

# The Taylor family pushes

THE time had come when Sam Taylor decided something had to be done about it. Of course there was nothing *wrong*. His salary was livable, wife—lovable, children—adorable. Yet life just didn't click. An occasional discord sounded in the accustomed rhythm of his work. Something was dulling the sparkle in Mary's eyes. Certainly something had to be done. He needed... well... that was it! A change. A trip? Not one of those regular summer vacations to the same old nearby resort, but a trip that would open his mind, stir his pulses. He would go into that land he had long since visited in his imagination—the West!

That night he casually suggested to the family that this summer they might visit the Pacific coast. Sam will tell you now that the excited pleasure of that evening was worth every cent the trip cost him. The Taylor family journeyed West many, many times before they actually boarded the train.

Mary wanted to see Santa Barbara and Del Monte, little Miss Margaret insisted that they visit Hollywood, Sam knew he must see the Pacific Northwest before he died, and if Junior didn't get to go through San Francisco's Chinatown, it would be much safer to stay at home.

Sam had to find tickets that would include them all. The Taylor family went West, —Southern Pacific.

Their baggage bristled with golf clubs and tennis rackets. But the clean, brisk fun on cool fairways and tennis courts that overhung the Pacific's shore was only part of the vacation's reward. Days of hiking and riding, nights of dancing, merry tours to Mt.

Rainier's flower-edged glaciers, to Yosemite's half-mile high waterfalls, and to Los Angeles' movieland—these, too, were but a part of the outing.

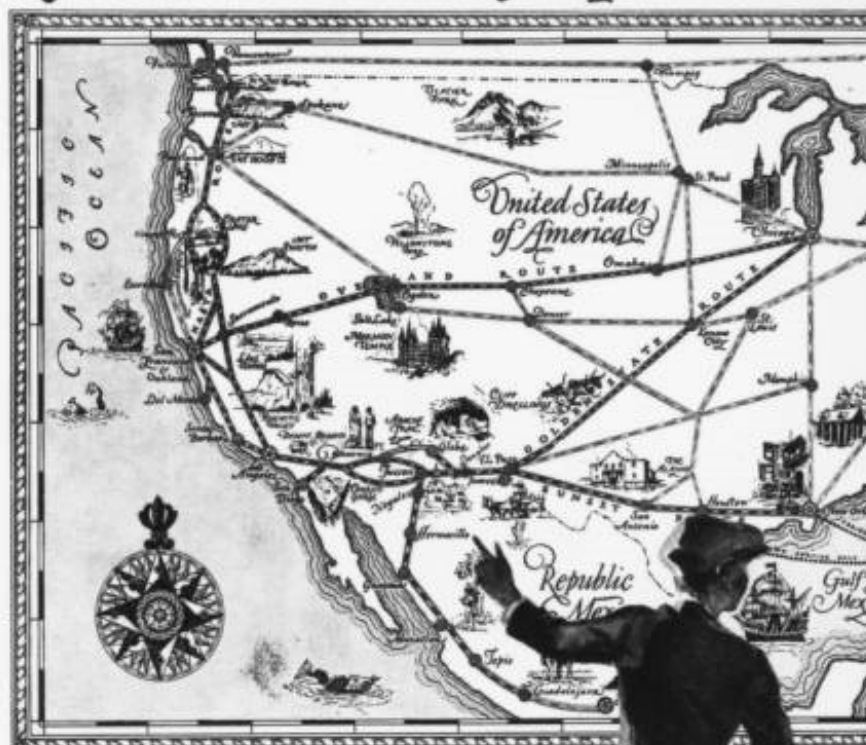
As they wandered through the many shrines America's history has left them—Davy Crockett's Alamo at San Antonio; the old Missions of the heroic Padres;

Ramona's Marriage Place at San Diego; the land of the Forty-Niners; the Mark Twain and Bret Harte country; Monterey; Lewis and Clark's mighty Columbia; they felt the full inspiration of this Western Land. Horizons fell back. These United States became *their* United States. Mary's eyes will carry forever the sparkle of mountain lakes. The thrill of new friends will live in their memories. The brave sweep of this Pacific slope, its contrasts, people and natural wonders will stand behind them always. The Taylors became a family with a national background.

In the fast developing Pacific slope Sam had visioned the possibilities of a branch factory for his firm. And, somehow, he knew he had gained the poise and self-confidence to make the dream real.

To the casual observer, Junior carried home only two things from the West. A bit of western sunset in his cheeks and a

*Nature's mystery, Greater Lake, in the gorgeous Sierran range of Southern Oregon—inspired by Southern Pacific's Shasta Route. This one of the many fascinating side-trips that may be included in your journey to and along the Pacific Coast this summer.*



*Deep in Arizona's mysterious desert winds the Apache Trail. A one-day motor drive on Shasta or Golden State route.*

strange imitation of two Chinamen in argument. But a few knew that his school-books had come to life. Glaciers, craters, mountain-passes and old trails were memory keys that opened new worlds for him.

*Why don't you invest in this trip West this Summer?*

Sam Taylor, his wife and youngsters are mythical folks, of course, but the trip they might have taken is a very real trip that has been actually made by many a happy family.

# back a few American horizons



Why shouldn't you join the thousands who will visit the Pacific Coast this year?

When you see the Pacific Coast, see it all. No one city, no one sector is complete without the changing, blending, majestic background of this Pacific land. You have choice of Southern Pacific's four great routes. Go one way, return another. Let this pioneer railroad, interpreter of the West, show you the whole Pacific Coast.

For example, you can go west by any northern United States or Canadian line. You will take SHASTA ROUTE at Seattle, and thence down through the "Evergreen Playground of the Pacific Northwest" to California. You will see Puget Sound,—Seattle and Tacoma; Mt. Baker and Rainier National Park. Portland, and the Columbia River Highway through mighty gorges and around Mt. Hood. Crater Lake National Park. The alpine lakes of the Cascade line of the SHASTA ROUTE, or the river valleys, orchards and farms of the alternative Siskiyou Line to California. Mt. Shasta, Lassen Volcanic National Park. Or, if you wish to detour by motor coach in southern Oregon and northern California, a ride through the Redwood Empire with its vast, age-old trees and glimpses of the craggy shore of the Pacific. Berkeley and Oakland. San Francisco and the Golden Gate. Here is the largest Chinatown outside of China; cosmopolitan streets; smart shops and famous bazaars, and many scenic golf courses.

Then southward—Spanish Missions. Santa Cruz Beach and Big Trees, 113 miles along the Pacific's shore. Or, by alternative route, the inland valleys with their access to Yosemite (now connected with Lake Tahoe by famous Tioga Pass highway tour), General Grant and Sequoia National Parks, and the High Sierra. Then, Los Angeles, Catalina Island but two hours away, its neighboring cities—Long Beach and Pasadena,

the oil fields and orange groves, Coronado with exotic Agua Caliente, Old Mexico, nearby, and homeward by either SUNSET ROUTE via San An-



On the train to California!

tonio, Houston and New Orleans; GOLDEN STATE ROUTE via El Paso, Kansas City and Chicago, or OVERLAND ROUTE (Lake Tahoe Line), San Francisco to Chicago, via Great Salt Lake.

Or, you can reverse the direction, going west by the southern or central lines and returning via the northern lines. You can take Southern Pacific steamship from New York to New Orleans, or go to New Orleans by rail, then by SUNSET ROUTE across Louisiana, Texas and the Southwest with a bit of Old Mexico at Juarez, just across the line from El Paso, and in Arizona the Apache Trail highway—on to San Diego (via Carrizo Gorge) or to Los Angeles and up the Pacific Coast. Stopover anywhere. Hawaii and the Orient lie just beyond.

The low excursion fares will go into effect on May 15, return limit October 31. For example—roundtrip fare Chicago to California, \$90.30; from New York, \$138.32; Des Moines, \$81.55; from New Orleans, \$89.40.

Send your name and address to E. W. CLAPP, Dept. A34, 310 So. Michigan Blvd., Chicago, for illustrated book "How Best to See the Pacific Coast".

## Southern Pacific Four Great Routes



San Gabriel mission, near Los Angeles, one of the ruins founded by the Spanish Padres along California Coast.

For further information—Southern Pacific offices at:—ATLANTA: Cor. Walton and Forsyth Sts. BALTIMORE: N. W. Cor. Charles and Saratoga Sts. BIRMINGHAM: 1931 1st Ave. BOSTON: 294 Washington St. BUFFALO: 297 Main St. CHICAGO: Southern Pacific Bldg. CINCINNATI: 205 Dixie Terminal Arcade. CLEVELAND: 720 Euclid Ave. DALLAS: 2312 Commerce St. DENVER: 828 17th St. DETROIT: 205 Majestic Bldg. EL PASO: 201 N. Oregon St. FORT WORTH: 116 E. 9th St. GALVESTON: 2024 Market St. HOUSTON: 913 Texas Ave. INDIANAPOLIS: 11 S. Meridian St. KANSAS CITY: 705 Walnut St. LOS ANGELES: Pacific Electric Bldg. LOUISVILLE: Starks Bldg. MEMPHIS:

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