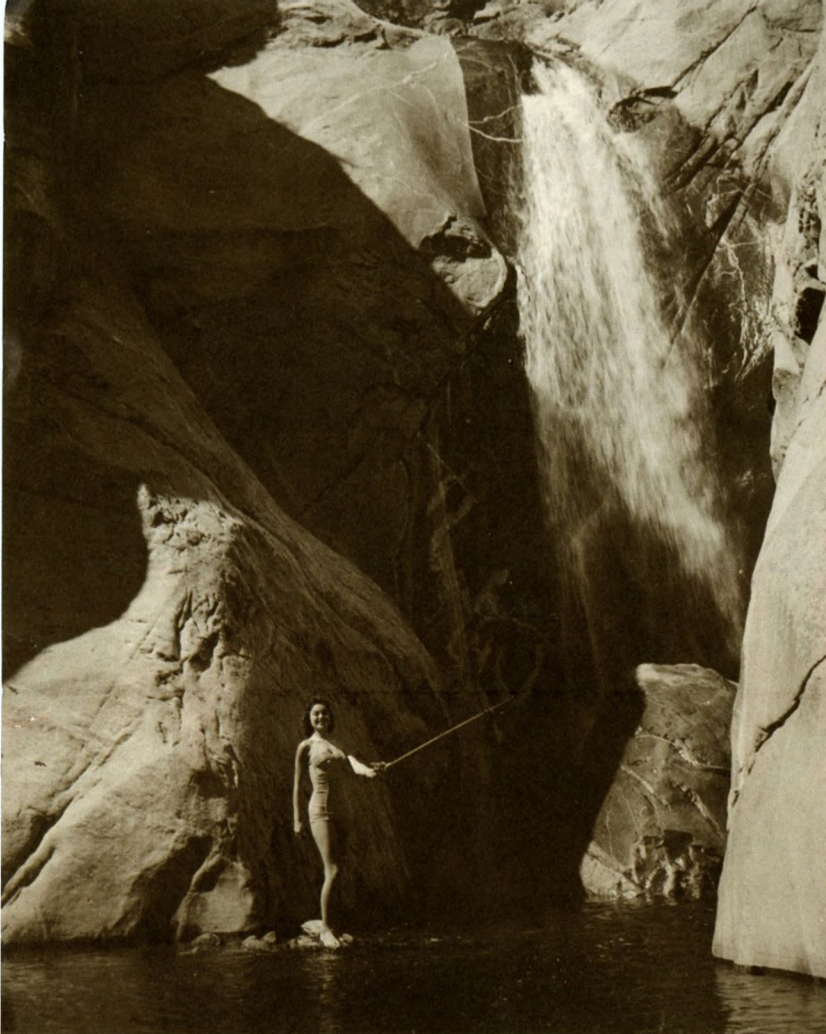


PALM SPRINGS



Chuck wagon breakfast rides are a popular Palm Springs feature.

SERVED BY UNION PACIFIC RAILROAD



"Speckled beauties" (trout, we mean) abound at Tabquitz Falls, a short bike from town.

PALM SPRING

California

FOR YEAR 'ROUND

When in Rome your patrons like to "do as the Romans do." If they are seeking a new winter resort climate to discover . . . suggest they "do as thousands of Californians have done" . . . discover for themselves the thrill of "the Desert." Palm Springs is the "Capital" of a vast desert empire in Southern California. From October to May is the popular winter season. However, with air conditioning, hotels, apartments and guest ranches may be found open all year, so your patrons can visit Palm Springs whenever they desire.

They will enjoy "going Western" and joining in the fun of many community festivals, rodeos, parades, circuses, fashion shows, sports car races, golf and tennis tournaments, an endless series of thrilling recreation. Or they can loaf and go sightseeing with a

contrast of esting near Valley and along Palm show you w beautiful sh

In the even night club stars of stage pictures in make "eating

Each season and apartm always pop hotels and right, may of Commer

Your patron with the res Union Pacific

The pool at the of the most ph



A hospitable community Welcome is assured in Palm Springs.



GS Palm Springs RECREATION

Desert or mountains, visit inter-
city towns, or famous Imperial
its inland Salton Sea. A stroll
Canyon Drive (main street) will
why it is called "the World's most
opping street."

ing there is a variety of big-name
entertainment with equally famous
ge, opera, television and motion
the audience. Smart restaurants
g out" a social treat.

n finds more new hotels, resorts
ents available. Guest ranches are
ular. A more complete list of
apartments, than those shown at
be had by writing the Chamber
ce, Palm Springs, California.

s must have confirmed reservations
ort of their choice. For convenient
c train schedules see back cover.

unique Tennis Club is one
otographed in the world.



Probably more movie stars own homes in Palm Springs than in any other one community in California.

HOTELS AND GUEST RANCHES

(Space permits showing only a sample listing)

PALM SPRINGS

Biltmore Hotel.....EHRA 20-40 PDTGVR**
Bonaire Village.....EHA 22.50-27.50 PCVR
Casitas Del Monte.....EHRA 10-35 PDCV
Deep Well Inn.....EHRA 16.50-60 PDSTV**
Desert Inn.....EHRA 14-40 PCDVR
Desert Isle.....EHRA 16-27.50 PCB**
El Coronado Apt.-Hotel.EHRA 12.50-20 PVBC
El Mirador Hotel.....EHRA 20-150 PDTVR
Howard Manor.....EHRA 25-40 PDVCK**
Ingleside Inn.....AHR 30-40 PDCV
La Paz Hotel and
Guest Ranch.....EHRA 20-35 PDTSGCV
La Serena Hotel.....EHRA 12-30 PBV
L'Horizon.....EHRA 20-35 PBC
Lone Palm Hotel...EHRA 12.50-30 PDCV**
Oasis Hotel.....AEHR 16-38 PCDV**
Orchid Tree Inn.....EHRA 10-30 PVR**
Pepper Tree Inn.....EHRA 15-23.50 PBV**
The Rossmore.....EHR 12-20 PDCV
Town House and Bungalows.EHRA 12.50-35 P

Western Hills Hotel.EHR 18-28 PDKGVR**
Wonder Palms Hotel.EHRA 14-36 PCDTGSV

GUEST RANCHES

Smoke Tree Ranch...AHRA 32-50 PDTCKV
White Sun
Guest Ranch.....AHR 30-50 PDSTCV**

LA QUINTA, CALIF.

(15 miles east of Palm Springs)

La Quinta Hotel.....AHRA 36-42 PDTSC

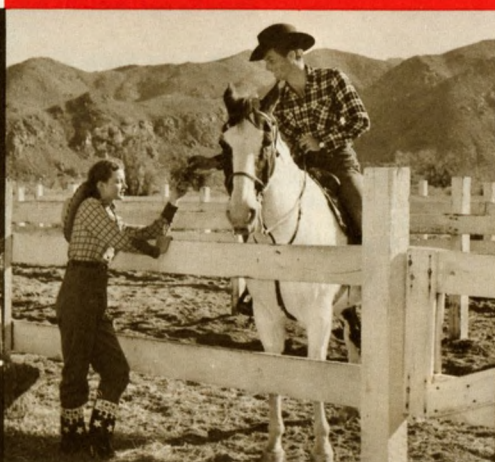
EXPLANATION OF KEY

A-American Plan; E-European Plan; H-Hotel; A-
Apartment; R-Rooms; P-Swimming Pool; T-Tennis
Court; D-Dining Room; K-Pets, small, trained,
leashed; S-Stables; C-Children; V-Television; VR-TV
in Rooms; B-Complimentary Continental Breakfast;
G-Golf Putting Green; **-Refrigeration Cooling.

Prices quoted are Minimum and Maximum Winter
Rates for Two Persons Daily. Weekly and Monthly
Rates Available.



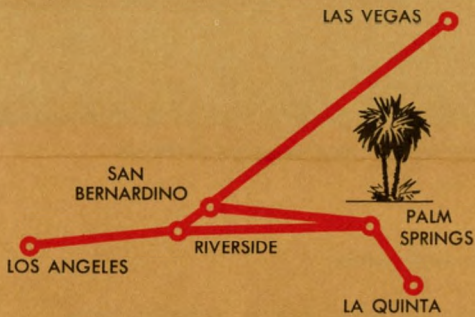
Night scene along Palm Canyon Drive, a street
of famous California shops.



Desert riding is a favorite sport available at
guest ranches and riding stables.



Golf course at Thunderbird Country Club is but one of
numerous fine courses in the Palm Springs area.



LIMOUSINE & BAGGAGE ARRANGEMENTS

Palm Springs is 55 miles east of Riverside or San Bernardino; an hour and a half trip by car. When you have passengers for Palm Springs, telegraph Mr. J. L. Brechin, General Traffic Agent, Union Pacific, Riverside, California, giving him arrival time, number and names of patrons, and transportation (passengers and baggage) required.

TANNER (GRAY LINE) LIMOUSINE

Transportation Cost, Riverside or San Bernardino to Palm Springs:

(All rates shown include Federal tax)

- For one group not exceeding 7 persons . . . \$26.50
- For two separate groups traveling in same limousine to different hotels . . . \$36.00
- For one group not exceeding 7 persons to the Palm Desert Area . . . \$34.00
- For one group not exceeding 7 persons to LaQuinta . . . \$37.00

BAGGAGE . . . should be checked to Riverside, California, and will be handled by the Southern California Freight Lines or the Railway Express Agency from Riverside to hotels at Palm Springs at following charges:

Via Southern California Freight Lines:

- (a) Trunks, minimum weight 200 lbs., each . . . \$3.25
 - (b) Suitcases, hand bags, hat boxes, briefcases, etc., min. wt. 100 lbs., each . . . 1.23
 - (c) Articles (b) when accompanying trunk or other article (b) each77
 - (d) Excess weight per piece will be at rate of 2.2¢ per lb.
- (Above charges subject to 10% surcharge and also subject to change without notice.)

Via Railway Express

All classes of baggage . . . \$4.04 per cwt.
(Plus 3% Federal Tax on either So. Cal. Frt. or Ry. Exp.)

To assure prompt delivery baggage should be checked on COLLECT DELIVERY CHECKS and forwarded 24 to 48 hours in advance of patron's departure. Baggage checks to be forwarded to Mr. J. L. Brechin, Riverside, who will arrange to have baggage delivered and in patron's room on arrival at hotel.

Note: No baggage will be delivered to Palm Springs resorts on Saturdays and Sundays. Baggage arriving Riverside on Thursday will be delivered Friday; that arriving Friday will be delivered Monday and that arriving Riverside Saturday or Sunday will be delivered Tuesday.

Only on the "City of Los Angeles" and "City of St. Louis" can your patrons enjoy this unequalled dome lounge car service enroute to or from Southern California.

SUGGEST RIDING THE Domeliners to PALM SPRINGS PATRONS

"CITY OF LOS ANGELES" Domeliner

WESTBOUND (No. 103)	EASTBOUND (No. 104)
Lv. Chicago (C.M.St.P.&P.) 6:45 PM	Lv. Los Angeles (U.P.) 4:30 PM
Lv. Omaha (U.P.) 3:10 AM	Lv. Riverside 5:43 PM
Ar. Salt Lake City 7:40 PM	Lv. San Bernardino 6:08 PM
Ar. Las Vegas 2:30 AM	Lv. Las Vegas 11:20 PM
Ar. San Bernardino 7:45 AM	Lv. Salt Lake City 8:15 AM
Ar. Riverside 8:10 AM	Ar. Omaha 2:30 AM
Ar. Los Angeles 9:30 AM	Ar. Chicago (C.M.St.P.&P.) 11:00 AM

"CITY OF ST. LOUIS" Domeliner

WESTBOUND (No. 9)	EASTBOUND (No. 10)
Lv. St. Louis (Wabash) 4:15 PM	Lv. Los Angeles (U.P.) 11:45 AM
Lv. Kansas City (U.P.) 9:40 PM	Lv. Riverside 1:05 PM
Ar. Denver 8:05 AM	Lv. San Bernardino 1:30 PM
Ar. Salt Lake City 10:05 PM	Lv. Las Vegas 7:15 PM
Ar. Las Vegas 6:20 AM	Lv. Salt Lake City 5:25 AM
Ar. San Bernardino 11:59 AM	Ar. Denver 6:05 PM
Ar. Riverside 12:30 PM	Ar. Kansas City 7:05 AM
Ar. Los Angeles 2:00 PM	Ar. St. Louis (Wabash) 12:29 PM

(For your patrons who desire to stop over in Las Vegas, Nevada, enroute to or from Palm Springs, note the following schedule.)

"CITY OF LAS VEGAS" Streamliner

(All coach Streamliner featuring "The Pub" bar-lounge car, and "Chuck Wagon" diner serving free buffet meals.)

WESTBOUND (No. 115)	EASTBOUND (No. 116)
Lv. Las Vegas 4:45 PM	Lv. Los Angeles 9:00 AM
Ar. San Bernardino 9:38 PM	Lv. Riverside 10:15 AM
Ar. Riverside 10:02 PM	Lv. San Bernardino 10:45 AM
Ar. Los Angeles 11:30 PM	Ar. Las Vegas 3:45 PM

UNION PACIFIC RAILROAD