



# CALIFORNIA



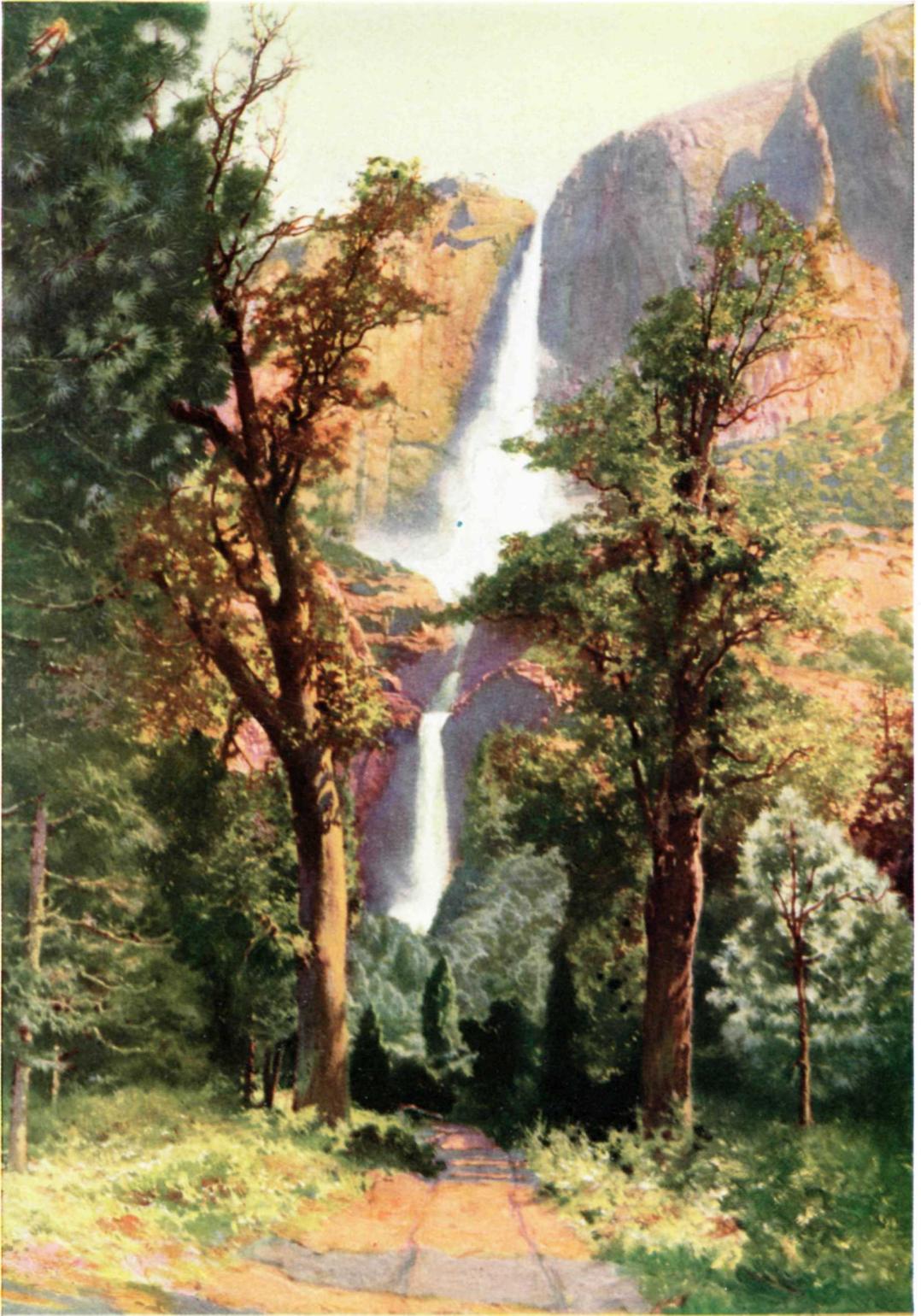
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# CALIFORNIA



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



*Pershing Square, Los Angeles*

CALIFORNIA appeals to every person who seeks recreation out of doors at any season of the year. The lure of our westernmost state is in its infinite variety. Diverse in everything—topography, climate, peoples—California has that which stimulates the spirit of play in every American. Almost any day one may play golf on the rolling oak-studded links; motor over roads smooth and wide; play tennis; speed through bright waters in motor boat or yacht; enjoy sea bathing in the sparkling surf of the Pacific; take horseback rides and hiking trips; or simply loll around and rest—and always in the open. And, in season, the angler will find the gamiest of fish in lake, stream, or ocean, while the huntsman may bag a wide variety of furred and feathered game in coverts, mountains, and marshlands amid surroundings that will appeal to his love of nature.

From the groves where oranges

gleam like rich gold amid dark foliage you may gaze up at lofty peaks sparkling with snow-crystals. From Mount Whitney's granite summit you may look down toward a valley that is four hundred feet below sea level—from the highest to the lowest point in the United States. In one day you may travel through the four seasons. California's climate has been much commended for its clemency, but it is to be praised also for its diversity. Tonic air that is redolent with the scent of mountain pine; the salt tang of the sea in coast breezes; the arid health-giving atmosphere of the far southern plains—the very air you breathe is ever changing as you traverse this Land of Sunshine. In California there is far more climatic variety than in that stretch of our eastern coast between Charleston, S. C., and Plymouth, Mass., though both regions lie within identical degrees of latitude—more variety, but not such extreme variation.



*Wealth-Producing Citrus Groves and Majestic Scenery Side by Side*

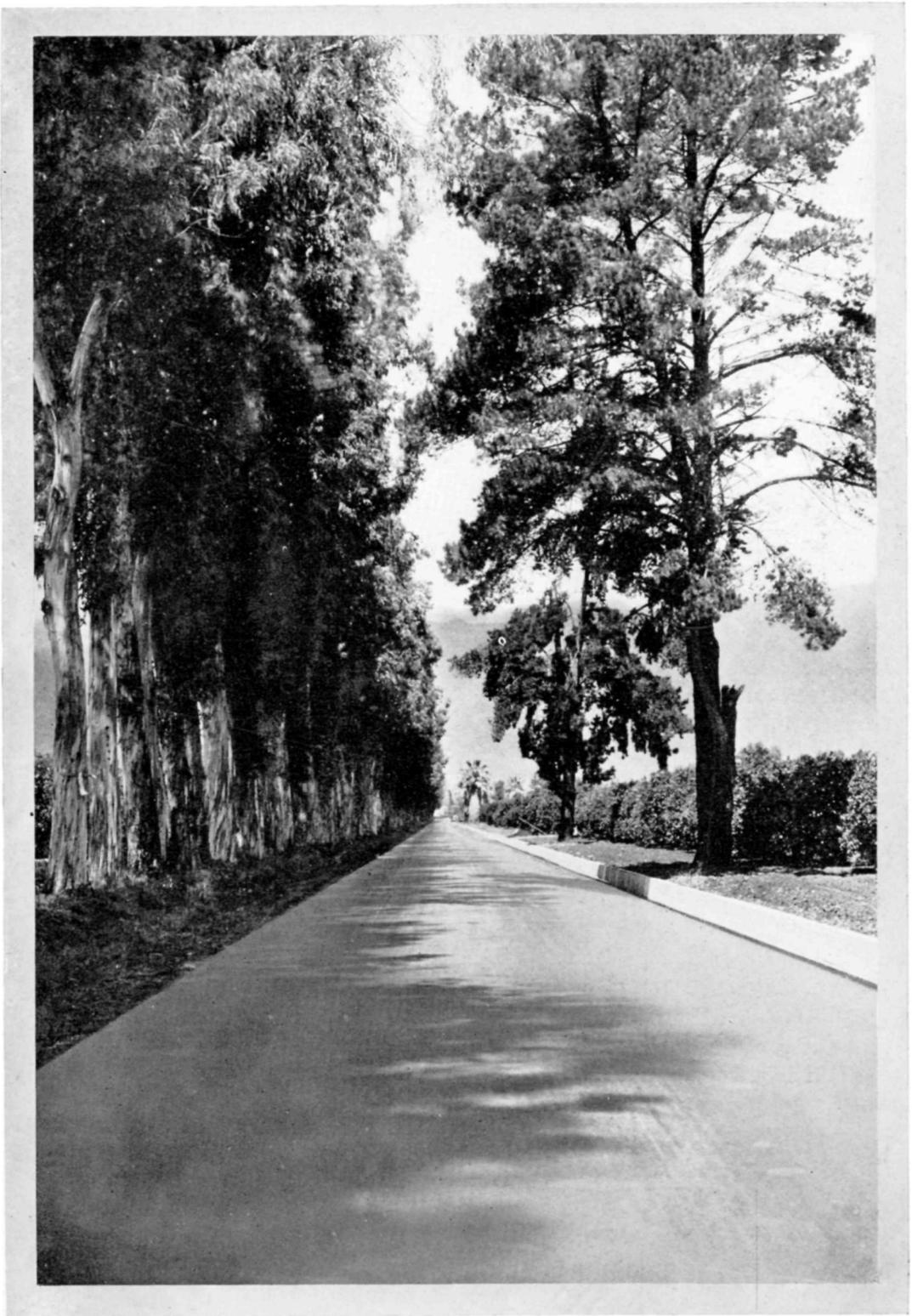
That glamour of romance which has attracted Americans to the old countries is abundant here; it is not a raw land without historic traditions. Fifty years after the landing of Columbus these shores were visited by the Spanish ships of Cabrillo, and in 1579 Sir Francis Drake sailed his gallant galleon, *Ye Golden Hinde*, into a "faire and good harborow," thirty miles north of the Golden Gate. He called this land *New Albion*—so that California may well claim to be the oldest *New England*.

While the midland plains were still peopled only by roving bands of paint-daubed aborigines, California's valleys were graced by scenes of civilization and religious devotion. The mission settlements that mark from south to north the progress of the padres may be likened to the cathedral towns of Europe and the annals of the days of Spanish domination are replete with romantic incident. The discovery of gold, in 1848, ushered in a new period

of California history, a wild and red-blooded era that throbbed with dramatic living.

Variety is the spice of California life; monotony is banished from this bright land. A rich spirit of pageantry enters into the daily life of the people who have such a climate, and have had such a history. There is scarcely a village or town that does not hold its fiestas and floral carnivals to charm the visitor. The invigorating atmosphere allures to life in the open, invites you to enter into every sort of sprightly outdoor recreation. If there is a motorist's paradise, surely it is California. The whole State is a network of good roads, most famous of which is *El Camino Real*, the coastwise highway between San Francisco, Los Angeles, and San Diego, following the route first trodden by the feet of the mission fathers.

Whatever you desire most in the way of living, awaits you in California.



*Eucalyptus and Pepper Trees Add Variety and Beauty to the California Landscape*



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

If rest is your wish, you may seek out any of the hundreds of quiet mountain and seashore retreats scattered throughout the State—and here it is not always necessary to forsake the mountains to worship beside the sea. In this land of flower-covered bungalows, living is reasonable; you can spend a summer or winter here at

an expense no greater than at home. California is well prepared to take care of its visitors, and the wide range of accommodations at metropolitan and resort hotels, mineral springs and other outing places, tent cities and mountain camps, assures to all an opportunity to select such as will best meet their requirements.

## Sport and Recreation in California

**GOLF**—The popularity of golf in America entitles it to mention among the first of outdoor sports. The mild climate which enables golf to be played in California in any month of the year has drawn hundreds of eastern players to the Pacific Coast. There are splendid golf courses throughout California from San Francisco and Sacramento southward. Laid out by experts, most of the links are for the full eighteen holes and have grass putting greens. More than fifty country clubs have

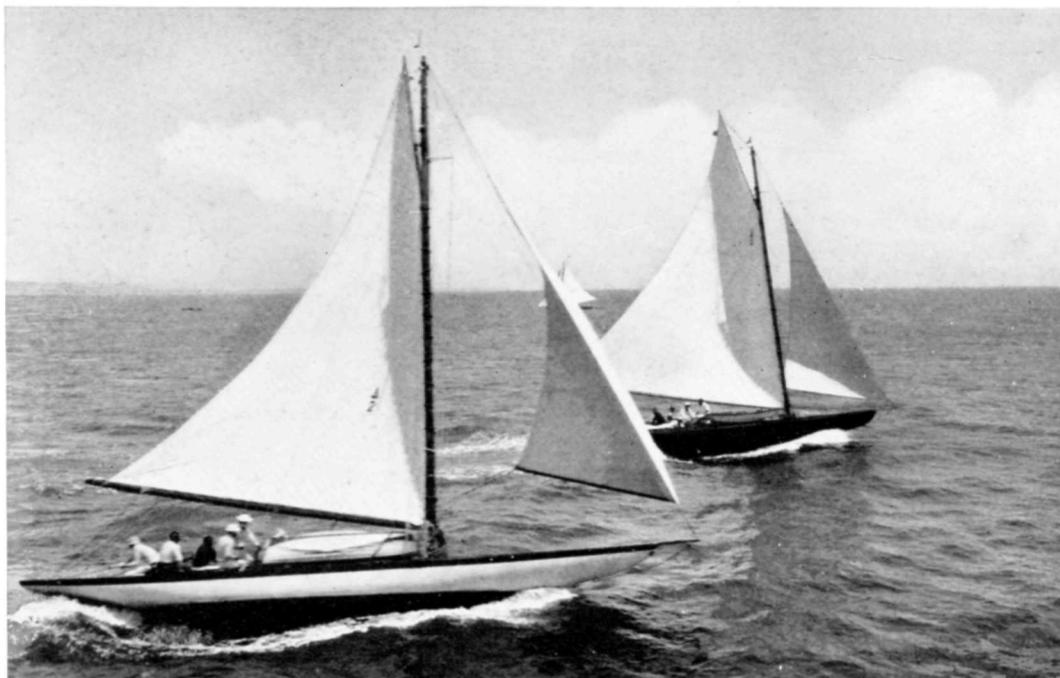
well-kept grounds, the principal tourist hotels usually maintain their own, and in addition there are several excellent public courses.

**POLO**—While polo is played in California all the year, Coronado has well been called polo's winter capital. Dozens of noted eastern and foreign polo players have appeared on Coronado's field, and some of the most exciting of international tournaments have been played there.

In California the game is fostered by



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



*Coast and Harbor Are Alive with Every Kind of Pleasure Craft*

seven active clubs, all with teams and stabling facilities. There are grounds at Los Angeles, Riverside, Santa Barbara, Hillsborough (San Francisco), Burlingame, and Del Monte.

TENNIS—Many factors enter into the widespread popularity of tennis in California, of which the favorable climate is perhaps chief. Lively exercise at the nets is a pleasure, summer or winter. Most of the courts are hard-rolled, so that a speediness of play has been developed which often proves dazzling to racquet wielders from other lands. Almost all the country clubs maintain excellent courts and there are numerous organizations devoted exclusively to the game. All of the resort hotels have their own tennis courts. The various public parks also are well provided with facilities for this popular sport.

MOTORING—The paved highways of California deserve the wide renown which they have attained. Their gen-

erally excellent condition throughout all seasons brings the touring car into constant service, and many Easterners ship their automobiles to California every year. Certain highways and boulevards demand special mention; most celebrated of all is El Camino Real ("The Highway of the King"), that historic pathway of the *padres* which leads northward up the coast from San Diego, through Los Angeles, Santa Barbara and San Francisco, thence across the bay, continuing to Sonoma. Along this route there stand today twenty-two venerable Franciscan Missions, reminiscent of the old romantic days of Spanish occupation.

YACHTING AND BOATING—Viewed from the ocean, California discloses a succession of lofty headlands, with the coast ranges rising 2,000 to 7,000 feet above the sea. Fair-weather cruises may be taken up and down this shore and around the near-by island groups. In the harbors that break into the



*California's Motor Highways Have Achieved Nation-Wide Renown*

coastline, from Humboldt Bay to San Diego, are moored many fleets of pleasure craft—motor boats, yachts, row-boats, and canoes.

In the sheltered waters of San Diego Bay, sailing conditions are well-nigh perfect. Twenty miles southwest across the sea rise the rocky-peaked Coronados circled about by calm, pellucid waters and a great game-fishing ground. At Los Angeles Harbor the boating activities are carried on chiefly from Terminal Island. Santa Catalina Island is visited from there by the larger craft. Long Beach is another favorite anchorage ground. Newport Bay, also, has many pleasure boats, large and small.

From Santa Barbara motor boats and yachts cruise to the picturesque Channel Islands, with their caves, grottoes, and strange formations.

Farther north, on Monterey Bay, yachting centers about Santa Cruz and Monterey. The Bay of San

Francisco affords a yachting course almost 500 square miles in extent. On its shores at Sausalito, Tiburon, Alameda and Alviso are attractive club-houses, and in San Francisco the home ports of the yachtsmen are at Black Point Cove and the Marina.

**BATHING**—On California's coastline are numerous wide, clean beaches where attractive resorts are sought by throngs who combine refreshing dips in the ocean with the pleasant diversions of the seaside. As pleasure resorts the Los Angeles beaches stand among the foremost. At the height of the season the surf and bordering sands are crowded with bathers, and feminine beauty in bright costumes has brought fame to these golden strands. The principal seaside resorts in this region are Santa Monica, Ocean Park, Venice, Redondo Beach, Long Beach, Hermosa Beach, Huntington Beach, Newport Beach, Balboa, and Seal Beach. All of them are quickly



*The Beach at Venice—One of the Popular Resorts*



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

reached from Los Angeles by electric cars, railway or automobile. Farther south is Del Mar, and across the bay from San Diego is the celebrated all-year coast resort—Coronado Beach.

On the coast line north of Los Angeles the bathing beach at Santa Barbara is particularly favored in climate and gentle surf. Miramar and Ventura are in the same vicinity. Morro Bay and El Pizmo Beach are farther up the coast, near San Luis Obispo.

On the Bay of Monterey, Santa Cruz annually attracts crowds of vacationists to its broad beach. Del Monte and Monterey share between them a semi-circular sweep of sand, and Pacific Grove has many sheltered coves and beaches. The strands of Asilomar, Pebble Beach and Carmel are also favorite bathing places. Across the bay from San Francisco are the beaches of Alameda where bathing is enjoyed in tempered waters.

CAMPING—To know intimately the charm of the great outdoors one must become a tent-dweller in the mountains or beside the sea. The simplicity and economy of this mode of living appeal to many, particularly in California where weather conditions in vacation season are almost ideal. The Forest Service encourages the use of the national forests for recreation, no permit or other formality being required for temporary camping.

Camping by the seashore is often a community outing, for here have been established many "tent cities." These neat canvas municipalities will be found at Coronado Beach; at Avalon on Catalina Island; at Ventura, Venice, El Pizmo, Santa Cruz, and at several other points along the coast. Yosemite, Lake Tahoe, the Giant Forest, and the Sierra Madre Range, as well as the Big Basin in the Santa Cruz Mountains, all have commodious camps in summer.



*Picturesque Landscapes and Exquisite Flower Gardens on Every Hand*

**MOUNTAIN CLIMBING**—The lure of the high places is strong in the heart of mankind, and true mountaineering can be found in the lofty ranges of California. No other range surpasses the Sierra Nevada in majesty and variety of scenery, or in pleasant summer climate. For 500 miles this rugged mountain chain extends along the eastern border of California, attaining its greatest altitude in Mount Whitney, 14,501 feet high, the tallest peak in the United States, and there are many near-by peaks almost as lofty. Trails in the High Sierra are open from late in June until early in October. Horses and pack animals, with guides, can be obtained at convenient points.

From Yosemite Valley, mountain trails radiate in every direction. The Tahoe country with its mile-high Lake Tahoe and scores of smaller lakes, charms the leisurely trampler and there are elevated summits such as Mount Tallac and Freel's Peak.

Mount Shasta, perhaps the best-known of California's snow mountains, rising to an altitude of 14,380 feet, is climbed by hundreds of tourists every summer. The best trail to the summit is from Sisson, with a connecting trail from Shasta Springs. The Coast Range is less lofty than the Sierra, and its easy accessibility makes it a favorite resort of "hikers."

The Sierra Madres, northeast of Los Angeles, culminate in Mount San Antonio (Old Baldy), 10,080 feet. Wilson and Lowe, 6,000 feet, are in this range. The other great peaks of the south are San Bernardino 10,630, San Geronio 11,485, and San Jacinto 10,805 feet.

**FISHING**—In diversity of location and in variety of fish life the waters of California offer the angler an extensive choice.

The rainbow trout is the most widely distributed of the native varieties. Others are the cut-throat, steel-



*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*



*Arroyo Seco Bridge, Pasadena*

head, Dolly Varden, and the Tahoe trout, while Loch Leven, Eastern brook and European brown trout have been introduced in large numbers into lakes and streams.

The Coast Range has many lively trout streams. There are several north and south of San Francisco, and Los Angeles fishermen have not far to go to reach the streams of the Sierra Madre and the San Bernardino Mountains. The fishing in the clear, cold streams that are fed from the snowy Sierra Nevada always can be relied on; among these are the Truckee, American, Yuba, and Bear rivers, while farther north are the Upper Sacramento, Pitt, McCloud, and Klamath rivers. On the Northern Coast Range are the Russian, Noyo, Eel, and Mad rivers. Lake Tahoe has its big trout, and smaller lakes in the Tahoe country have smaller fish, but all are sturdy fighters. The Merced and other streams in Yosemite are

favorites, and at Wawona the catches are always good.

The headwaters of the Kings and Kern rivers in the High Sierra are alive with trout. In Volcano Creek, a tributary of the Kern, are the famous golden trout. Black bass are numerous in Bass Lake on the north fork of the San Joaquin River, and also in the lagoons south of Los Angeles. Striped bass are plentiful in the mouth of the Sacramento River.

Fishing for the giant king salmon in the Bay of Monterey during June, July, and August is noted sport. Farther south, especially below Point Conception, the fish are almost all related to tropical species—the yellow-tail, barracuda, black sea bass, bonito, swordfish, sheepshead, albacore, and tuna. The best deep-sea fishing is around the Coronado Islands and in the Santa Barbara, Santa Catalina, and San Clemente channels.

Avalon Bay on Santa Catalina



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

Island as well as the waters off Coronado Beach are widely famed for their wonderful sport, the most prized capture being the leaping tuna. The giant of these waters, however, is the black sea bass, often weighing 600 pounds. The yellowtail is also as fine a fighter as there is in the sea; it weighs from fifteen to sixty pounds. The white bass, weighing from thirty to seventy pounds, as well as the swordfish, likewise puts up a strenuous struggle. All up and down the coast are facilities for the angler, with row-boats and launches ready for hire, and experienced boatmen.

**HUNTING**—Of the large game animals deer are the most common in California. They are growing more numerous, despite the fact that thousands of bucks are killed in the State each season. Three varieties of deer are found there—the black-tail, white-tail, and mule-deer. The best hunting grounds in the Sierra region extend

from Kings and Kern rivers northward, and in the Coast Range practically throughout the entire length of the State, from the Trinity and California National forests to the San Bernardino Mountains.

Bears are numerous in the Sierra Nevada, the San Bernardino Mountains and parts of the Coast Range, yet so shy and sly are they that only a skillful woodsman can get within sight of them. The wild goats on Santa Catalina Island are thought to be descendants of animals left by Cabrillo in 1542.

The cougar or mountain lion, an outlaw with a price upon his head, is frequently found in the timbered heights where deer roam. Foxes are common, especially in the Coast Range. The wild cat or red lynx frequently draws a shot, and in the mountains the gray wolf is sometimes seen. Smaller fur animals are plentiful.

Most hunted of the feathered game



*The Los Angeles Residence Streets Vie with the Parks and Gardens for Color and Beauty*



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

are the wild ducks; the varieties include sprig, widgeon, mallard, spoonbill, ruddy, canvasback, teal, bluebill, and gadwall. The Los Angeles region furnishes excellent sport for duck hunters and the region about the Bay of San Francisco, in the Suisun and the Alviso marshes, is a great duck-hunting area. There are also thousands of acres of "tule land" along the Sacramento, San Joaquin, and other inland rivers that are open to all. Wild geese and brant are also fair

game during the duck season. Mountain and valley quail are plentiful.

Another fine bird is the blue grouse, and on the eastern side of the Sierra many sage fowls are bagged. Both in mountain valleys and lowland plains the hunter may test his aim on "the gamiest bird that flies"—the Wilson snipe. Besides these, California's hunting grounds have in great numbers the upland plover, golden plover, avocet, ruffed grouse, band-tailed pigeon, and wild dove.

## Resort Regions

**LOS ANGELES AND VICINITY**—Los Angeles is renowned as the tourist center of Southern California and, as its metropolis, is the heart of its activities. It is also the center of the moving picture industry. The first settlement was made by Spaniards, in 1781. Built upon the plains sloping seaward from the Sierra Madre, its

northern and western suburbs reach altitudes affording inspiring views of the surrounding valleys with the ocean in the distance. The business district, with its many handsome shops and modern buildings, is striking, and the throngs who all the year visit for a season or pass through this gateway find ample hotel accommodations,



*The Plunge at Del Monte, One of the Famous Beauty Spots*

including many very good hotels that are popular with travelers. Living costs are flexible enough to suit any tourist. For those who prefer them furnished apartments and bungalows are available at reasonable prices. Los Angeles has its Chinatown and other foreign sections. Within the city limits there are twenty-one parks, and these, together with the many tree-shaded boulevards and avenues lined with villa homes set amidst greenery and bright blossoms, go far to charm eastern visitors and induce their frequent return. Paved highways afford delightful automobile tours through many miles of orange groves and the numerous communities which cluster around Los Angeles. Hollywood is one of the attractive and most noted of residence sections. A few miles west is Beverly Hills, with its well-equipped tourist hotel.

**PASADENA**—Among the famous resort cities nearest to Los Angeles is

Pasadena, charmingly situated in the San Gabriel Valley. It has many palm-bordered avenues and sumptuous homes. Its principal resort hotels are the Huntington, Raymond and Green, open during the winter months, and the Vista del Arroyo and Maryland, open all the year. Pasadena is particularly attractive to the eastern visitor because of the wealth of semi-tropic trees and flowers. This luxuriance of blossoms has made famous its annual Tournament of Roses on New Year's Day.

**SAN GABRIEL**—San Gabriel, with its old Mission San Gabriel and Spanish relics, is an interesting little town ten miles east of Los Angeles. The Mission, which was founded in 1771, is well preserved, services being held regularly. The famous Mission Play is given here.

**RIVERSIDE**—Riverside has a unique all-year hotel in the Glenwood Mission Inn, combining the picturesqueness of



*Avalon Bay, Santa Catalina Island, a California Show Place*



*Santa Cruz, Another of the Popular Bathing Resorts*

the eighteenth century with the luxury of the twentieth. It is a cloistered building with tiled roof, arched porches and many gables around a spacious court. There is a campanile with ancient bells where vesper hymns and old Spanish tunes are played.

Surrounding Riverside are miles of auto drives lined with tall eucalyptus, magnolia, and drooping pepper trees. Above the city rises Mount Rubidoux, surmounted by a cross dedicated to Padre Junipero Serra, founder of the missions.

**SAN BERNARDINO**—San Bernardino is in the eastern section of the orange belt and may be included with the others mentioned in daily excursions by rail or auto from Los Angeles. To the north are the San Bernardino Mountains from which the city gets its name, rising to a height of from 5,000 to 11,000 feet, where lie Big Bear and Arrowhead lakes with beautifully timbered shores.

**REDLANDS**—Redlands is a beautiful city at the foot of Mount San Bernardino. It is surrounded by orange groves and has many charming residences in park-like settings. Its chief show place is Canyon Crest Park.

**SAN BERNARDINO MOUNTAINS**—Among the most popular summer vacation grounds of this southern territory are the San Bernardino Mountains. The thrilling "101-Mile Drive on the Rim of the World" leads through this region, including Arrowhead Lake and Woods, and Big Bear Lake, with numerous inns and camps along their shores. The drive is made by regular auto stages from San Bernardino and Redlands.

**SEASIDE RESORTS NEAR LOS ANGELES**—Within a ride of from fifteen to twenty miles west from Los Angeles are numerous resorts by the sea which offer varied opportunities for enjoyment. Santa Monica, Ocean Park, and Venice join in a continuous stretch



*At Leland Stanford, Jr. University, Palo Alto*

of several miles of bathing beaches. Santa Monica is an attractive home city. Hermosa and Redondo beaches follow, and directly south of Los Angeles is Long Beach, the largest of the seashore cities, with its noted Hotel Virginia. Huntington, Newport, Balboa, and Seal beaches join to the south. At all of these resorts are many amusement features, and in addition to the surf bathing there are bathing pavilions and swimming pools.

SANTA CATALINA ISLAND—Avalon, on the Island of Santa Catalina, is reached from Los Angeles Harbor by a steamer trip of two hours across the channel. Avalon Bay sweeps in a graceful curve and, in approaching it, the view of this sprightly resort village with its mountain background is one of the most bewitching on the coast. The waters are calm as a fishpond, with their strange and brilliant fish life lazily swimming or flashing by in a

natural aquarium full of luxuriant marine plant life—all viewed from comfortable glass-bottomed boats.

SAN DIEGO—San Diego, “where California began,” is the southernmost city on the Pacific Coast. It was here that Padre Junipero Serra, in 1769, founded the first California mission—San Diego de Alcalá, now in ruins. The healthful and moderate climate makes this region delightful at all seasons and there is much interesting country round about. Situated on the Bay of San Diego, the city is backed on the east by a mountain range. Most striking are the bay and ocean views, with Point Loma to the north jutting far to sea and the Coronado peninsula to the west. San Diego has attractive business streets, shops and residences. Balboa Park is a beauty spot well worth a visit. There are several good hotels which provide first-class service.

A popular resort on the coast near



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

by is La Jolla, with comfortable accommodations and bathing beach.

Fifteen miles south of San Diego by rail or auto the quaint old town of Tijuana, Old Mexico, affords many amusements for tourists. In addition to the curious Mexican customs to be seen there, Tijuana has a modern race course, casinos, and other attractions of interest to pleasure-loving American travelers.

**CORONADO BEACH**—On the peninsula across the bay from San Diego is one of California's most favored all-year pleasure places. The Hotel Del Coronado stands upon Coronado's "Silver Strand," and is surrounded by lawns and flowers and tropical verdure. It is one of the largest and best-known of resort hotels. Bathing, fishing and yachting are some of the aquatic sports. On the beach is also Coronado Tent City, open only during the summer season.

**SANTA BARBARA**—On the coast north of Los Angeles is Santa Barbara. Its mild climate, attractive situation and surroundings have placed it among California's best-known winter and summer resorts. From the sloping foothills of the Santa Ynez Range the city looks seaward over the blue waters of the channel toward the craggy islands that lie beyond. The old Santa Barbara Mission stands in one of the residence districts. Its resort hotels are the Samarkand, Arlington, El Mirasol, and El Encanto; and several other hotels afford good service. There is a bathing beach near by. Miramar and Montecito are two famous resorts adjacent.

**MONTEREY AND DEL MONTE**—There is no more romantic spot in the West than Monterey. Cabrillo landed here in 1542 and sixty years later, in 1602, Vizcaino claimed the country for the king of Spain. In 1770 Gaspar de Portola, first governor of Alta



*From San Francisco's Hills Across the Bay to Oakland*



*Across Lake Merritt Toward the Sky Line of Oakland*

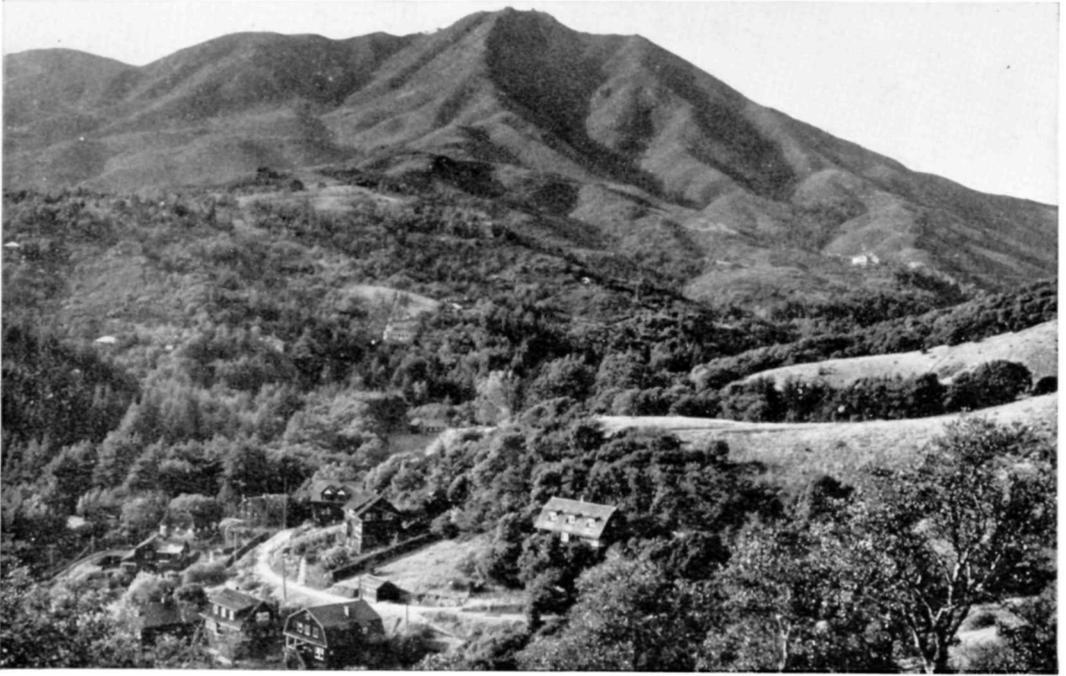
California, established a presidio and garrison at Monterey and it remained the capital of California until 1849. At Del Monte is the Hotel Del Monte, among the foremost of California's all-year resort hotels. It is surrounded by lawns, studded with stately oaks and flower beds, the result of thirty years' landscape gardening. The scenic Seventeen-Mile Drive starts from the hotel. An excellent golf course is also located near Del Monte. On the outer edge of the Monterey Peninsula is Pacific Grove, a beach resort of much charm and just beyond is Asilomar, a summer camping ground of the Y. W. C. A. Del Monte Lodge at Carmel Bay is on the Seventeen-Mile Drive and Carmel-by-the-Sea, with its well-preserved old mission, is but a few miles beyond.

**SANTA CRUZ REGION**—Santa Cruz, on the Bay of Monterey, is a popular resort for San Franciscans. The Casa del Rey is a well-equipped seaside

hotel. Surf bathing, golf and deep-sea fishing are among the sports. The Santa Cruz Mountains are much sought by vacationists and in their forests are many resort places. At Big Trees, six miles from Santa Cruz, is a grove of redwoods.

**SAN FRANCISCO AND VICINITY**—San Francisco delights the traveler with many distinctive charms. It is a cosmopolitan city, picturesquely set upon many hills on the northern end of a peninsula overlooking the mountain-rimmed Bay of San Francisco and the Pacific Ocean—the famed Golden Gate joining them by its mile-wide passage. San Francisco's beauty of situation marks it as one of the favored cities of the world. The views from Telegraph, Russian and Nob Hills, Sutro Heights and other vantage points draw one again and again; while the view from Twin Peaks is a bird's-eye of city and surroundings.

There is a snappy breeze from the



*Mount Tamalpais Whose Summit Is Reached by the "Crookedest Railroad in the World"*

sea; in summer San Francisco is delightfully cool and in winter its climate is spring-like. It is one of the most interesting of seaports.

Its shops, its theaters, its many Bohemian restaurants and cafes; Chinatown with its quaint oriental community and gorgeous bazaars, and the Latin quarter—all have their particular interest. Market Street, leading from the Ferry Building, is the main artery of the city—the Broadway of San Francisco. The several inviting residence districts, the notable mansions, the Civic Center, museums, art galleries and monuments; Golden Gate Park, The Presidio, Mission Dolores, Portsmouth Square, and other historic landmarks, the waterfront or Embarcadero, picturesque Fisherman's Wharf, Ocean Beach, Seal Rocks and the Cliff House—all these attract the visitor.

There are numerous first-class hotels

besides many comfortable furnished apartment houses, with ample accommodations for all visitors at prices to suit every purse.

OAKLAND, BERKELEY, AND ALAMEDA lie across the bay on its eastern shore. They are situated on a gently sloping plain, their streets and boulevards of homes with blooming gardens reaching far up the hills which form the background. Oakland is an attractive city with fine public buildings and good hotel accommodations. Lake Merritt, in the center of the city, is surrounded by parks, homes and various public edifices. Alameda lies to the south of Oakland. It is essentially a home city and has popular bathing beaches. Berkeley, directly north of Oakland, is the seat of the University of California. It is situated opposite the Golden Gate and is a pleasant and highly desirable place of residence.



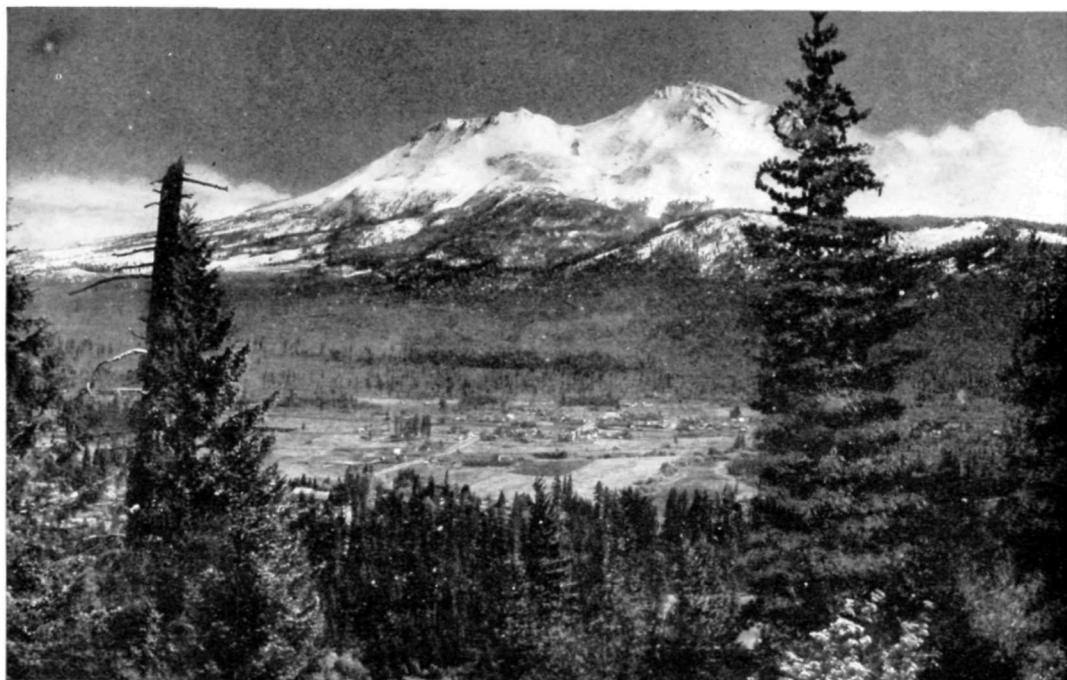
*The Campanile of the University of California at Berkeley*

**MARIN COUNTY AND LAKE COUNTY RESORTS**—ACROSS the bay north of San Francisco, lies Marin County. Mount Tamalpais, with its well-known tavern, rises above the waters of the bay. Its summit is reached on a one-day trip from San Francisco by the “crookedest railroad in the world” and commands a remarkable view of San Francisco Bay. Halfway to the summit a branch leads to the Muir Woods, a primeval forest of giant redwoods. To the north are the Russian River resorts, and Lake County farther north has a chain of picturesque lakes and resorts.

**HUMBOLDT COUNTY**—Humboldt County, in which Eureka is the principal city, offers exceptionally good fishing and hunting. Trout and salmon are abundant in the streams and deep-sea fishing is excellent. Grouse and waterfowl are plentiful; deer are numerous in the mountains.

**SHASTA RESORTS**—All along the course of the Upper Sacramento River rustic inns and cottages dot the verdant, pine-clad sides of its winding gorge. The points of interest include Castella, Castle Rock, Castle Crag, Dunsmuir, Upper Soda Springs, Shasta Retreat, Mossbrae Falls, and Shasta Springs. The snow-capped peak of Mount Shasta, 14,380 feet high, dominates this region.

**YOSEMITE NATIONAL PARK**—Yosemite, with its mighty peaks and waterfalls and the earth’s oldest and tallest trees, ranks high among world wonders. The Park covers an area thirty-six by forty-eight miles, yet many of its most spectacular sights are grouped together in a remarkably small area—the Yosemite Valley—a gorge only seven miles long and from one-half mile to one mile wide. The floor of this valley is verdure-clad, and in spring and summer is dotted with bright



*Shasta's Mighty Snow-Capped Peak—An Extinct Volcano*

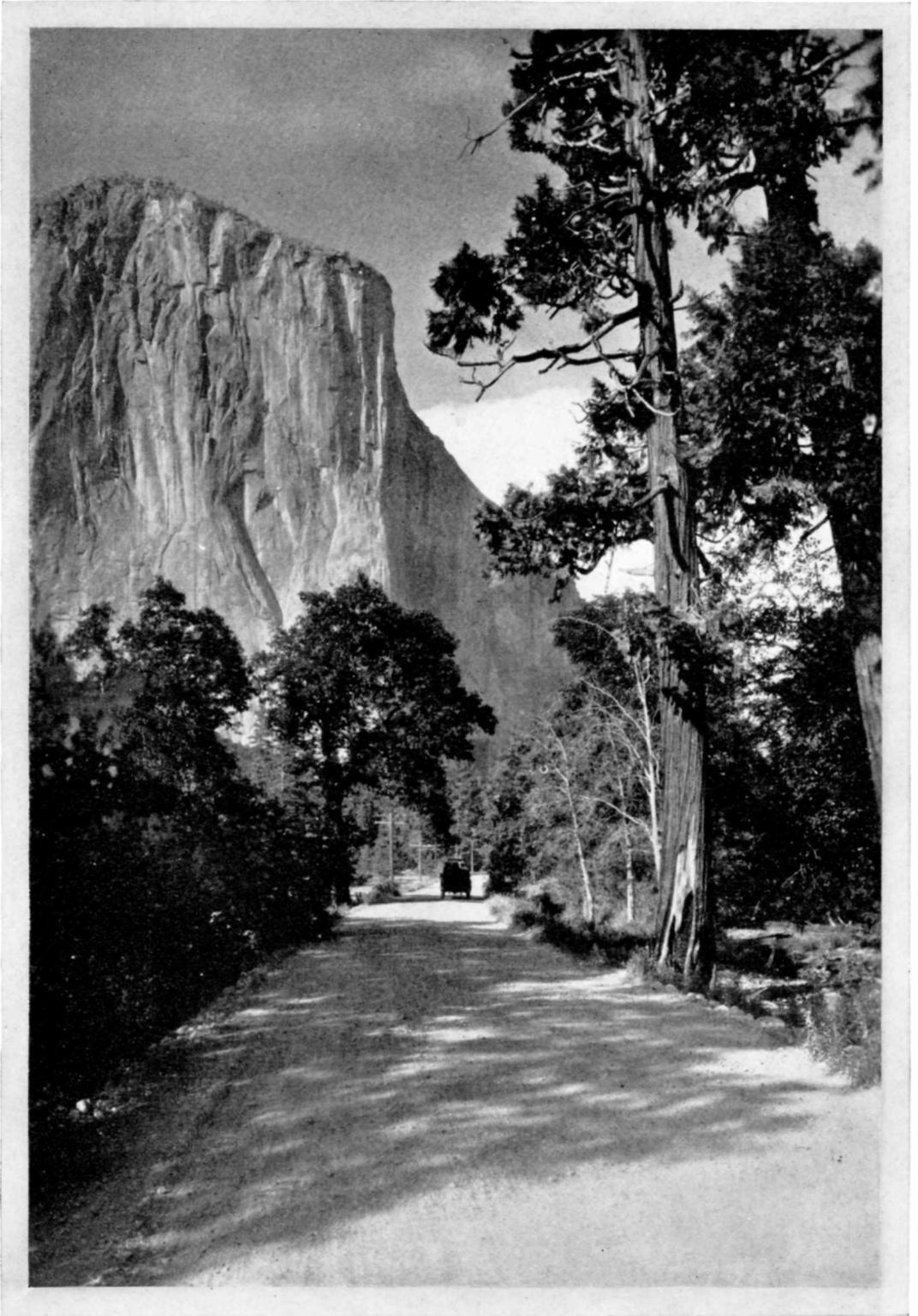
blooms, the Merced River flowing through its meadowlands and park-like forests. This deep-cleft mountain gorge, 4,000 feet above the sea, is walled in by towering granite cliffs. It is a realm of precipices, stately spires and domes and magnificent waterfalls. El Capitan, which stands guard at the entrance to Yosemite, rises 3,300 feet; Sentinel Rock is 3,100 feet high; Glacier Point, 3,250 feet; and the Half Dome, 4,892 feet. Of its waterfalls, Yosemite Falls plunge 2,600 feet. Vernal, Nevada, and Illilouette Falls are each different from the other. Ribbon Falls is a glistening thread of 1,612 feet, while Bridal Veil, most graceful of all, drops 940 feet. Mirror Lake with its many reflections including that of the rising sun, is a bewitching spectacle.

The Mariposa Big Trees, *sequoia gigantea*, lie within the southern boundary of the Park. The Mark Twain, the tallest tree is 331 feet high and

the biggest (such as the Grizzly Giant and the Washington) are over twenty-nine feet in diameter at base. The age of these trees is estimated at more than 3,000 years. The smaller Tuolumne and Merced groves of *sequoia* are reached from El Portal.

Yosemite is reached by rail via Merced to El Portal, where all trains are met by auto stages which run to Yosemite Village. There is also daily auto service during the summer season from Merced direct to Yosemite via Wawona and the Mariposa Big Trees.

SEQUOIA AND GENERAL GRANT NATIONAL PARKS—South of the Kings River Canyon and west of the Canyon of the Kern, in the High Sierra, is a great timbered region embraced in the Sequoia National Park, containing the most extensive big-tree groves in the world, and directly north is the General Grant National Park containing a smaller grove including the General Grant, the second largest known tree.



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



*Looking Up Yosemite Valley—One of the Grandest Views on Earth*

The proposed Roosevelt National Park would include not only the Sequoia National Park, but also the Kings River Canyon, the Canyon of the Kern, and the High Sierra which lie to the eastward, culminating in Mount Whitney, 14,501 feet, the highest mountain in the United States. In the Sequoia Park and surrounding forests there have been recorded over a million of California's big trees, some of them the largest in the world, notably the General Sherman, 36.5 feet in diameter at its base and 279.9 feet high. The General Grant Tree, in General Grant National Park, is thirty-five feet in diameter and 264 feet high.

Sequoia National Park, in addition to its big-tree groves, is notable for its great wooded canyons, some of them 4,000 feet deep and for the views from Moro Rock across Kaweah Canyon toward Castle Rocks, which rise more than 5,000 feet above the

valley floor. Twin Lakes present one of the most beautiful sights in the Park, while Crystal Cave is one of its enchanting scenic features.

There are comfortable accommodations in the two parks: the Giant Forest Hotel in the Sequoia National Park, and a camp of modern tent-houses in the General Grant National Park. Sequoia Park is reached by rail to Visalia or Exeter, thence by electric railway to Lemon Cove whence auto stages run to Giant Forest. General Grant Park is reached by auto from Fresno, Sanger or Reedley, and also from Giant Forest by trail.

**THE TAHOE COUNTRY**—Lake Tahoe, in the High Sierra, is one of the largest and most beautiful of mountain lakes; the coloring of its clear waters, a brilliant emerald and indigo blue, is amazing. Twenty-three miles long, thirteen miles wide, and more than 1,800 feet deep, it is completely hemmed in by mountains with peaks vary-



*Among the Ancient Giants of the Mariposa Grove of Sequoia*

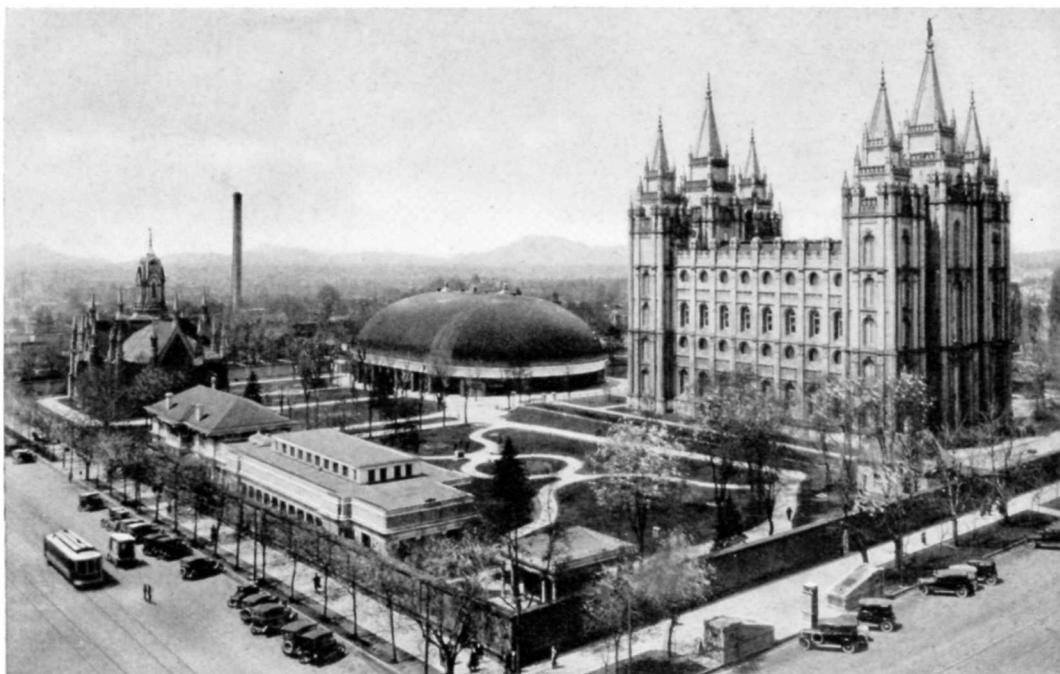


*Nearing the Head of Lee Vining Canyon and Tioga Pass—Eastern Entrance to Yosemite Park*

ing in height from 8,250 to 11,120 feet above sea level. The elevation of the surface of the water is 6,280 feet. The pine-fringed and indented shores have many charming stopping places, with comfortable hotels and cottages. It is noted for its big trout. The Tahoe Tavern, of rustic construction, has excellent accommodations for summer tourists. There are twenty other resorts upon the shores and in the vicinity. A steel steamer makes daily trips around the lake during the season. Seventy-five smaller lakes and numerous trout streams are within twenty-five miles of Tahoe. Lake Tahoe is reached from Truckee, thence by narrow-gauge railway fifteen miles up the picturesque canyon of the Truckee River. Stop-overs are permitted at Truckee on through tickets during the season.

**THE NEW TIOGA ROAD**—This new mountain highway over the crest of

the Sierra connects Lake Tahoe with Yosemite National Park and affords a three-day motor tour, 226 miles in length, a trip of highest scenic magnificence and absorbing variety. The Tioga Tour crosses Carson Valley, ascends to Mono Lake, and climbs through Lee Vining Canyon to Tioga Pass (9,941 feet). Majestic snowy peaks, from 12,000 to more than 13,000 feet high, soar into the heavens, a part of the Sierra hitherto accessible only to hardy mountaineers. The route continues across the center of Yosemite National Park, past Tenaya Lake, to the noted Tuolumne Grove of Big Trees, thence to Inspiration Point and through the incomparable portals of Yosemite to Yosemite Lodge in the center of the Park's wonders. The Yosemite National Park Company operates automobile stages over this route from Tahoe Tavern daily during the season.



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

## Through the Heart of the Scenic West

The Union Pacific, the most picturesque route to California, has two great metropolitan gateways—Omaha and Kansas City. Through service from Chicago is by way of Omaha; from St. Louis it is by way of Kansas City. From Omaha the route crosses the great agricultural state of Nebraska. From Kansas City the fertile grainfields of Kansas are traversed, then Colorado, rich both in mineral and agricultural wealth. Denver is a cosmopolitan city of marked civic beauty and hospitality and is the gate way to numberless scenic regions in the Rockies, including the Denver Mountain Parks and Rocky Mountain National Park. From Denver northward for many miles there are splendid views of the high peaks of the Rocky Mountains. These lines converge at Cheyenne, Wyoming, and continue as one to Granger.

Crossing Wyoming there are many interesting scenes. From Sherman (elevation, 8,013 feet), the highest point on the Union Pacific, westward to Laramie and beyond, distant mountain ranges are continually in view; noted Elk Mountain may be seen from the vicinity of Hanna and Percy. At Creston, the Continental Divide is crossed; near Green River are numerous castellated buttes.

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 “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 to Salt Lake City. Its beautiful



*Zion National Park, Glowing Red in Southern Utah's Wonderful "Land of Color"*

background of mountains, the handsome historic buildings of the Mormons, and the strange sea of brine near by make the capital of Utah a place of perennial interest to the visitor. In the huge Mormon Tabernacle free recitals on the wonderful organ are given at noon, daily except 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 Los Angeles Limited and other Union Pacific through trains to Los Angeles are operated over the L. A. & S. L. R. R. of the Union Pacific System from Salt Lake City. Shortly 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; the sunsets over the lake are noted for their splendor.

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

At Lund, Utah, 242 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 and the North Rim of the Grand Canyon. This region is reached by auto from Cedar City, the terminus of a recently completed Union Pacific



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

System branch line thirty-three miles southeast of Lund. Zion National Park includes the incomparable gorge of the Mukuntuweap and the painted towers and temples of the River Virgin, a wonderland where Nature's skill at carving and coloring appears in rarest perfection. Automobile service is maintained from Cedar City, May 15th to October 10th. Trips may include Zion National Park, Cedar Breaks and Bryce Canyon, as well as one through the Kaibab Forest to the North Rim of the Grand Canyon of the Colorado.

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

beautifully colored Rainbow Canyon, crossing the valley of Las Vegas, where Padre Escalante, in the seventeenth century, made an ending of his famous journey of 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



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

the productiveness of the surrounding citrus orchards, and finally Los Angeles, the magic metropolis of Southern California.

#### Ogden to San Francisco

From Ogden, the San Francisco Overland Limited, Pacific Limited, and other Union Pacific through trains run via the Southern Pacific to San Francisco. Just after leaving the former, the tracks cross Great Salt Lake on the Lucin Cut-off, a notable engineering achievement that shortened the distance to San Francisco by about forty-four miles, and gives the traveler thirty miles of "going to sea by rail." After the flat, picturesque alkali plains of Western Utah, the route follows the Humboldt River the greater part of the distance across Nevada, and sharp-crested, tinted mountains stand on parade to the southward.

East of Reno the railroad enters the valley of the dashing Truckee River,

which it follows across the California boundary to Truckee in the foothills of the Sierra Nevada. From Truckee a side trip of fifteen miles by rail takes the traveler to Lake Tahoe, one of the most beautiful mountain lakes in America. Tahoe Tavern and numerous other resorts stand upon its shores; excellent fishing may be had. The new Tioga Road connects Lake Tahoe with Yosemite National Park and regular auto stages operate during the summer season.

Beyond Truckee, the railroad climbs toward the summit of the Sierra, disclosing many fascinating panoramas of peaks and pines; the deep blue waters of charming Donner Lake girt by somber forests may be seen just before Donner Pass (elevation 7,012 feet), the highest point on the road, is reached. Thence the train descends to Emigrant Gap and Blue Canyon where the American River has carved a great gorge that deepens and attains its most majestic proportions



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

in the vicinity of Giant Gap and Cape Horn. On the lower slopes of the Sierra are the regions famous for their yield of placer gold and for their dramatic histories, described in Bret Harte's tales. The descent continues to the fertile fields and orchards of the Sacramento Valley and to Sacramento, the prosperous capital of California. From

Sacramento the route crosses the rich farms along the delta of the Sacramento River to Benicia, where immense ferryboats carry the train across the Straits of Carquinez. Thence the tracks skirt the great Bay of San Francisco to Oakland, and a twenty-minute ferry ride brings the traveler to San Francisco.

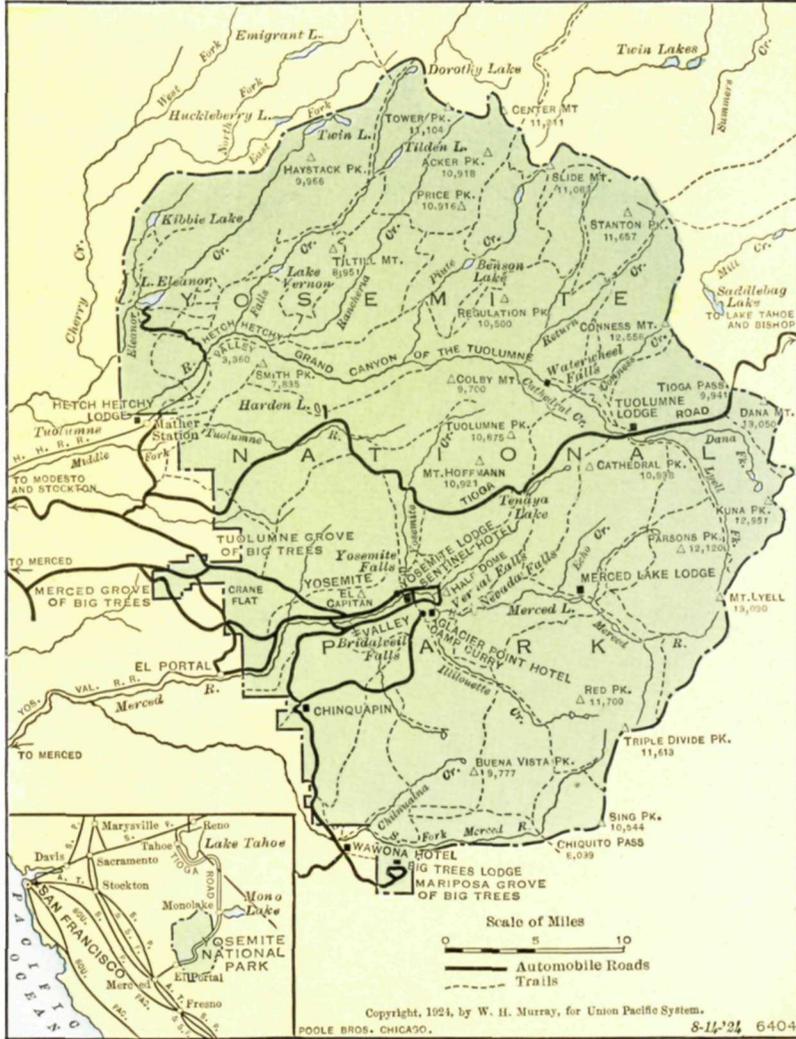
## The Union Pacific System

Joins East and West with a Boulevard of Steel

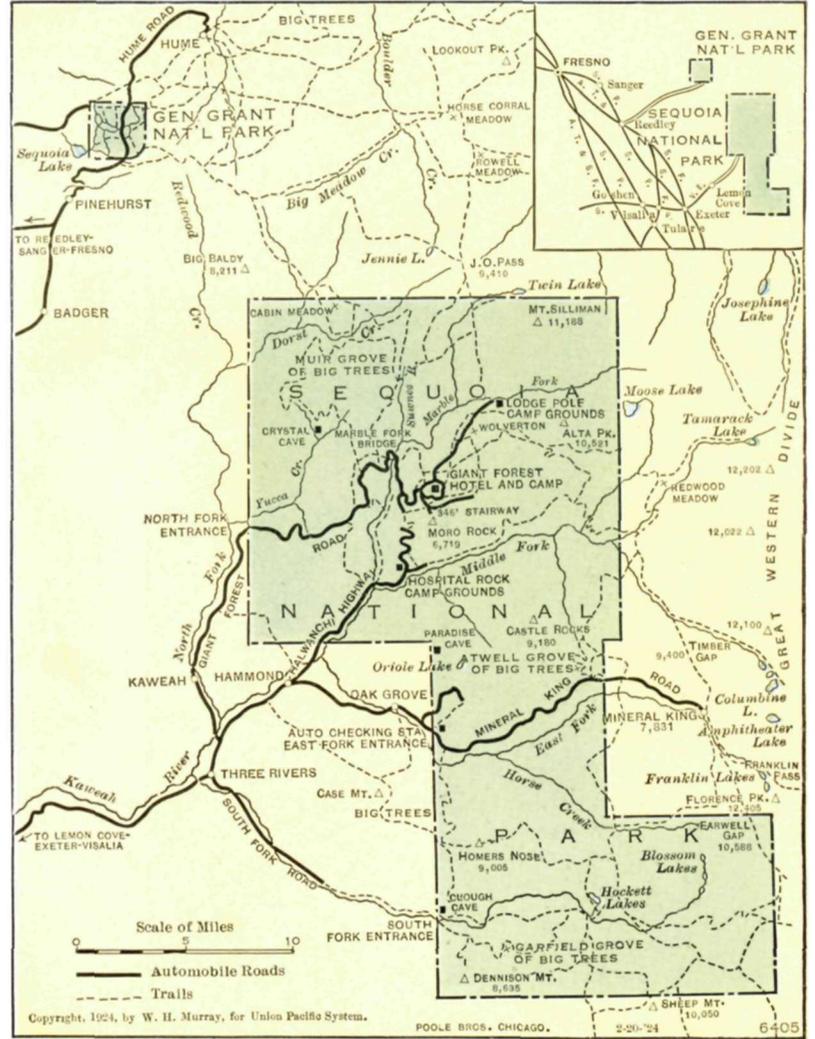
When planning a visit to California, or indeed to any place west of the Missouri River, the choice of route is the most important factor in the general pleasure and success of the trip. True, in these days of luxurious equipment, railway service is usually good. But there is one great system whose route,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

This superiority is due in part to natural advantages. The builders of

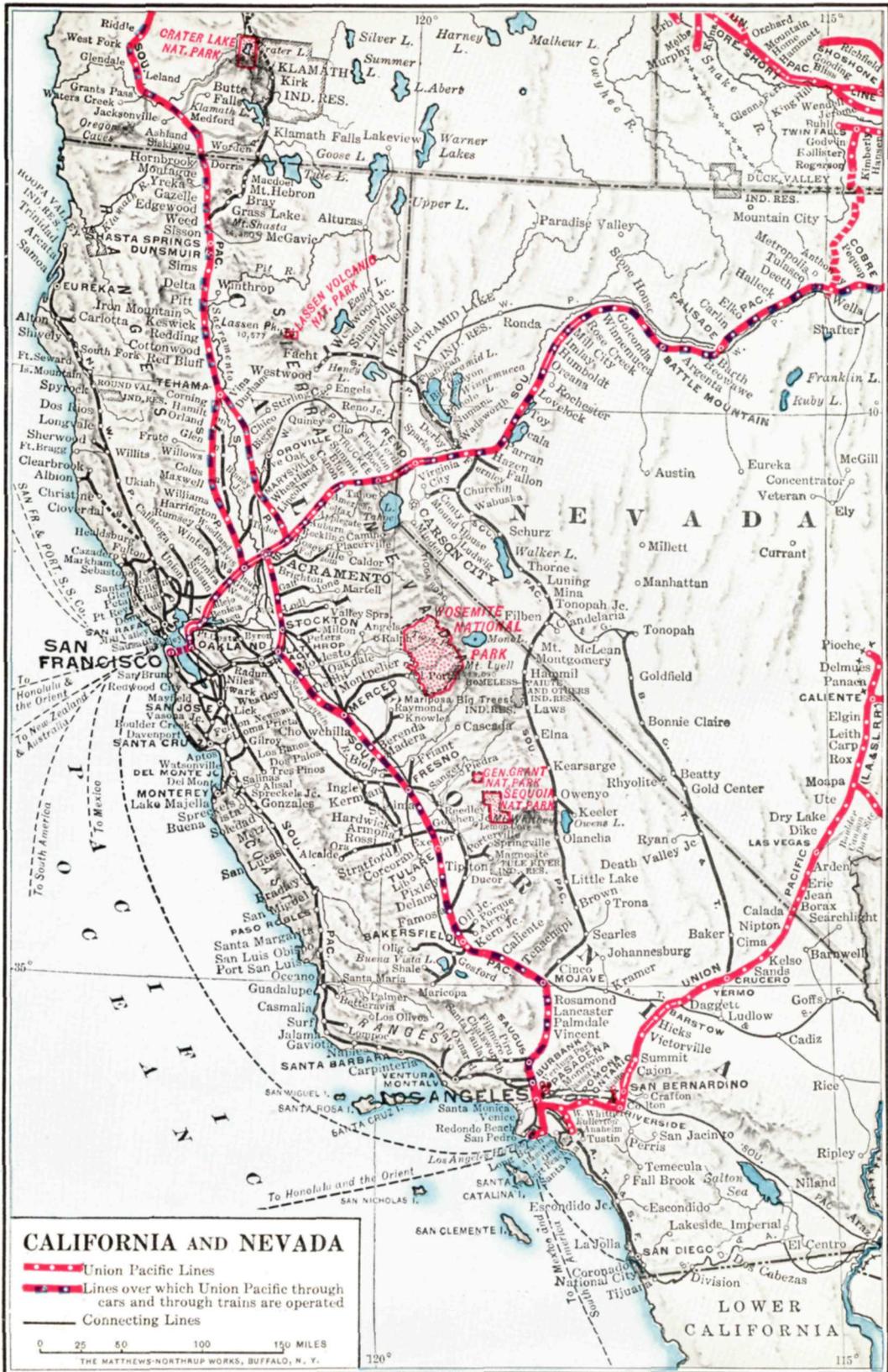
the road selected the path of least resistance, the trail originated by herds of buffalo and by the Indians, then used successively by trapper, fur trader, gold-seeker, Mormon, the Overland Stage coaches and the Pony Express. It was then the shortest route across the continent and it remains so today, for the tracks of the Union Pacific are followed by the Lincoln Highway and by the transcontinental mail airplanes. When Abraham Lincoln sponsored the building of the pioneer transcontinental

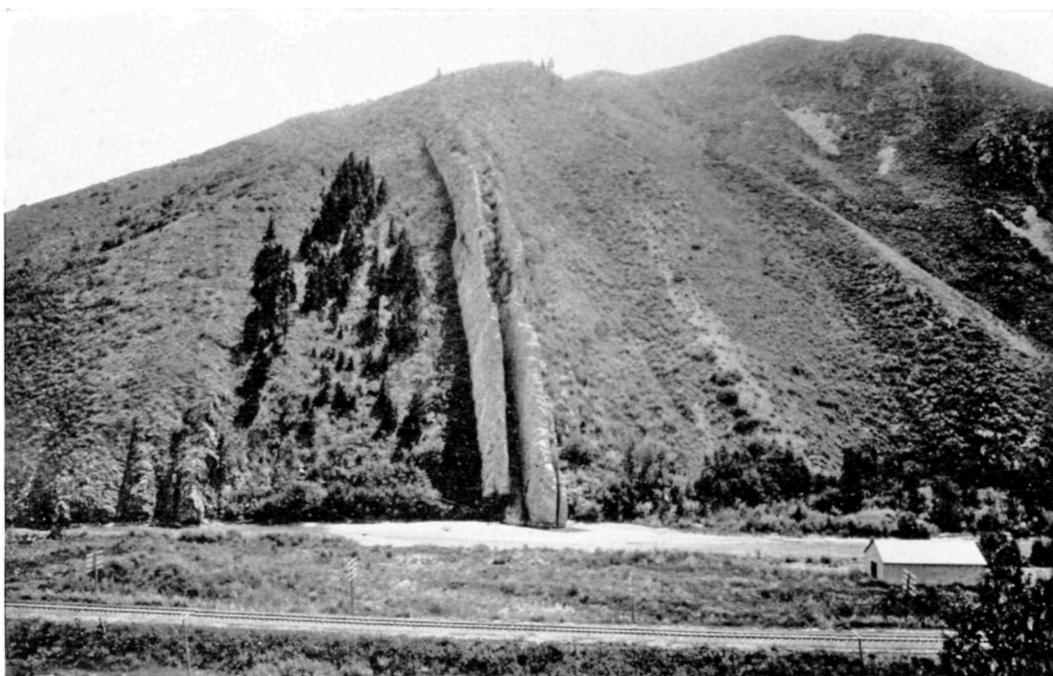


Yosemite National Park



Sequoia and General Grant National Parks





*Devil's Slide, Utah, a Striking Formation Along the Union Pacific Main Line*

railroad California was eighteen travel days distant from the Missouri River; now, it is but two days away.

The natural advantages of the route have been steadily improved by the energy and foresight of the management. The original line had few curves and easy grades, yet these have been reduced. The original bridges have been replaced by durable structures of steel and concrete. Heavier rails, each supported by two more ties than the standard requirement, have been laid. The smooth roadbed has been made smoother and has an ideal ballast of clean, resilient Sherman gravel. Ninety-seven per cent of the line between Omaha and Ogden is double track,

an important factor in speed, on-time operation and safety. Automatic electric safety signals protect you all the way from Chicago, Omaha and Kansas City to the Pacific Coast.

Union Pacific trains carry the latest steel equipment, embodying every modern improvement conducive to comfort. Limited trains carry commodious, perfectly appointed observation cars and all through trains carry dining cars, which expedite train schedules and permit the traveler to enjoy meals of highest quality at leisure.

These features are some of the many solid foundations for the safety and comfort of the traveler on the Union Pacific System.

## Speedy and Satisfactory Service to California

The Union Pacific takes you to California quickly and comfortably. It operates six splendidly-equipped daily

trains carrying through sleeping cars from Chicago to Colorado and the Pacific Coast, together with through serv-



*Lake Tahoe's Exquisite Emerald Bay, on the Yosemite-Tioga Pass Scenic Highway*

ice from St. Louis. These trains include the famous San Francisco Overland Limited, the premier long-distance train; its twin, the Los Angeles Limited; the Pacific Limited; the Continental Limited; the Pacific Coast Limited, and the California Mail.

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

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.

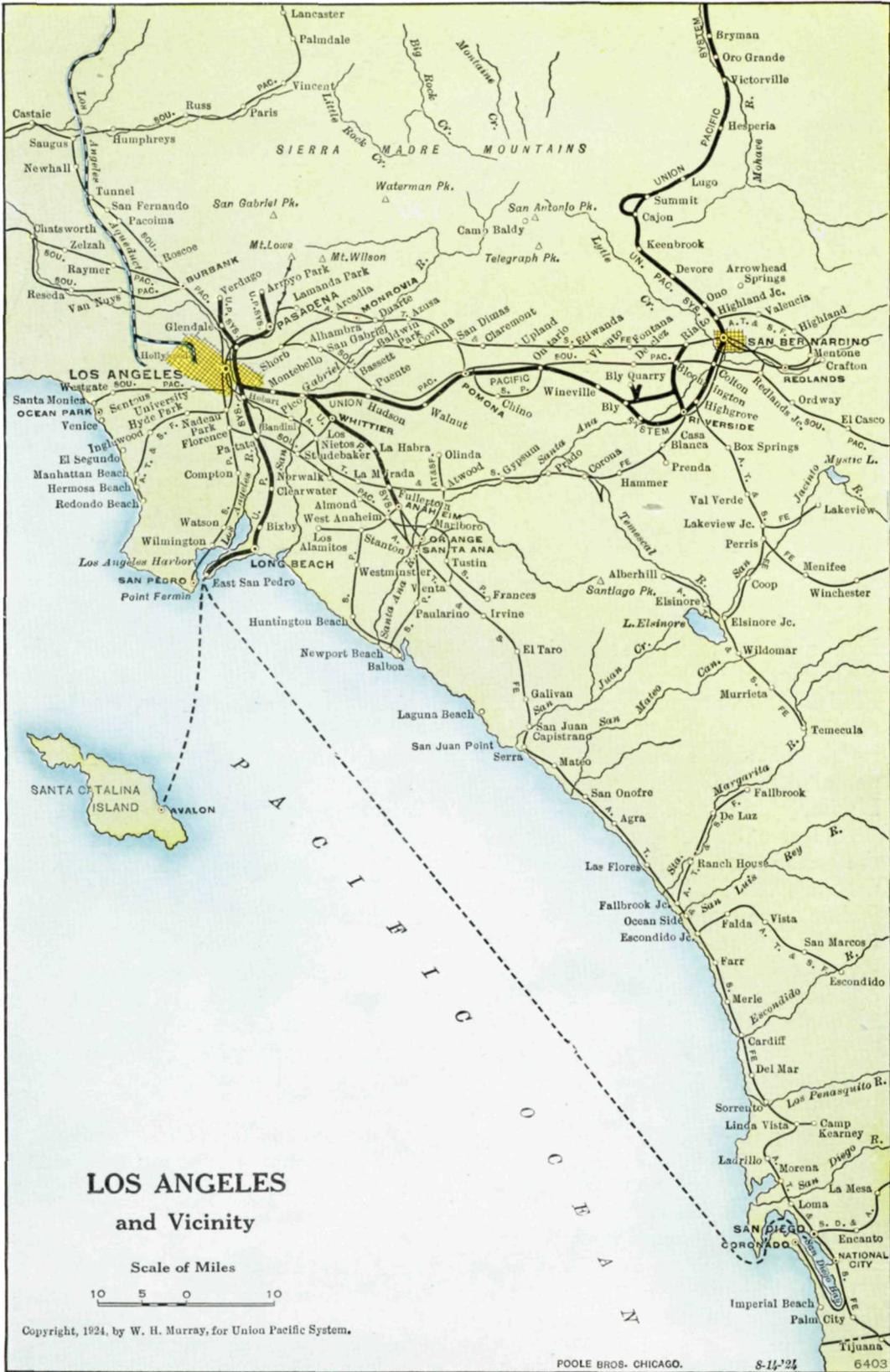
Here are some of the ways you may travel via Union Pacific, enjoying a maximum of sight-seeing and comfort.

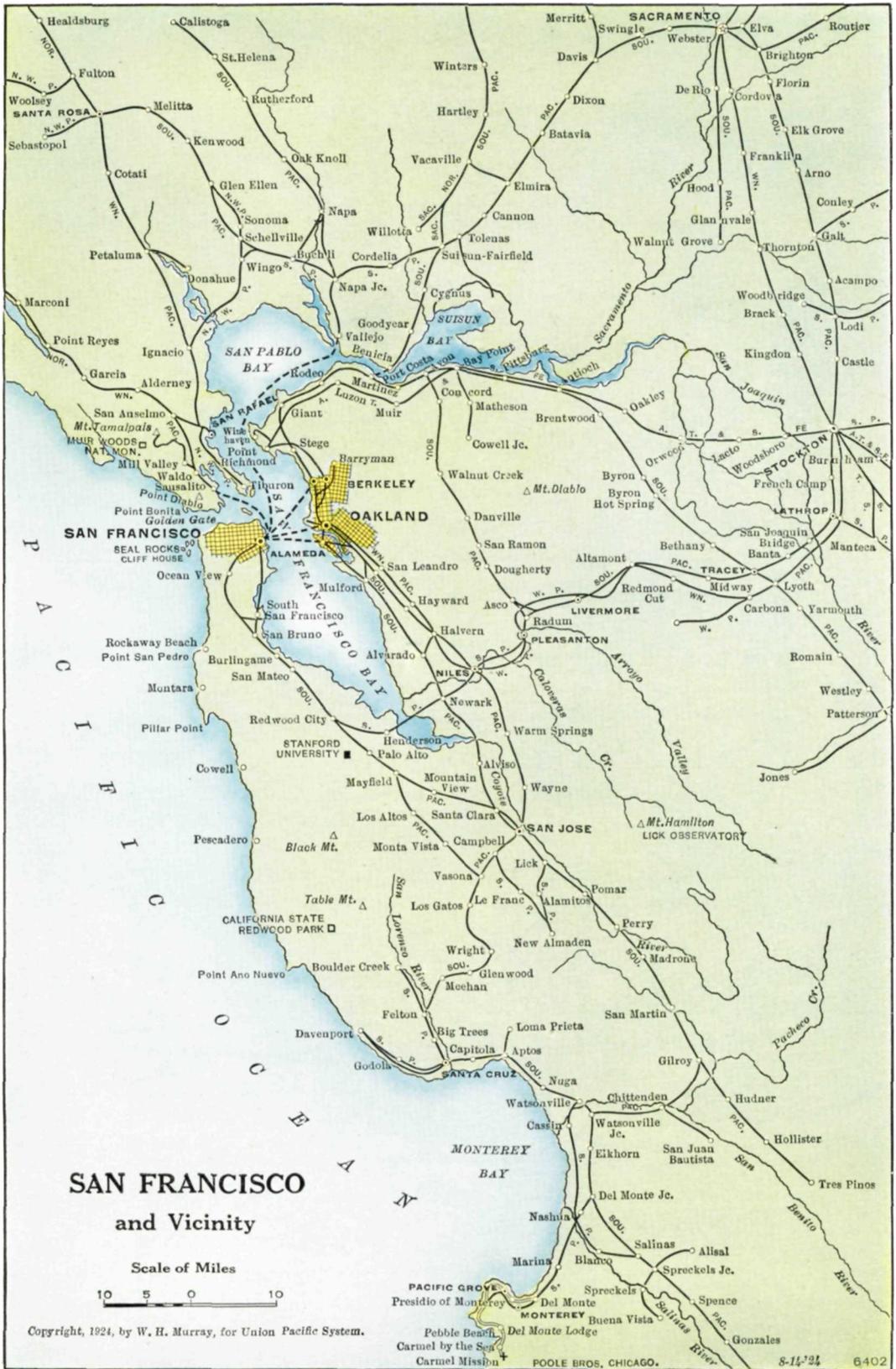
Going direct to San Francisco and returning via the "Southern Loop" (to

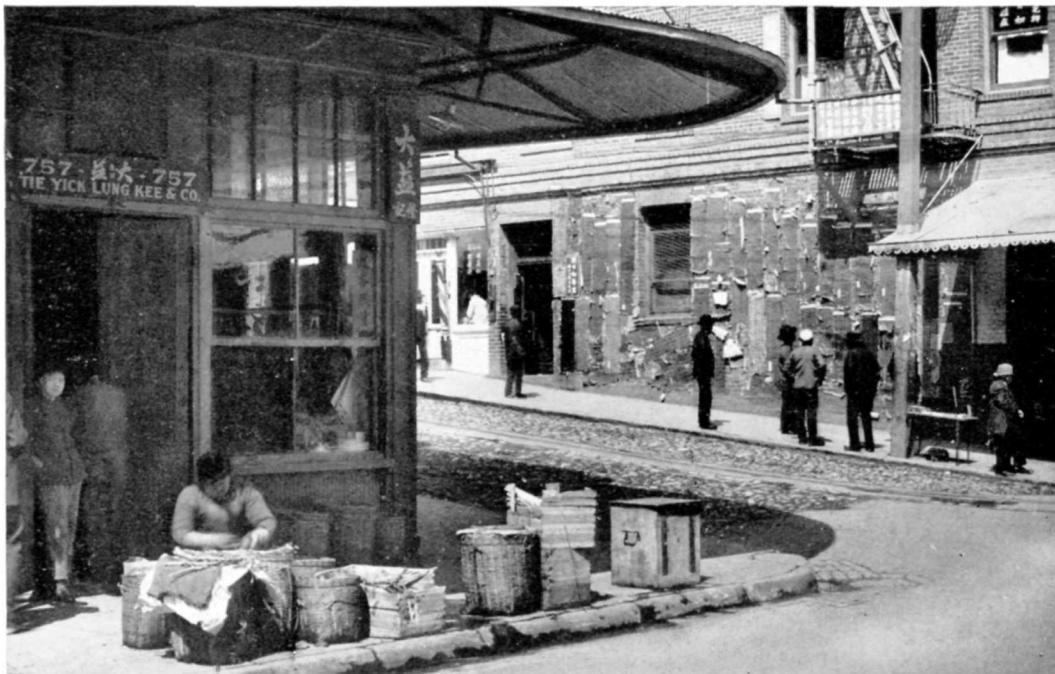
Los Angeles either by the Coast Line or through the San Joaquin Valley, thence to Salt Lake City by the L. A. & S. L. R. R. of the Union Pacific System); or via the "Northern Loop," using either the "Shasta Route" or the San Francisco and Portland Steamship Company's steamers to Portland, thence the Columbia River Route of the Union Pacific System either to Ogden or Granger.

In order to make the complete "Pacific Coast Loop" the passenger travels first either to Los Angeles or to Portland or Seattle, thence along the Coast to the other point, and returns eastward by the most direct course to Ogden or Granger.

Without extra 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 from Denver to Rocky Mountain National Park; from Salt Lake City, Ogden or







*In Chinatown, One of San Francisco's Distinctive Districts*

Pocatello to Yellowstone National Park; from Lund, Utah to Cedar City, gateway to Zion National Park, and

from Truckee to Lake Tahoe and via the new Tioga road to Yosemite National Park.

## Let the Union Pacific Help Plan Your California Trip

The Union Pacific cordially invites you to call upon or communicate with any representative listed on page 47, who will be pleased to furnish additional information concerning your California trip and to help you prepare your itinerary. Many of the little problems incident to the journey may be simplified by consulting one of our

travel representatives, 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 to you, especially in planning trips to Hawaii, the Philippines, Japan, China or Australia.

### Union Pacific Travel Publications

The Union Pacific has 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. You will find these publications, which are listed opposite, interesting, informative and helpful in planning any western trip:

- Along the Union Pacific System
- (Sights and Scenes)
- Yellowstone National Park
- Colorado's Mountain Playgrounds
- Utah-Idaho Outings
- Dude Ranches Out West
- The Pacific Northwest and Alaska
- Sunny Southern California
- Folder Map of the United States
- Folder Map of Southern California

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Walla Walla, Wash	Baker Building, Main and Second Streets	WM. CARRUTHERS, District Freight and Passenger Agent
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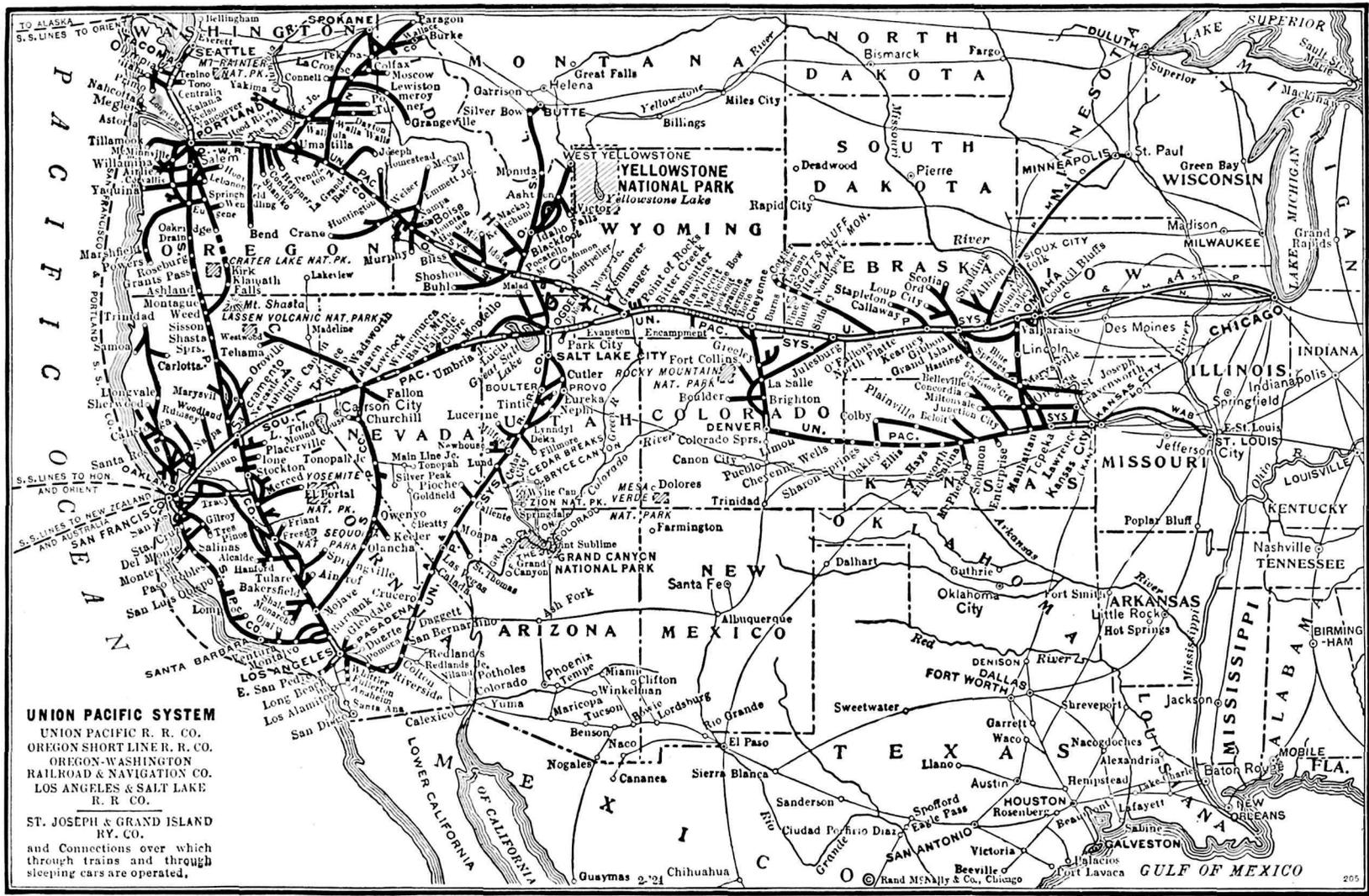
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