sunrise service at the great cross on Mt. Rubidoux dedicated to Padre Junipero Serra, unique in its romantic Glenwood Mission Inn.

Then, to the westward of Los Angeles, stand smiling beach cities—Santa Monica and its stately Palisades, Ocean Park, Venice, Hermosa, Redondo, Palos Verdes, and Long Beach, the latter both a thriving city and a gay resort centre. Broad beaches offer all the sports of surf and sand at each of these places, and they all look out upon a panorama of rare charm, where sea and mountains meet the eyes in the one glance. And out beyond them, rising like Capri from the sea, is Santa Catalina Island, its jagged outline, though sixteen miles long, appearing like a giant rock thrust up from the depths. It is to Santa Catalina that anglers travel from all parts of the world to battle with leaping tuna, alba-

core, seabass, yellow tail and swordfish.

Between the beach cities and Los Angeles are Beverly Hills, and Hollywood, the film capital of the world, where actors and actresses in the costumes of all the world's countries are not infrequent sights upon the streets, and where castles, mountains, ships, and skyscrapers rise on the "lots." At Hollywood, also, is the huge Bowl where symphony concerts by famous musicians are given. At Westwood Hills, near Beverly Hills, the new University of California (in Los Angeles) is under construction.

Of Los Angeles itself, a book might be written about the varied interests that radiate through and from it. Its forty-seven parks range from formally landscaped squares to 3,000-acre Griffith Park, preserved in all its natural beauty, which causes the user of the road over Hollywood Mountain to believe that he is far from civilization. Its many miles of splendid mansions are eloquent of the wealth attracted



The New Hotel Del Monte, on Monterey Bay

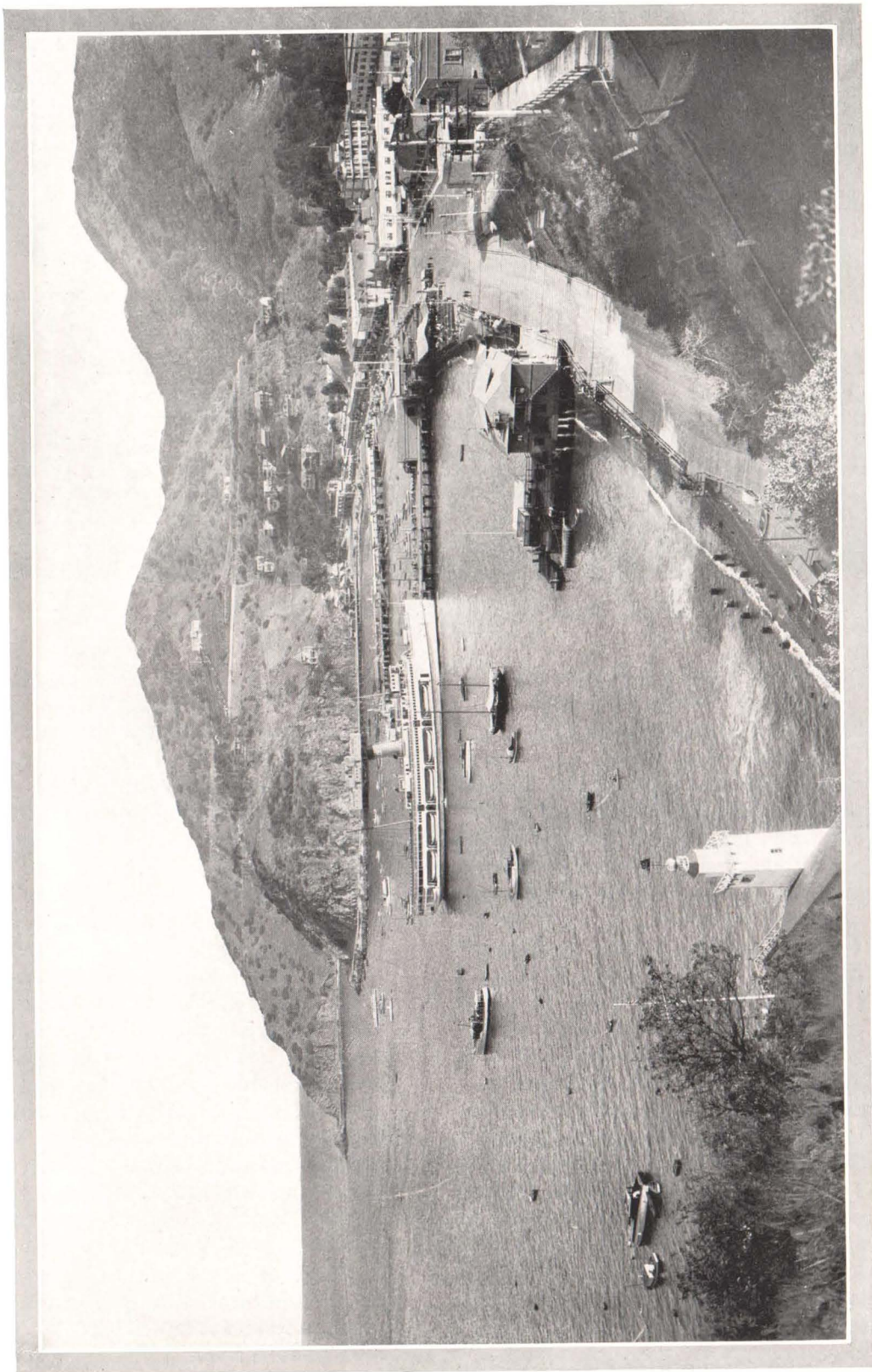
here by comfortable living. Its business district is thronged daily with hustling crowds and its great harbor is active with the ships of all nations. Right from the heart of the business section one looks up at the summits of Mt. Lowe and Mt. Wilson, the former a mile-high peak climbed by trolley, the latter the home of the world's largest reflecting telescope.

Several of the world's greatest oil fields are within an hour of the city, the forests of derricks vying for attention with miles of orange and walnut groves. With the mountains and hills about them, with long reaches of garden land in the foreground, they add a kaleidoscopic touch to the impress that this "City of the Angels" makes.

Southward from Los Angeles, which was only a small town forty years ago and is now the largest metropolis in the Far West, is San Diego, the way thither leading over rolling hills, through a splendid countryside in which unending orange groves seem the chief fea-

ture. San Diego, only a few miles from the Mexican line and gay Tijuana, is also a tourist centre of highest note. Its Balboa Park is a delightful creation. Fashionable Coronado Beach is an internationally famous resort upon the splendid Bay of San Diego. Mission Beach and La Jolla are charmingly attractive. Also, the many resorts in the mountains east of San Diego are equally worth while.

Across these mountains lies the famous Imperial Valley where man, aided by water from the Colorado River, has transformed a desert into a land of amazing fertility. Its lowest portion is filled by the Salton Sea, paradise for duck hunters during the winter months. To the north of Imperial Valley is the Coachella Valley, also noted for its fertility. It is the centre of date production in this country. At the upper end of the Coachella is the wonderful oasis known as Palm Springs, adjoining Palm Canyon, the native haunt of the California palm.



Avalon Bay, Santa Catalina Island, a California Show Place



Santa Cruz, Another of the Popular Bathing Resorts

Along the Trail of Enchantment

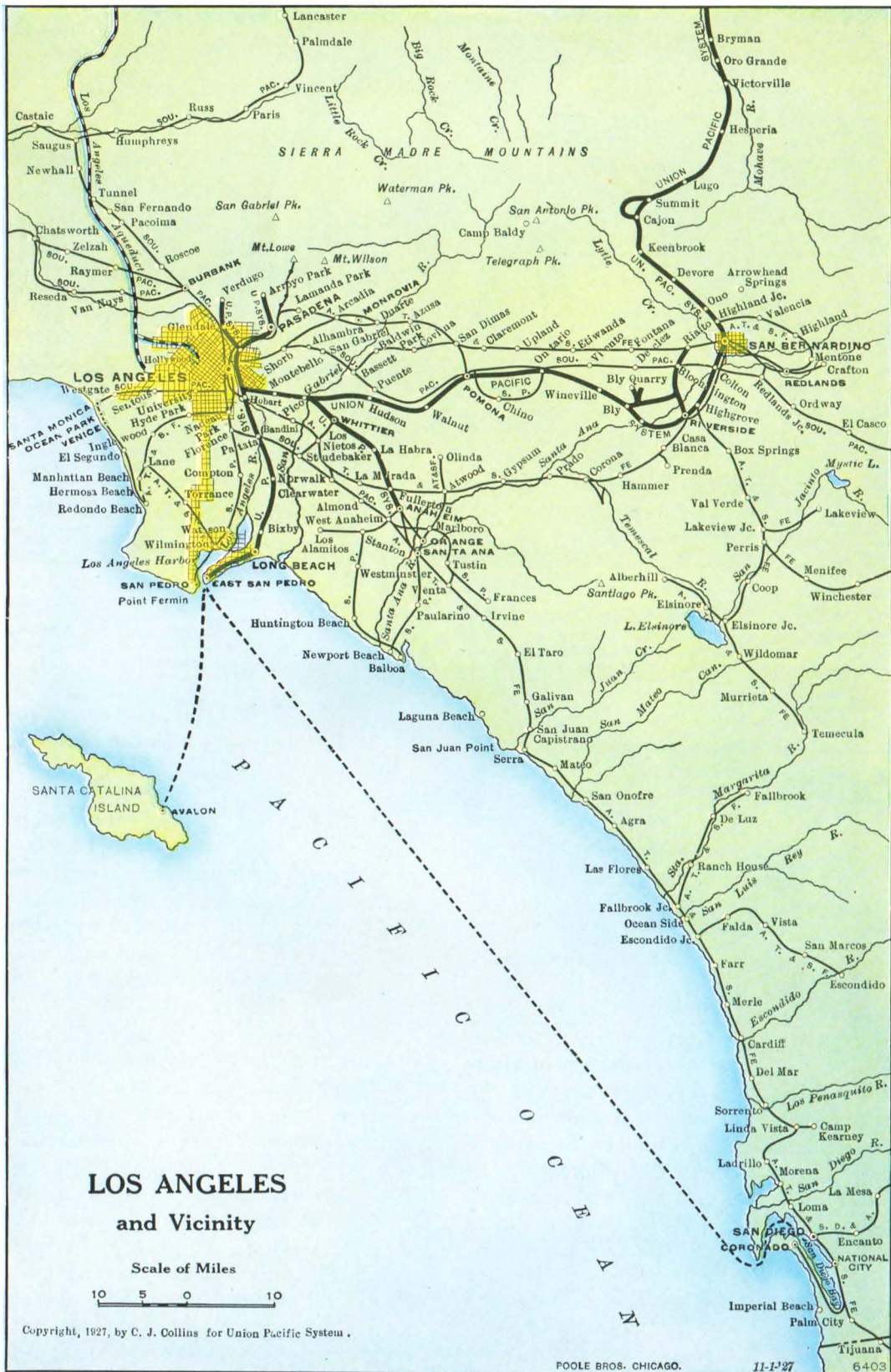
Much beautiful country and many famous resorts extending on up the coast in a practically unbroken line from San Diego and La Jolla still remain untouched by this all too casual survey of the charming regions of California.

Farther north are such well-known places as Del Mar, Laguna, Balboa, Newport Beach, Huntington Beach, and Seal Beach. At Laguna are rocky headlands with picturesque coves of white strand lying between, the rocky formation in many places presenting fantastic forms. This stretch of alternating rocks and coves extends all the way to Balboa and the entrance to Orange County Harbor. The other beaches are much the same type as those already mentioned—broad sloping sands, long rollers curving in gracefully from the blue Pacific, and mountains or hills in the background whence one looks out on the broad Pacific.

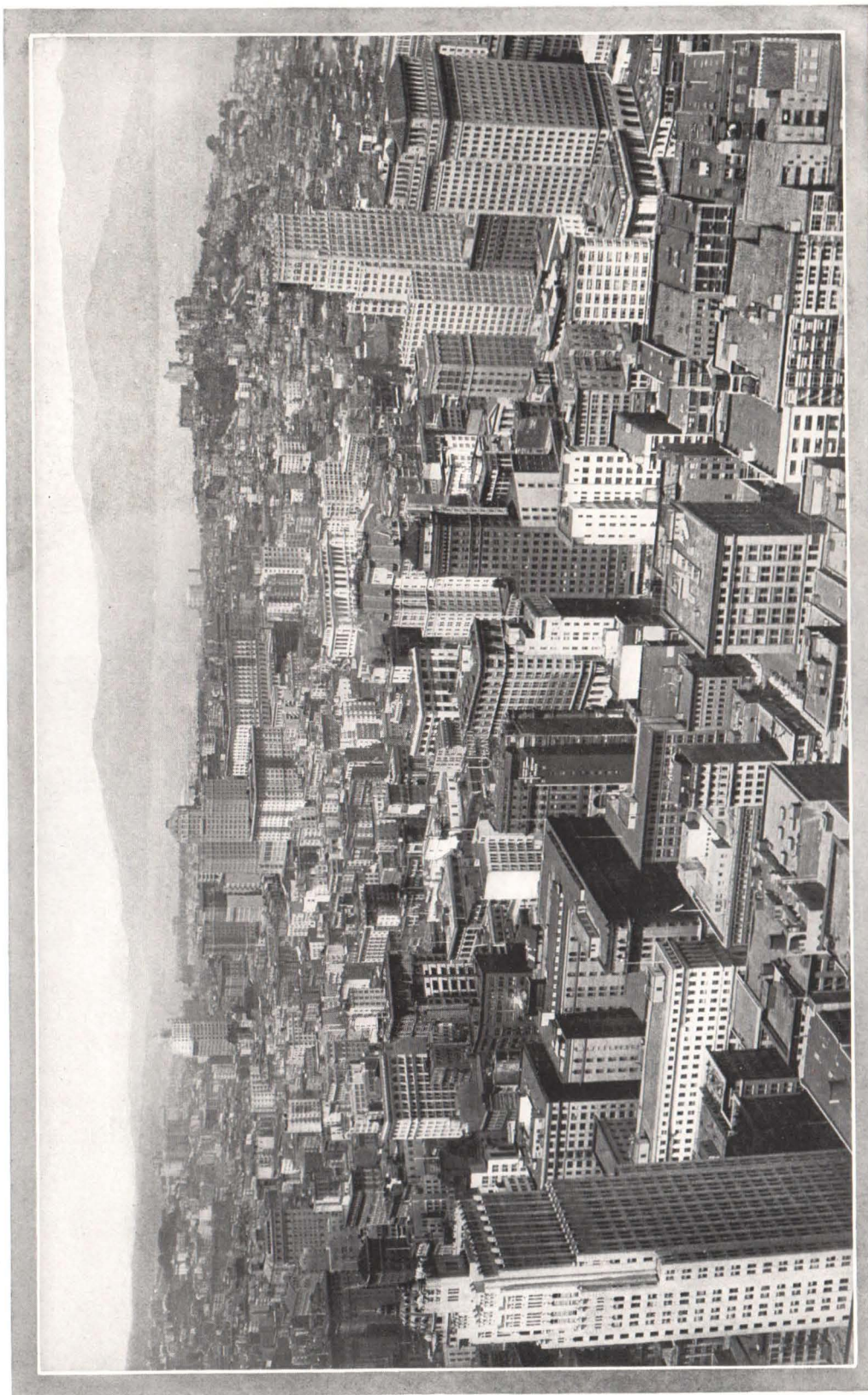
Then on past Los Angeles Harbor,

and Santa Monica Bay, one comes to the long sweep known as the Malibus where the splendid Coast Highway is being cut through. On past Ventura one finds that curving crescent of beach marked out by mountains that seemingly extend right into the sea—Santa Barbara. Its glorious vistas have attracted to it a fashionable colony from all corners of the world, and its many excellent hotels help to make it one of the state's noted resorts.

Still proceeding north, there are San Luis Obispo, and twenty-mile-long Pismo Beach. Inland, but still on the coast route, is Paso Robles, where miles and miles of almond blossoms present a picture of pictures in the early spring each year. Farther on up the coast is the splendid Monterey Peninsula, with Del Monte, Carmel, Monterey, Pebble Beach, Pacific Grove, and Carmel Highlands—all of them intriguing and collectively making a picture as gay and







Airplane View of San Francisco and the Bay

© G. E. Russell



The State Capitol and Central Business District of Sacramento from the Air

charming as Europe's Riviera. Monterey was the capital of the old Spanish California, and a number of the picturesque buildings of the old Spanish days still remain. It was at Monterey that the American flag was raised over the old customs house, when the Mexican state that had succeeded the Spanish province became part of the United States. Monterey remained the capital of the new territory until 1849. Unequaled in charm are many of the beauty spots on this historic peninsula, not the least of these being the storm-twisted Monterey cypress groves found there only. Excellent hotels tempt the visitor to linger.

Across the Bay of Monterey is Santa Cruz, another noted resort, with the Santa Cruz Grove of Redwoods, and with many other outing places in the well-forested Santa Cruz mountains.

And then San Francisco and the Golden Gate! Few American cities have lived in song and story as has San Francisco; few have known such colorful

history; few, so much of tradition united with the vital spirit of the present.

Sitting serenely beside the Golden Gate, as Bret Harte phrased it, with its noble hills presenting vantage points for long glimpses over countryside and bay and ocean and splendid towns and cities, it is indeed a colorful picture that spreads out in every direction. And the things to do and see run a wide gamut of interest.

In the city itself, the rich green of Golden Gate Park, with its museum, zoological gardens and conservatories, extending out to the very borders of the Golden Gate, with the famous Seal Rocks in the foreground; the Presidio reaching along the entrance to the Great Bay from Seal Rocks into the heart of the city; traditionally mysterious Chinatown; the steps upon steps of homes that cling to every hillside; the sweeping beauty and bustling activity that lies below as one looks out from Twin Peaks. These are all San Francisco, and yet not San Francisco.



A Santa Clara Valley Prune Orchard in Blossom Is a Vision of Loveliness

For the San Franciscan, and even the visitors who come to it and spend a few days, will tell you that San Francisco is essentially a spirit—a spirit of carefree happiness, of pride in old traditions, of glory for the old city that sprang so suddenly into being in the romantic days of '49.

San Francisco is one of the most cosmopolitan of American cities, where many nationalities mingle in harmonious proportion. It has the Latin genius for enjoying the beauty of life together with the energy and determination of the Northern races and the exotic inscrutability of the Orient. Its diversity is well exemplified in its restaurants—French, Italian, Spanish, Chinese, its Bohemian cafes, and its vigorous spirit of enthusiasm for all that is colorful and artistic. Noted artists singing in the open air on Christmas Eve, the flower stands, Telegraph Hill, the water-front—each reflects something of the subtle atmosphere of the city.

Reaching out in every direction are

worth-while places. Across the Bay to the north, Mt. Tamalpais stands out above the rolling hills and woods of Marin County, with Muir Woods' rich grove of redwoods just beyond; both of them can be reached by a short and highly interesting trip via ferry and rail. On the northern side are splendid valleys spreading out from the Bay like the fingers of a hand. Too, there is Vallejo, which loomed so large in the early American days in California, a pleasant boat trip of deep interest.

Then, eastward from San Francisco across another arm of the Bay are other thriving cities: Oakland, a great industrial center; Berkeley, seat of the University of California; Alameda, a residential community famed for its equable climate. The imposing skyline of metropolitan Oakland is best seen across the waters of charming Lake Merritt. At Berkeley, the great white Campanile dominates the University campus and affords a splendid viewpoint for all the Bay region; there,



The Oakland Skyline from Lake Merritt

also, is the noted Greek Theatre. From Oakland extend two highways widely known for beauty—Highland Drive and Skyline Drive.

Still other towns and cities in this San Francisco district add to its distinctiveness—Burlingame, San Mateo, Palo Alto and San Jose. At Palo Alto is Leland Stanford Junior University, with a charming academic environment and with all buildings planned to produce an impressive whole.

San Francisco is one of the coolest of cities during the summer months, and its winter climate is at once mild and bracing. The country all around it possesses many of the characteristics of the southern end of the state, and the long miles of prune and apricot orchards in the great Santa Clara Valley during spring testify to its fertility.

San Francisco is the entrance to the Great Valley, that rich agricultural treasure-house that runs almost 450 miles north and south, with an average width of 35 miles. It is all one valley,

although drained by two rivers which give it two names, the Sacramento and the San Joaquin. Where these rivers join as they flow into the Bay of San Francisco is the marvelously productive Delta region. Here in the Great Valley is the centre of the state's raisin production, of its fig and peach, prune, plum and apricot crops. Miles upon miles of orchards, of grain, alfalfa, and other crops extend in every direction. Here, almost in the centre of the valley, is Sacramento, the handsome state capital, reminiscent still of the early days and the dramatic discovery of gold, with historic Fort Sutter carefully preserved; thence a number of delightful resorts in the Sierra may be reached.

And then there are the other rich valley towns, Stockton, Fresno, Bakersfield. All are worth seeing, and collectively they enable even the casual visitor to understand why California is one of the country's greatest agricultural states.



The Beach at San Francisco from the Cliff House

Accessibility of California's Attractions

Second in size of all the states in the Union, "stretching down the middle of the world," as one of California's poets has described it, a surprising thing about this land of varied appeal is the accessibility of all its wonders. They group themselves, as it were, around various centres, all of them connected by railroads, splendid motor roads, or trolley, and from each of the centres it is a simple thing to reach the wonderland all around.

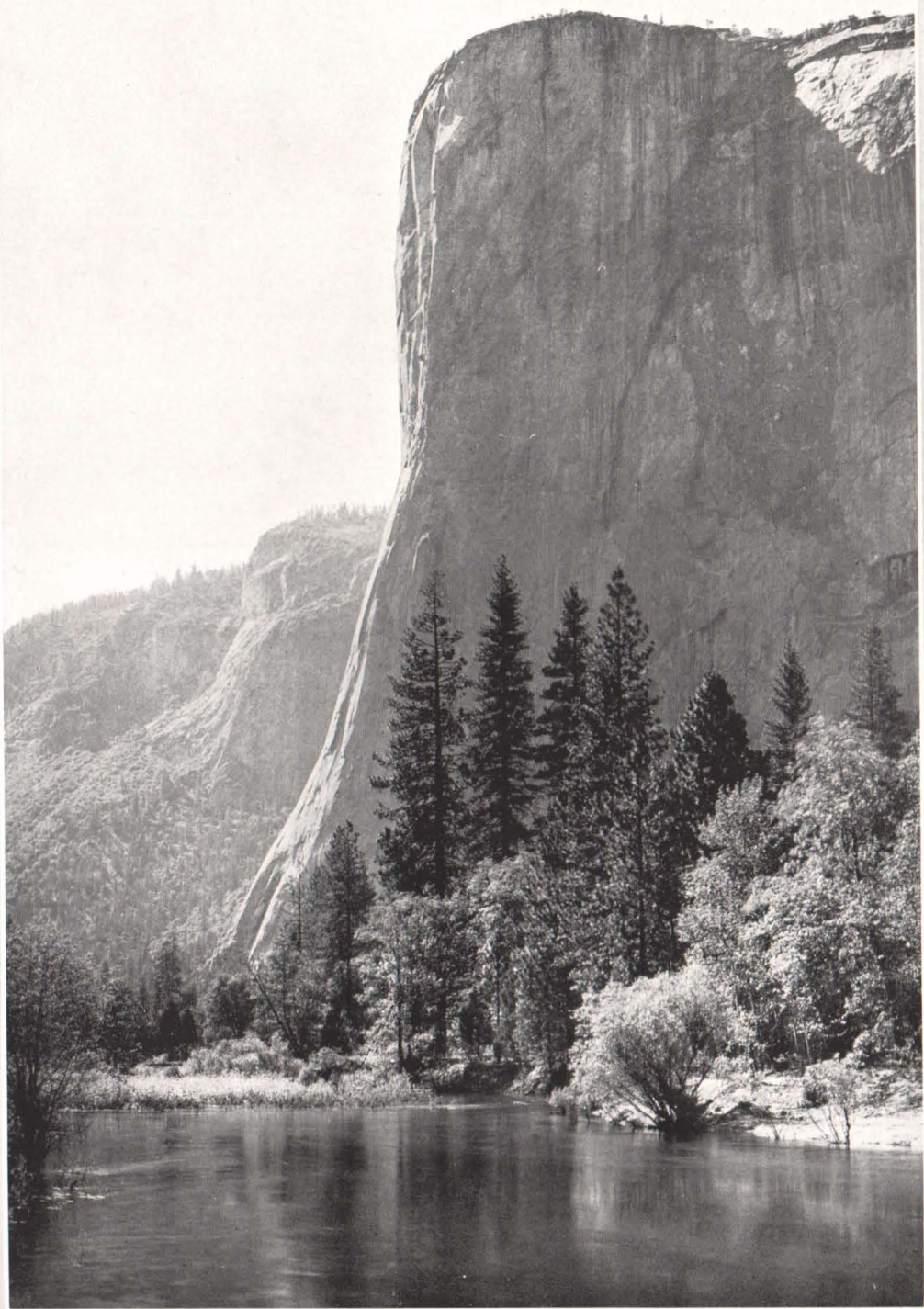
California roads are known everywhere for their smoothness, for excellence of construction, and for the comprehensive system of marking that makes the way easy to find even for the stranger in the state. Thousands of miles of broad paved boulevards run north and south, east and west. The most famous of these is El Camino Real (The King's Highway), which marks the route trodden by the Spanish padres when they founded that great

chain of Missions between San Diego and San Francisco, which help today in giving some of the color of the old romantic California to the new.

San Juan Capistrano, one of the most beautiful of the Missions, lies about midway between San Diego and Los Angeles. Its beauty has defied the ravages of long years of neglect, and recently much of it has been restored, so that its fine architectural lines yield a treat indeed for the spectator.

Near Los Angeles are San Gabriel Mission and San Fernando, both of them reached by trolley from the city, each of them showing something of old world dignity and tradition.

At Ventura, the Mission San Buenaventura is still in daily use, while the Santa Barbara Mission, one of the finest of the chain, finds the Franciscan Fathers still going about their daily tasks in the church, in the Mission gardens, and willing to show visitors



El Capitan of Yosemite, Rising Sheer 3,604 Feet and "Twice As Great As Gibraltar"



Cedar Breaks, Utah, a Kaleidoscope of Erosion and Color—A Union Pacific Side Trip

thousands of deer. Grand Canyon, greatest and most sublime of earthly abysses, presents its finest aspects from the higher North Rim. There are handsome rustic lodges at Zion and Bryce Canyons; a lunch pavilion at Cedar Breaks; a fine, modern hotel at Cedar City; and a magnificent new lodge at the North Rim of Grand Canyon. In addition to the regular guest lodges, a number of de luxe lodges are available.

Crossing into Nevada at an elevation of five thousand feet, the route starts on its downward course to the shores of the blue Pacific. It cuts through the mountains by way of the gorgeously colored Rainbow Canyon, crossing Las Vegas Valley, visited by Padre Escalante in his famous eighteenth century exploration.

A few miles farther and the traveler is within the limits of California. Then comes the climb over the Sierra through Cajon Pass and the sudden descent into Southern California with its thousands of acres of golden-fruited orange

groves, its palm-shaded homes and its flourishing cities.

First comes San Bernardino, founded by the Mormons and the first western terminus of the Mormon Trail. Then follow Colton, Riverside (with its renowned Glenwood Mission Inn and Rubidoux Drive), Ontario and Pomona, each noted for its beauty and the productiveness of the surrounding citrus orchards, and finally magnetic Los Angeles, the magic metropolis of Southern California.

Ogden to San Francisco

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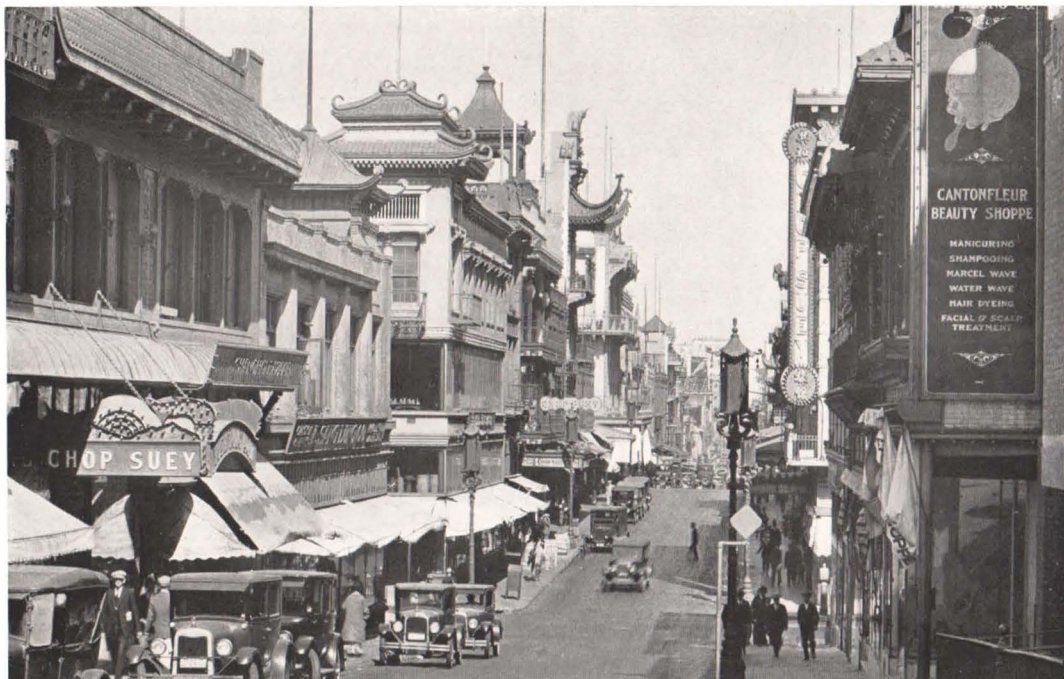
The Grand Canyon of Arizona from the North Rim—A Union Pacific Side Trip En Route to California

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San Francisco's Chinatown Has the Mystery of the Orient

The Union Pacific System

Joins East and West with a Boulevard of Steel

When planning a visit to California, or indeed to any place west of the Missouri River, the choice of route is the most important factor in the general pleasure and success of the trip. True, in these days of luxurious equipment, railway service is usually good. But there is one great system whose route, roadbed, track and general physical condition are noticeably superior—the Union Pacific.

This superiority is due in part to natural advantages. The builders of the road selected the path of least resistance, the trail originated by herds of buffalo and by the Indians, then used successively by trapper, fur trader, gold-seeker, Mormon, the Overland Stage coaches and the Pony Express. It was then the shortest route across the continent and it remains so today, for the tracks of the Union Pacific are

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A Union Pacific Limited Train En Route to California

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Zion National Park, Glowing Red in Southern Utah's Wonderful "Land of Color"—A Union Pacific Side Trip

Shortly after entering Utah some of the most magnificent scenery on the Union Pacific comes to view—Echo and Weber canyons, where streams have cut stupendous gorges through the Wasatch Mountains; among the peculiar formations "Pulpit Rock," "The Witches" and "The Devil's Slide" are especially noteworthy. From Ogden, second city of Utah, with picturesque Ogden Canyon in its suburbs, it is an hour's ride along the base of the Wasatch Mountains to Salt Lake City. Its beautiful background of mountains, with their deep, rugged canyons, the handsome historic buildings of the Mormons, and the strange sea of brine with its unique "non-sink" bathing near-by make the capital of Utah a place of perennial interest to

the visitor. Largely because of its situation, Salt Lake City has been called by world travelers one of the most beautiful municipalities in the United States. In the huge Mormon Tabernacle free recitals on the wonderful organ are given at noon, daily except Sunday; and special concerts are given on Sunday. From either Ogden or Salt Lake City, side trips may conveniently be made to Yellowstone National Park.

Salt Lake City to Los Angeles

The fast Los Angeles Limited (extra fare), Gold Coast Limited and other Union Pacific through trains to Los Angeles are operated over the L. A. & S. L. R. R. unit of the Union Pacific System from Salt Lake City. Shortly



Bryce Canyon, Utah, with Its Bewitching Maze of Painted Architecture—A Union Pacific Side Trip

after leaving the Mormon Zion, the train passes around the end of the Oquirrh Mountains immediately above Great Salt Lake, affording splendid views of that remarkable dead sea and its lonely islands, where the sunsets are noted for their splendor.

Turning southward, the train traverses the great elevated, mountain-rimmed valleys of Central and Southern Utah, where modern engineering has made the semi-arid plateaus fair and fertile with prosperous farms.

At Lund, Utah, 243 miles southwest of Salt Lake City, stop-over is permitted during the season on all through tickets for visiting Zion National Park, Cedar Breaks, Bryce Canyon, Kaibab National Forest and Grand Canyon National Park. This entire region is

reached during the summer season, June 1 to October 1, by regular motor-bus tours from Cedar City, terminus of a Union Pacific System branch line 33 miles southeast of Lund. Zion National Park may also be visited as a side trip by special advance arrangement, throughout the year. Zion National Park includes the incomparable canyon of the Mukuntuweap River and its array of painted towers and temples, a vast wonderland where Nature's skill at carving and coloring appears in rarest perfection. Bryce Canyon resembles the ruins of some vast, sunken Oriental city, overspread with unbelievably glorious color. The Cedar Breaks are immense chasms, infinitely carved and tinted. In the beautiful virgin forest of the Kaibab roam



Cedar Breaks, Utah, a Kaleidoscope of Erosion and Color—A Union Pacific Side Trip

thousands of deer. Grand Canyon, greatest and most sublime of earthly abysses, presents its finest aspects from the higher North Rim. There are handsome rustic lodges at Zion and Bryce Canyons; a lunch pavilion at Cedar Breaks; a fine, modern hotel at Cedar City; and a magnificent new lodge at the North Rim of Grand Canyon. In addition to the regular guest lodges, a number of de luxe lodges are available.

Crossing into Nevada at an elevation of five thousand feet, the route starts on its downward course to the shores of the blue Pacific. It cuts through the mountains by way of the gorgeously colored Rainbow Canyon, crossing Las Vegas Valley, visited by Padre Escalante in his famous eighteenth century exploration.

A few miles farther and the traveler is within the limits of California. Then comes the climb over the Sierra through Cajon Pass and the sudden descent into Southern California with its thousands of acres of golden-fruited orange

groves, its palm-shaded homes and its flourishing cities.

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Glenwood Mission Inn, Riverside, California—A World-Famous Hostelry

substantially equal in all respects to the San Francisco Overland and Los Angeles Limiteds, and operating upon a fast schedule that requires the payment of no extra fare. The Gold Coast Limited carries through sleeping cars of the latest type from Chicago and Omaha to San Francisco, Los Angeles and Pasadena; and from St. Paul, Minneapolis and Denver to Los Angeles. It also carries a specially-designed open-top observation car between Yermo, California, and Los Angeles during the winter season.

The Los Angeles Limited and the Overland Limited have club and library-observation car service; the Gold Coast Limited has a combination library-observation-club car. The library-observation and club cars are provided with selected lists of current magazines and with convenient writing desks and all accessories.

Each train has a shower bath and a barber shop, luxuries upon a trans-continental journey. Valet and clothes

pressing service is available and a ladies' maid is in attendance. A limited stock of toilet articles is kept on sale. In short, every effort has been made to anticipate the needs of the traveler.

Special care is devoted to the dining car service on each of these trains which have varied, tastefully prepared menus at reasonable prices. All meals are eaten in dining cars and may be enjoyed in unhurried comfort. The entire personnel of each train has been selected for efficiency and courtesy.

While those described in the foregoing are the premier Union Pacific trains to the West, all of the others mentioned reflect the same high standard of operation and service.

All trains from Chicago depart from the handsome North Western Terminal via C. & N. W. Ry., except the Pacific Limited, which departs from the new Union Station via C. M. & St. P. Ry. Union Pacific through sleeping cars from St. Louis depart from Union Station via Wabash Ry.



Exquisite Lake Tahoe on Tahoe-Yosemite Scenic Highway

Powerful modern locomotives take these fine trains swiftly and smoothly across the continent.

Via Union Pacific System an itinerary may be planned that permits the passenger to see most en route and on the Pacific Coast, with the greatest economy of mileage and cost.

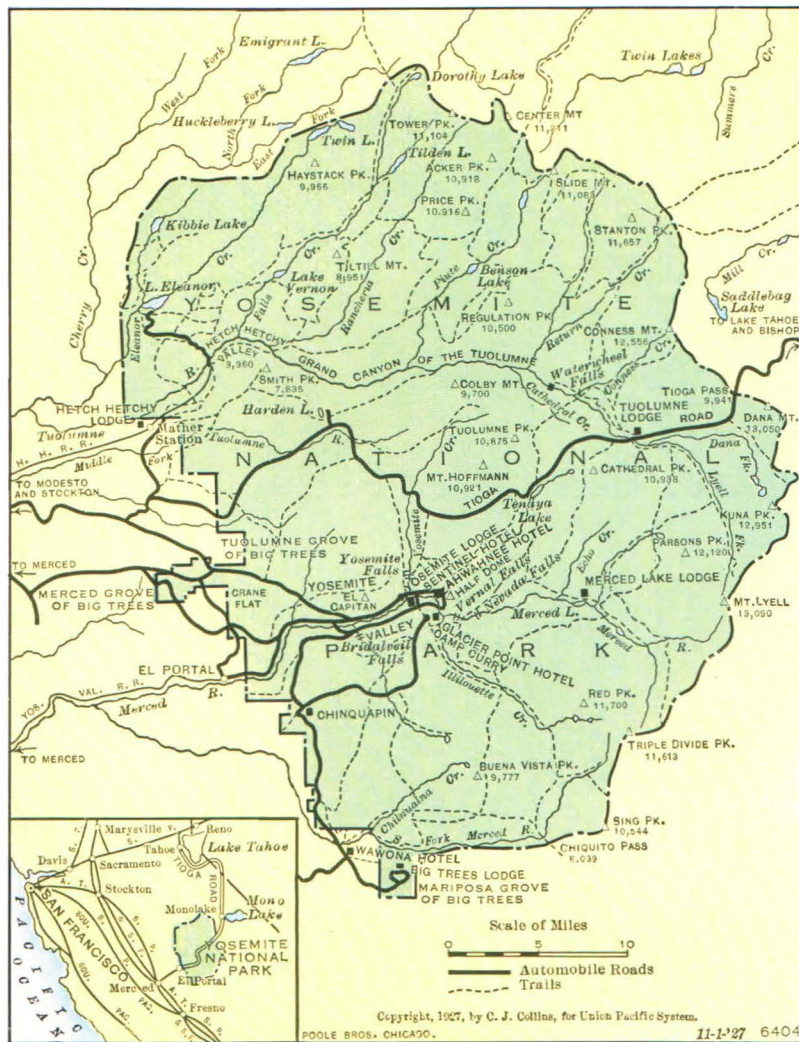
Here are some of the ways you may travel via Union Pacific, enjoying a maximum of sight-seeing and comfort.

Going direct to Los Angeles: and returning either the same way, or via the Coast Line or the San Joaquin Valley Line of the Southern Pacific to San Francisco, thence eastward via the Overland Route, through Ogden (this route may be reversed); or via the "Northern Loop," using from San Francisco either the "Shasta Route" of the Southern Pacific or steamer to Portland, thence the Columbia River Route of the Union Pacific System either to Ogden or Granger.

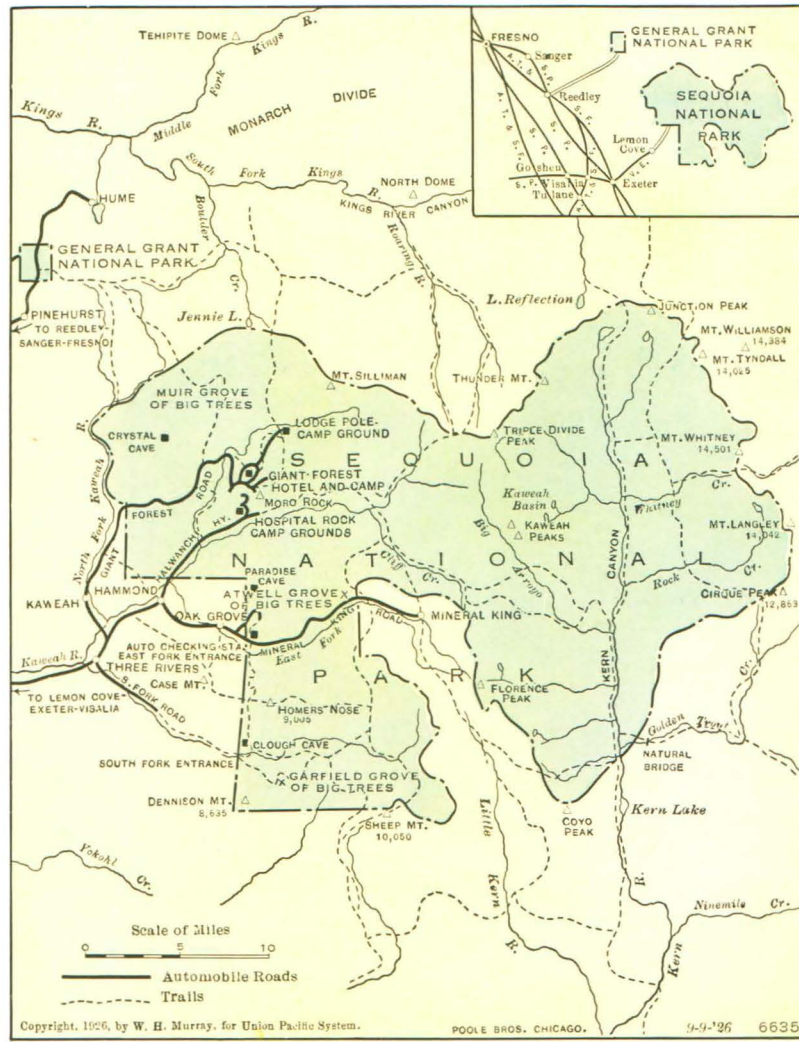
The complete "Pacific Coast Loop" may also be made by traveling first

either to Los Angeles or to Portland or Seattle via Union Pacific, thence along the Coast via Southern Pacific or steamer to the other point, and returning eastward by the most direct course to Ogden or Granger.

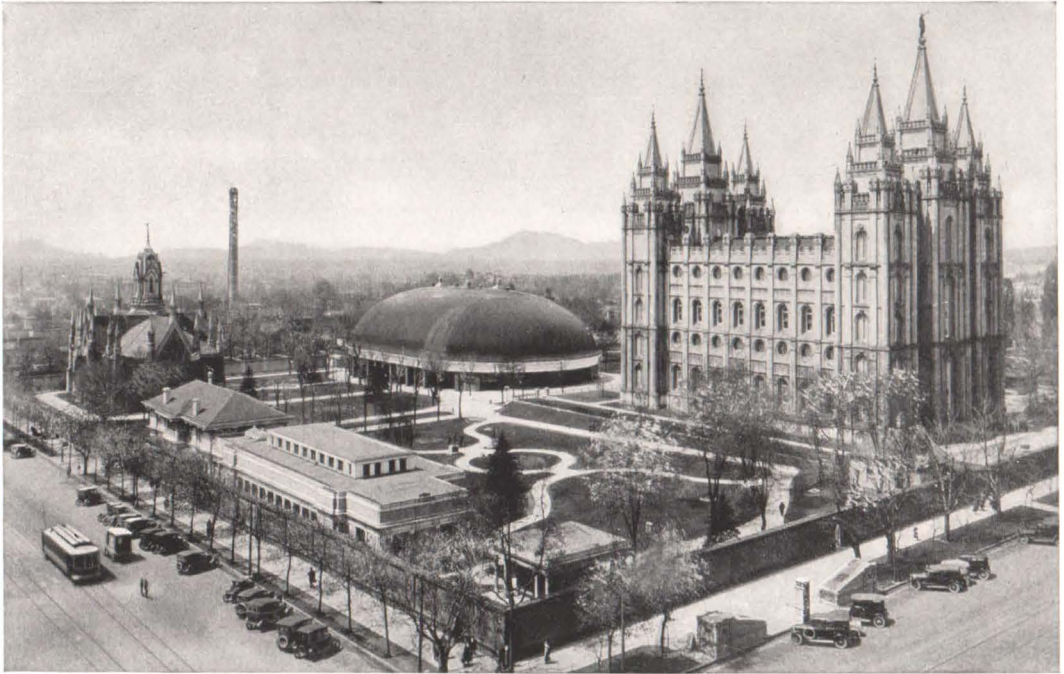
Without extra railroad fare, Denver and Salt Lake City may be visited en route. Side trip, Denver to Colorado Springs, will also be granted without charge on round-trip tickets to California. Convenient side trips may be made during the season from Denver to Rocky Mountain National Park; from Salt Lake City, Ogden or Pocatello to Yellowstone National Park (season, June 20th to Sept. 15th); from Ogden, Salt Lake City or Lund, Utah, to Cedar City gateway to Zion National Park, Bryce Canyon, Cedar Breaks, Kaibab National Forest and Grand Canyon National Park (season, June 1st to Oct. 1st); and from Truckee to Lake Tahoe and via the new Tioga Road over the high Sierra to Yosemite National Park.



Yosemite National Park



Sequoia and General Grant National Parks



The Mormon Shrines of Salt Lake City—Union Pacific Main Line to Los Angeles

Let the Union Pacific Help Plan Your California Trip

You are cordially invited to call upon or communicate with any representative listed on page 47, who will gladly furnish additional information concerning your California trip and help you prepare your itinerary. Many little travel problems may be simplified by consulting one of our rep-

resentatives, all of whom are well informed about the Union Pacific West. Our California agencies are familiar with conditions in their respective territories and their information may be useful, especially in planning trips to Hawaii, the Orient, Australia, or South America.

Personally Conducted, All-Expense Tours

If you wish a real care-free vacation, our Department of Tours will provide it. At moderate cost and with every detail affecting your comfort prearranged, these tours, accompanied by a courteous, well-informed travel representative, are operated periodically to California on dates obtainable from the Department of Tours.

Other personally escorted, all-expense tours are operated during the season to Colorado, Rocky Mountain National Park,

Yellowstone National Park, and to Zion National Park, Cedar Breaks, Bryce Canyon, and Grand Canyon National Park, individually or in combination.

For complete information apply to

J. L. BURGAR

Manager, Department of Tours

148 So. Clark St., Chicago, Ill.

Maintained by Chicago & North Western Railway and Union Pacific System.

Union Pacific Travel Publications

The Union Pacific has the following illustrated booklets containing accurate travel information and descriptions of the scenic attractions of the regions reached by its lines. Any representative will send you copies upon request.

Zion-Grand Canyon National Parks,

Bryce Canyon, Yellowstone National Park; Colorado Mountain Playgrounds; The Pacific Northwest and Alaska; Unknown Places in Idaho; Dude Ranches Out West; Southern California; Death Valley; Along the Union Pacific System; Folder Map of the United States.

Representatives of the Union Pacific System

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Astoria, Ore.	Union Pacific System Wharf	G. W. ROBERTS, District Freight and Passenger Agent
Atlanta, Ga.	1232 Healey Building	W. C. ELGIN, General Agent
Bend, Ore.		E. H. McALLEN, Traveling Freight and Passenger Agent
Birmingham, Ala.	742 Brown-Marx Building, First Avenue and Twentieth Street	J. H. DOUGHTY, General Agent
Boise, Idaho	City Ticket Office, 823 Idaho Street	JOEL L. PRIEST, General Agent
Boston, Mass.	207-S Old South Building, 294 Washington Street	WILLARD MASSEY, General Agent
Butte, Mont.	229 Rialto Building, 4 South Main Street	HENRY COULAM, General Agent
Cheyenne, Wyo.	Union Pacific Station	N. A. MILLER, Ticket Agent
Chicago, Ill.	City Ticket Office, 6 So. La Salle St., Otis Bldg.	G. R. LEMMER, General Agent, Pass'r Department
Cincinnati, Ohio	705 Dixie Terminal Building, Fourth and Walnut Streets	W. H. CONNOR, General Agent
Cleveland, Ohio	941 Union Trust Building, 925 Euclid Avenue	J. STANLEY ORR, District Passenger Agent
Council Bluffs, Ia.	City Ticket Office, 36 Pearl Street	W. H. BENHAM, General Agent
Dallas, Texas	909 Magnolia Building, Commerce and Akard Streets	H. B. ELLER, City Ticket Agent
Denver, Colo.	601 Seventeenth Street	E. G. KOENEMAN, General Agent
Des Moines, Ia.	407 Equitable Building, Sixth and Locust Streets	I. W. CARTER, Assistant General Passenger Agent
Detroit, Mich.	508 Transportation Building, 131 Lafayette Boulevard, West	F. P. STAFFORD, General Agent
Eugene, Ore.	Osburn Hotel	A. R. MALCOLM, General Agent
Fort Collins, Colo.	Union Pacific Station	A. W. BAKER, Traveling Freight and Passenger Agent
Fresno, Calif.	207-S Rowell Building, Tulare Street and Van Ness Avenue	L. B. WHITEHEAD, Passenger and Ticket Agent
Gering, Neb.	Union Pacific Station	T. F. BROSNAHAN, General Agent
Glendale, Calif.	129 South Brand Boulevard	S. C. CLARKE, General Agent, Operating and Freight Traffic Departments
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Leavenworth, Kan.	Union Station, Main and Delaware Streets	SETH C. RHODES, General Agent, Passenger Department
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Lincoln, Neb.	City Ticket Office, 1308 N. St., Federal Trust Bldg.	H. J. BERGER, Traveling Freight and Passenger Agent
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Los Angeles, Calif.	City Ticket Office, 732 South Broadway	R. W. SMOCK, General Agent
Milwaukee, Wis.	703 Straus Building, 230 Wisconsin Avenue	J. CRUICKSHANK, General Agent, Passenger Department
Minneapolis, Minn.	618 Metropolitan Life Building, 125 South Third Street	A. T. JACKSON, District Passenger Agent
New Orleans, La.	1001 New Orleans Bank Building, 226 Carondelet Street	K. T. MINDEMANN, General Agent
New York, N. Y.	City Pass'r Office, 205 Farmers' Loan & Trust Bldg., 475 Fifth Ave.	E. H. HAWLEY, General Agent
New York, N. Y.	2001 Transportation Bldg., 225 Broadway	R. A. PETERS, General Agent
Oakland, Calif.	409 Henshaw Building, 433 Fourteenth Street	J. B. DEFRIEST, General Agent
Ocean Park, Calif.	149 Pier Avenue	JAMES WARRACK, General Agent
Ogden, Utah	214 David Eccles Building, 390 Twenty-Fourth Street	S. C. FROST, General Agent
Omaha, Neb.	City Ticket Office, 1523 Farnam Street	C. L. MCKNIGHT, General Agent
Pasadena, Calif.	Maryland Hotel, 395 East Colorado Street	L. BEINDORFF, General Agent, Passenger Department
Philadelphia, Pa.	508 Commercial Trust Building, 15th and Market Streets	C. F. FARMER, General Agent
Pittsburgh, Pa.	216 Oliver Building, Smithfield Street and Sixth Avenue	H. L. LAUBY, General Agent
Pomona, Calif.	Union Pacific System Passenger Station	JOHN D. CARTER, General Agent
Portland, Ore.	City Ticket Office, 341 Washington Street	EDWARD EMERY, District Passenger Agent
Redlands, Calif.	14 Cajon Street	K. L. HANDY, Passenger and Freight Traffic Agent
Reno, Nev.	200 Nevada State Life Building, Second and Center Streets	E. A. KLIPPEL, Jr., General Agent, Passenger Department
Riverside, Calif.	Glenwood Mission Inn, 680 Main Street	LUTHER C. FOWLER, Passenger and Freight Traffic Agent
Sacramento, Calif.	221 California Fruit Building, 1006 Fourth Street	E. E. LARKIN, General Agent
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Salt Lake City, Utah	City Ticket Office, Hotel Utah, Main and South Temple Sts.	S. E. STOHR, General Freight and Passenger Agent, St. J. & G. I. Ry. Co.
San Diego, Calif.	345 Plaza Street	J. L. CARNEY, General Agent
San Francisco, Calif.	City Ticket Office, 673 Market Street	E. A. SHEWE, District Passenger Agent
San Pedro, Calif.	101 West Seventh Street	C. C. JEWETT, General Agent
Santa Ana, Calif.	305 North Main Street	H. A. BUCK, District Passenger Agent
Santa Monica, Calif.	602 Santa Monica Boulevard	W. F. NASH, Jr., General Agent
Sawtelle, Calif.	1613 Sawtelle Boulevard	R. E. DRUMMY, General Agent
Seattle, Wash.	201 Union Station, 4th Ave. and Jackson St.	S. C. FROST, General Agent
Spokane, Wash.	City Ticket Office, 1405 Fourth Avenue	H. W. BUNT, City Passenger and Ticket Agent
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Tulsa, Okla.	201 Canadian Pacific Building, 69 Yonge Street	F. H. HOCKEN, District Freight and Passenger Agent
Walla Walla, Wash.	320 Kennedy Bldg., 319 South Boston Street	T. I. McGRATH, District Freight and Passenger Agent
Whittier, Calif.	Baker Building, Main and Second Streets	GEO. W. VAUX, General Agent
Yakima, Wash.	Union Pacific System Passenger Station	F. F. ROBINSON, General Agent
	Union Pacific Bldg., 104 West Yakima Avenue	W. J. LEONARD, District Freight and Passenger Agent
		G. B. KENNARD, City Freight and Passenger Agent
		H. M. WEST, District Freight and Passenger Agent

DEPARTMENT OF TOURS (C. & N. W. Ry.—Union Pacific System) J. L. BURGAR, Manager 226 West Jackson St., Chicago, Ill.

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