

SOUTHERN PACIFIC REPRESENTATIVES

Your nearest Southern Pacific representative will gladly give you full information about the *Californian*, such as passenger fares, sleeping car reservations, time schedules, etc. He will also attend to such details as tickets, hotel reservations, etc., for you, or help you with your freight shipments. Southern Pacific representatives in important cities of the Middle West and East are shown below and in addition our agents are located in practically every city and town reached by our lines. They are at your service during your journey.

ATLANTA, GA.	310 Volunteer Bldg.	W. G. Peoples, <i>Gen. Agent</i>
BALTIMORE, MD.	214 Baltimore Life Bldg.	A. A. Price, <i>Gen. Agent</i>
BIRMINGHAM, ALA.	203-8 Empire Bldg.	S. J. Brown, <i>Gen. Agent</i>
BOSTON, MASS.	294 Washington St., Rm. 209	E. S. Leavitt, <i>Gen. Agent</i>
BUFFALO, N. Y.	204 Ellicott Square Bldg.	T. B. Brennan, <i>Gen. Agent</i>
CHICAGO, ILL.	77 E. Jackson Bldg.	J. H. Desherow, <i>Gen. Agt., Pass. Dept.</i>
CINCINNATI, OHIO.	408 Traction Bldg.	W. J. Montgomery, <i>Gen. Agent</i>
CLEVELAND, OHIO.	1116 Hippodrome Bldg.	E. G. Cook, <i>Gen. Agent</i>
DENVER, COLO.	409 U. S. Nat. Bank Bldg.	J. E. Bolin, <i>Gen. Agent</i>
DETROIT, MICH.	205-7 Majestic Bldg.	Robert McDowell, <i>Gen. Agent</i>
INDIANAPOLIS, IND.	309 Merchants Bank Bldg.	Geo. L. Halenkamp, <i>Gen. Agent</i>
KANSAS CITY, MO.	501 Railway Exchange Bldg.	E. H. Williams, <i>Gen. Agent</i>
LOUISVILLE, KY.	296 Starks Bldg.	H. Reyburn, <i>Dis. Frt. & Pass. Agt.</i>
MEMPHIS, TENN.	725-9 Exchange Bldg.	C. A. Bevis, <i>Gen. Agent</i>
MEXICO CITY, MEX.	Avenida Cinco de Mayo, No. 32	F. V. Stark, <i>Traffic Mgr.</i>
MINNEAPOLIS, MINN.	619 Metropolitan Life Bldg.	Paul E. Carneck, <i>Gen. Agt.</i>
MONTERREY, MEX.	Morelos Ote 501	Alfonso Marquez, <i>Gen. Agent</i>
NEW YORK, N. Y.	535 5th Ave. (at 44th), Room 1012	F. L. Pickering, <i>Gen. Agt.</i>
	531 5th Ave. (at 44th St.)—Sou. Pac. Ticket Office	G. V. MCART, <i>City Passenger & Ticket Agent</i>
OKLAHOMA CITY, OKLA.	924 Perrine Bldg.	J. A. Eads, <i>Gen. Agent</i>
PHILADELPHIA, PA.	700 Packard Bldg.	G. H. Vogel, <i>Gen. Agent</i>
PITTSBURGH, PA.	1215 Gulf Bldg.	H. F. Starke, <i>Gen. Agent</i>
SALT LAKE CITY, UTAH.	41 South Main St.	D. R. Owen, <i>Gen. Agent</i>
SEATTLE, WASH.	1405 Fourth Ave.	B. C. Taylor, <i>Gen. Agent</i>
ST. LOUIS, MO.	445 Cotton Belt Bldg.	P. Bancroft, <i>Gen. Agent</i>
VANCOUVER, B. C.	619 Howe St.	C. G. Alton, <i>Canadian Gen. Agent</i>
WASHINGTON, D. C.	1201 Shoreham Bldg.	E. N. Hurd, Jr., <i>Gen. Agent</i>

O. P. BARTLETT, *Passenger Traffic Manager*, Chicago, Ill.
 H. H. GRAY, *General Passenger Agent*, New York, N. Y.
 WILLIAM SIMMONS, *Traffic Mgr.*, Southern Pacific S. S. Lines, New York, N. Y.
 J. T. MONROE, *Passenger Traffic Mgr.*, Texas and Louisiana Lines, Houston, Texas
 E. A. TURNER, *General Passenger Agent*, New Orleans, La.
 H. P. MONAHAN, *General Passenger Agent*, Los Angeles, Cal.
 J. A. GRMANDY, *General Passenger Agent*, Portland, Ore.
 F. C. LATHROP, *General Passenger Agent*, San Francisco, Cal.
 J. D. MASON, *General Passenger Agent*, El Paso, Texas.
 L. H. TRIMBLE, *General Freight and Passenger Agent*, Phoenix, Ariz.
 L. G. HOFF, *General Traffic Manager, Mexican Lines*, Guadalajara, Mex.

F. S. MCGINNIS, *Vice-President, System Passenger Traffic*,
 San Francisco, Cal., and Houston, Texas.

THE FRIENDLY *Californian*





TYPICAL ARE scenes like this on the *Californian*. Here the capable stewardess-nurse brightens up the trip for some small-sized passenger.



TUCKED-IN for the night in a tourist sleeper is this traveler.



IT'S FUN to see the children enjoy big seats and gaze at new sights.



NEW EQUIPMENT FOR ADDED COMFORT

Early in 1937 Southern Pacific and Rock Island introduced the *Californian*. From its very first trip it made lots of friends. It made friends because it was just the kind of a train that many California-bound travelers wanted . . . a daily, speedy, economy train for chair car and tourist passengers *exclusively* that traveled over the interesting, direct Golden State Route between Chicago and Los Angeles.

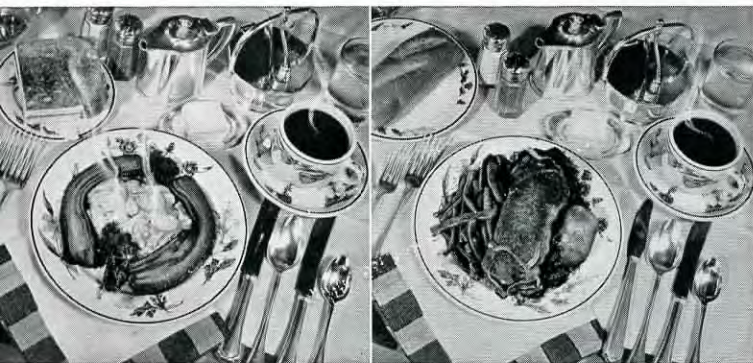
In keeping with Southern Pacific-Rock Island policy of giving the public the best in modern transportation, new equipment recently was added to the *Californian* . . . luxurious streamlined chair cars, improved tourist sleeping cars, a full-length dining car and a full-length lounge car with a refreshment bar, radio, easy chairs and magazines for tourist car passengers.

Women particularly like the *Californian*. So much thought is given to their welfare. Special attention is paid to mothers traveling with children. Meals are inexpensive, well-balanced. A special chair car is reserved exclusively for women and children. On hand is a stewardess-nurse to assist mothers, the ill and the aged. Mothers like to take their children on the *Californian* because the youngsters see so much interesting, historic and educational country. They see cowboys, cattle ranches, Indians and dozens of other things they'd never see at home.

A BOON to mothers and children is the friendly stewardess-nurse whose job it is to make their trip an enjoyable one.

The Californian

IS ECONOMICAL... AND FRIENDLY TOO



IMAGINE a big piping-hot breakfast like this for only twenty-five cents.

THIS COMPLETE, well-balanced dinner costs you only 35¢ on the *Californian*.



Southern Pacific and Rock Island like to talk about the *Californian*. There's so much to talk about.

It's thrifty. There's *no extra fare*. The lowest rail fares are good on the *Californian*. Berths in tourist sleeping cars cost only about half those on standard Pullmans.

And the food... delicious, well-balanced economy meals in the diner at bargain prices: breakfast 25¢; lunch 30¢; dinner 35¢. A la carte prices are equally low. Also, there's the famous tray service (sandwiches 15¢, coffee or milk 10¢, etc.).

Low prices are not the only reason for the *Californian's* popularity. Southern Pacific and Rock Island like to talk about this train because it has many another pleasing feature. Those are listed in the box on the opposite page. After reading them you will realize that there's little wonder why travelers prefer the *Californian*.

Southern Pacific and Rock Island like to hear all the compliments paid the *Californian*. We naturally like to hear all the pleasant things passengers say about prices, equipment and food. But what we like best to hear are the many words of praise about the "real" courtesy and service on the *Californian*... things money can't buy. Most all experienced travelers know Southern Pacific as the road of real western hospitality, courtesy and service. After riding on the economical *Californian*, experienced travelers say that the traditional service is every bit as good on this train. They say they found the same prompt, courteous service, extra little courtesies and a general atmosphere of friendliness that prevails throughout the trip. That's why we like to call it the *Friendly Californian*.

THESE YOUNG people seem to be having a grand time playing bridge in their spacious tourist sleeper accommodations.



WELL-LIKED is the refreshment bar in the roomy, comfortable lounge car.



MODERN, large wash rooms like this are found in the reclining chair cars.



PORTER service throughout this train is one of its many features.



BARGAIN-priced meals are served to you in attractive, clean diners.

FEATURES OF THE FRIENDLY

Californian

ECONOMY MEALS SERVED
in full-length diner

BREAKFAST 25¢
LUNCHEON 30¢
DINNER 35¢

Plus tray service

•
DE LUXE, NEW
RECLINING CHAIR CARS

•
MODERN TOURIST SLEEPING CARS

•
SPECIAL CHAIR CAR
FOR WOMEN AND CHILDREN

•
FULL-LENGTH LOUNGE CAR
with refreshment bar, radio, magazines, etc.
(For sleeping car passengers only)

•
STEWARDESS-NURSE

•
EVERY CAR AIR-CONDITIONED

•
FREE PILLOWS

•
FREE DRINKING CUPS

•
LARGE WASH ROOMS

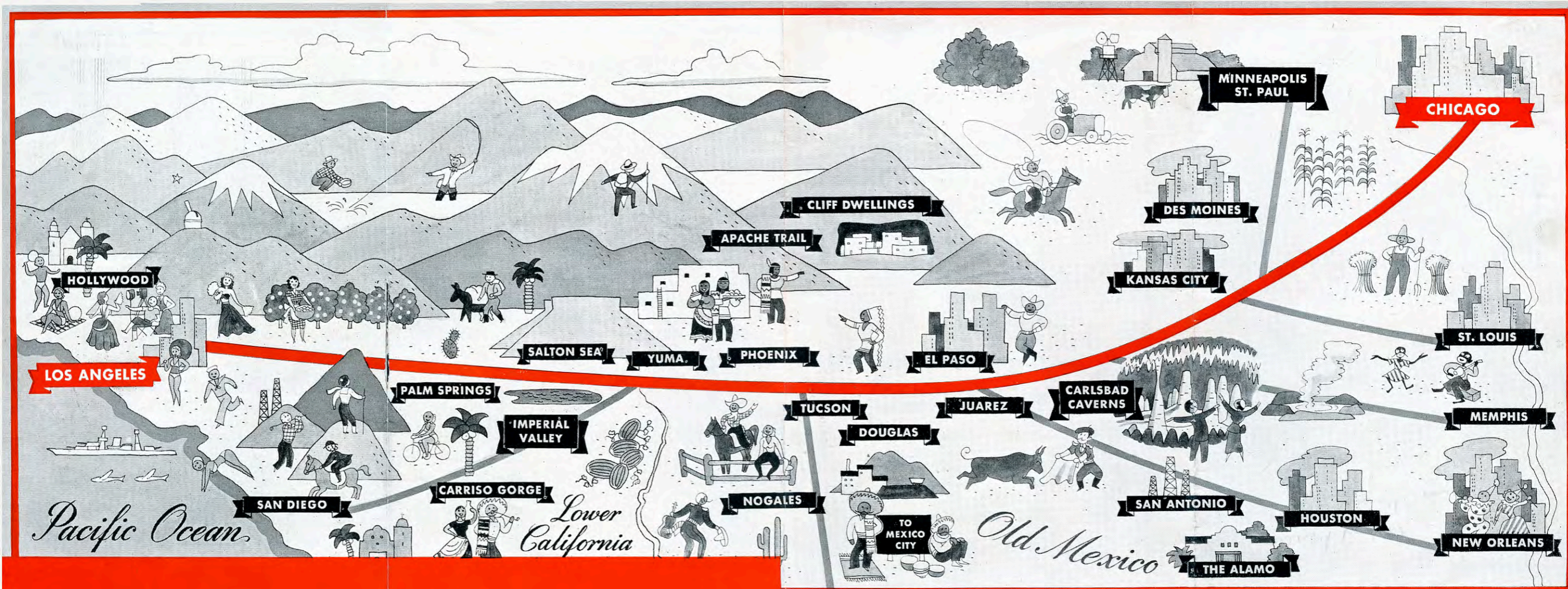
•
PORTER SERVICE FOR ALL CARS

•
NO EXTRA FARE



LITTLE WONDER everyone likes this train. With modern reclining chair cars (above) and big tourist sleepers (below) they are bound to like it.





The Californian's Route IS ROMANTIC AND EDUCATIONAL

There's little wonder that the *Californian* immediately became a favorite with those coming to California. The train has just about everything . . . new latest type cars designed for speed and comfort, lowest priced transportation and bargain priced meals, "real" courtesy and service.

But the *Californian's* romantic route is the outstanding feature. It's a genuine education for children, and adults, too.

After pulling out of the La Salle Street station in Chicago in the evening, the *Californian* follows the direct Golden State Route, skimming by the prosperous farms and cities of Iowa and Kansas to the range country of Oklahoma. Then it darts over the saw-toothed mountains of New Mexico to thriving El Paso.

Just 10 minutes from El Paso, by street car across the International Bridge over the Rio Grande River, is Juarez, Mexico. Juarez is a colorful town with brightly plastered adobe houses, rickety little shops selling all sorts of fascinating native wares and gay night spots. A remarkable one-day side trip from El Paso is Carlsbad Caverns National Park with its gigantic underground caves filled with grotesque pillars looming out under the effects of indirect lighting.

From the gateway city of El Paso, the *Californian* flirts with the Mexican border as it follows the sunny, low-altitude way west. For mile on mile through New Mexico and Arizona the *Californian* skirts red mesas, drives past curious forests of crooked cacti and sometimes an Apache Indian hut (with the usual tethered colts and the canvas-covered mounds of fodder). Interesting side trips include the Apache Trail and Chiricahua National Monument.

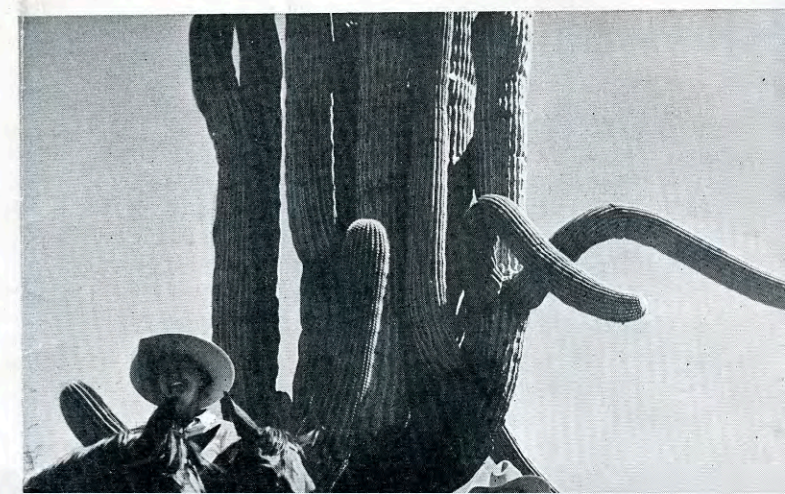
The *Californian* goes through the heart of Arizona's cowboy, guest ranch and cattle country . . . you'll see colorful western towns . . . Lordsburg . . . Gila . . . Tucson.



FROM YOUR window on the *Californian* you can see the peaceful, historic Mission San Xavier near Tucson, Arizona. The Mission was founded in 1699.



LONG WILL you remember colorful southern Arizona for its odd-shaped hills and giant cacti that sprout up alongside the tracks to watch the train go by.



The Californian's Route

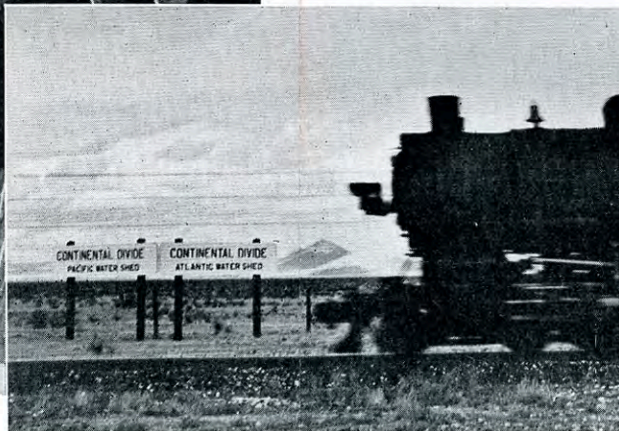
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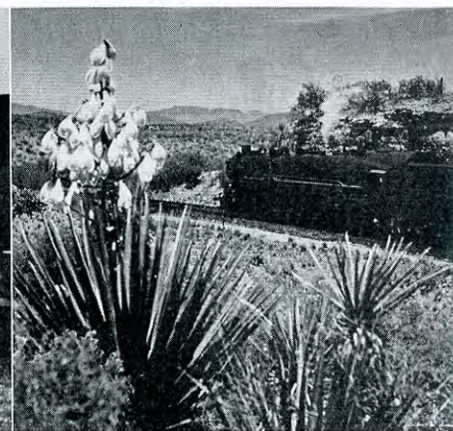
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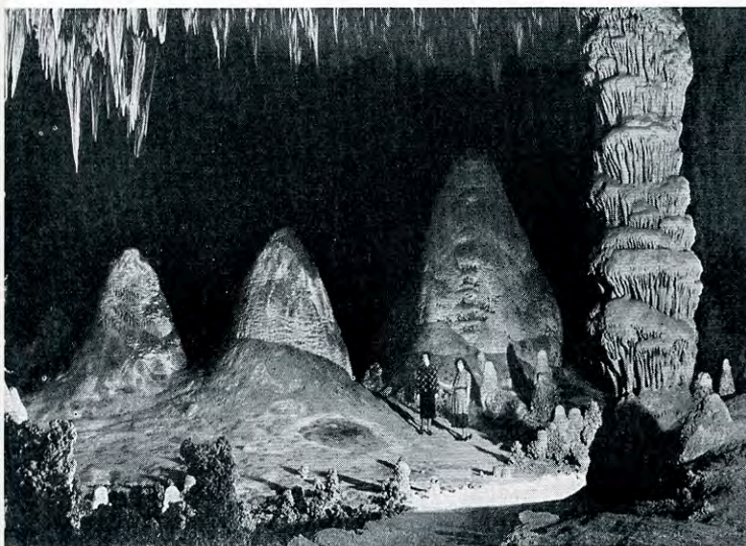
NATIVE VENDORS line the walks around old Guadalupe Mission in Juarez, Mexico. It was founded in 1659; has adobe walls 56 in. thick.



NO CAPTION needed for this unusual shot. It's your train at the lowest altitude rail crossing on the Great Divide.



SOUTHWESTERN beauty can't really be appreciated until you see it yourself.



INDESCRIBABLE are the largest and most beautiful caves in the world at Carlsbad National Park, a convenient side trip from El Paso, Texas.



SPIRIT OF the Southwest is caught in this interesting photograph. The typical cowboy on his horse watches the "iron horse" speed by.

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The *Californian* goes through the heart of Arizona's cowboy, guest ranch and cattle country . . . you'll see colorful western towns . . . Lordsburg . . . Gila . . . Tucson.

Early the last morning, after passing the base of Mt. San Jacinto and Palm Springs, you'll glide by orange groves and finally stop at the Los Angeles station . . . in the center of southern California's vacationland . . . but a few miles from fabulous Hollywood.

Through reclining chair car is operated from Memphis to Los Angeles. Convenient connections from St. Louis, Minneapolis and St. Paul.

The *Californian* is completely air-conditioned. You're always cool and comfortable no matter what the weather conditions are outside. And you are always clean, too . . . free from dirt and dust.

Companion train on the Golden State Route is the superb *Golden State Limited*.



FROM YOUR window on the *Californian* you can see the peaceful, historic Mission San Xavier near Tucson, Arizona. The Mission was founded in 1699.



CHILDREN LOVE sights such as this. That's why mothers like to take them on the *Californian*. Its route is filled with many new and different sights.

SCHEDULE OF THE *Californian*

Westbound

Lv. Chicago	8:35 P.M.	Example Mon.
*Lv. Memphis	11:00 P.M.	Mon.
Lv. Kansas City	9:45 A.M.	Tues.
Ar. El Paso	8:40 A.M.	Wed.
Ar. Tucson	5:35 P.M.	Wed.
Ar. Lordsburg, N. M.	12:44 P.M.	Wed.
Ar. Los Angeles	7:20 A.M.	Thurs.
*Ar. San Diego	9:20 P.M.	Thurs.

*Through reclining chair car between Memphis and Los Angeles.

Eastbound

Lv. Los Angeles	8:05 P.M.	Example Mon.
*Lv. San Diego	6:45 P.M.	Mon.
Lv. Phoenix	8:00 A.M.	Tues.
Lv. Tucson	11:00 A.M.	Tues.
Lv. El Paso	7:40 P.M.	Tues.
Ar. Kansas City	7:05 P.M.	Wed.
*Ar. Memphis	6:45 A.M.	Thurs.
Ar. Chicago	8:45 A.M.	Thurs.

Connections to and from St. Louis, Des Moines, Minneapolis and St. Paul made at Kansas City.