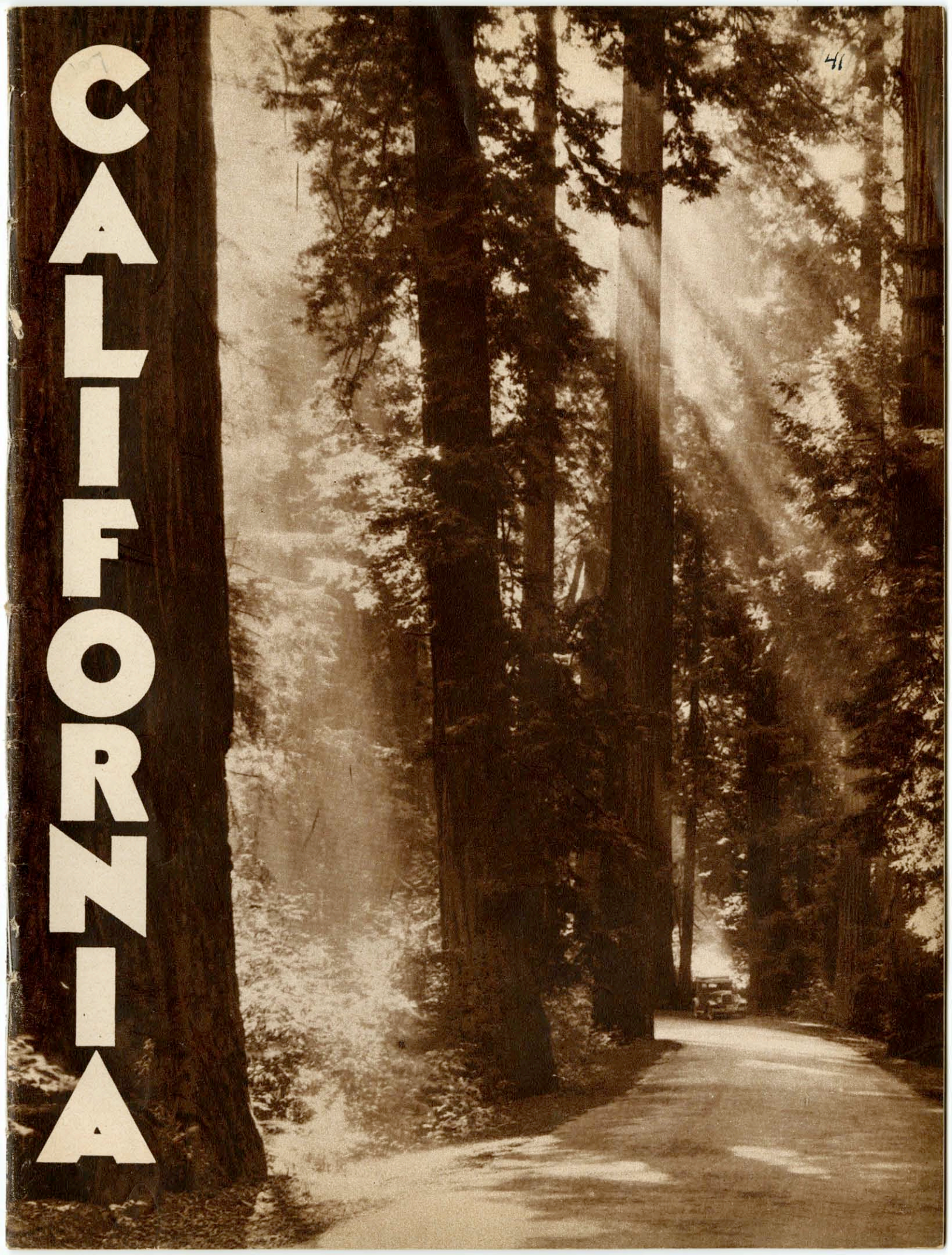


CALIFORNIA

41





CALIFORNIA

NATURE, in bestowing her favors, lavished many outstanding and unusual gifts upon this state. The oldest living things are the Big Trees of California. The largest tree in the world, a Sequoia Gigantea, is the General Sherman Tree in Sequoia National Park — perimeter 92.9 feet, volume, 49,680 cubic feet. The tallest tree, a Sequoia Sempervirens, is in Bull Creek Flat, Humboldt County, and measures 355 feet in height.

The only active volcano in continental United States is Mt. Lassen in Lassen Volcanic National Park. The highest waterfall in the world, Yosemite Falls, 6,525 feet above sea level, with a drop of 1,430 feet, is in Yosemite National Park. Mt. Whitney, 14,496 feet elevation, is the highest point in the United

States, while Death Valley, 276 feet below sea level, is the lowest, approximately fifty miles apart. At Norden, elevation 6871 feet, Nevada County, is the point of heaviest snowfall in the United States, averaging 427.8 inches. The deepest lake is Lake Tahoe.

San Francisco was the site of the brilliant and memorable PANAMA-PACIFIC INTERNATIONAL EXPOSITION of 1915, in celebration of the opening of the Panama Canal.

The beautiful PANAMA-CALIFORNIA INTERNATIONAL EXPOSITION at San Diego in 1915-16 was held for a like purpose.

Los Angeles in 1932 was the scene of the great TENTH OLYMPIAD, the most extensive and successful of all the modern Olympic Games festivals.

OFFICIAL INFORMATION

Resources and Points of interest STATE OF CALIFORNIA



Issued by the
California State Commission

to
"A Century of Progress"
International Exposition
Chicago, Ill.

May 27 to November 1
1933

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on Century of
Progress Grounds
Chicago

THIS BOOKLET PREPARED BY THE CALIFORNIA STATE CHAMBER OF COMMERCE

INTRODUCTION

CALIFORNIA, extending from the border of Mexico 900 miles northward along the shores of the Pacific Ocean, embraces nearly two-thirds of the western coast line of the United States.

Within the boundaries of this State is a contrasting diversity of natural resources, geographic and climatic conditions, cultures and developments, which have made it famous as a place to travel, to build homes, and to enjoy life.

On the pages which follow are a few glimpses of scenic and historic points of interest in the various regions of California. Fragmentary and inadequate as these may be, they reveal a greater portion of the charm and distinction of this State than any description by words.

A distinctive characteristic of California is that persons from almost any part of the world or any walk of life can find in this State the kinds of people, the environments and the activities which they enjoy at home, as well as those scenes and associations which are unique and unfamiliar.

In its cosmopolitan cities there are sections of Spain and Mexico, of China and Japan, of Italy, and other groups from every nation. Every race, every religion, every field of artistic and cultural endeavor is represented. There are crowds and spectacles and thrilling events, but always near at hand there are the peaceful solitudes of mountains and forests.

Another striking characteristic of California is that out-of-door life and recreation is enjoyable throughout all seasons of the year. For the fisherman, there are hundreds of mountain lakes and streams, rivers, surf and ocean. For the hunter, there are quail, ducks, geese, deer, mountain lion, and other game in every region of the State. Twenty-eight game refuges, comprising nearly two million acres of land, have been set aside.

In California there are eighteen National Forests, embracing an area of over nineteen million acres, and four National Parks—Sequoia, General Grant, Yosemite and Lassen. There are fifty-six state parks and monuments embracing 278,730 acres, of which more than 30,000 acres preserves some of the best redwood groves.

Ocean beaches, desert winter resorts, and winter sports areas in the mountains add to the variety of out-door pleasures available.

Transportation systems have been developed to an unusual degree in this State, to make these scenic and recreational areas accessible by rail and by water, by air and by highway.

California has about 77,000 miles of public roads, of which over 12,000 miles are paved, and upon which over \$250,000,000 has been expended during the last five years.

At the present time two great bridges are being constructed across the San Francisco Bay at a cost of over \$100,000,000, and another \$50,000,000 is being expended on highways during 1933. Another project in a vast public works program under way, evidencing the faith of Californians in the future of their state, is the Metropolitan Aqueduct, which will bring water and power to Los Angeles and other Southern California communities, at a cost of \$220,000,000.

During the decade 1920 to 1930, this State led the nation in growth of population, with a gain of 65 percent.

Part of this amazing increase has been due to westward migration of people, and part to migration of capital and industries, attracted by the economic resources and expanding markets of the far western states.

A brief measure of the relative importance of the resources and basic industries of California is shown by the following analysis:

BASIC INCOME 1925-1931 AVERAGE		
Product	Amount	Per Cent of Total
AGRICULTURE	\$ 645,404,000	30.0
Crops	445,495,000	
Livestock	199,909,000	
MINING	\$ 402,429,000	18.7
Oil and Gas	324,705,000	
LUMBERING	\$ 58,943,000	2.7
FISHERIES	\$ 13,841,000	0.6
MANUFACTURES*	\$1,030,495,000	48.0
TOTAL	\$2,150,752,000	100.0

*Value added to raw materials.

Manufacturing industries have doubled in number and volume of output over the past ten-year period, indicating the rapid transition of California from an agricultural and mining state, toward an industrial, commercial, and trading center.

California now ranks third among the states in the production of commodities for export. The value of products of this State exported to foreign markets in 1931 was \$213,740,000, or 9 per cent of the nation's total.

Sources of Information

For the benefit of those who wish to obtain information about California, a few principal centralized statewide sources are listed:

Agricultural crop and livestock industries, soils, irrigation: College of Agriculture, University of California, Berkeley. Crop production statistics: State Department of Agriculture, Sacramento.

Mineral and oil resources and production: State Division of Mines, Ferry Building, San Francisco.

Lumber, forestry, national forests: United States Forest Service, Ferry Building, San Francisco. National Parks: National Park Service, United States Department of Interior, Underwood Building, San Francisco. State Parks: State Park Commission, Mills Building, San Francisco.

Fish and game, regulations, commercial fisheries: State Division of Fish and Game, State Building, San Francisco.

Manufactures, wholesale and retail trade, foreign commerce: State and local Chambers of Commerce.

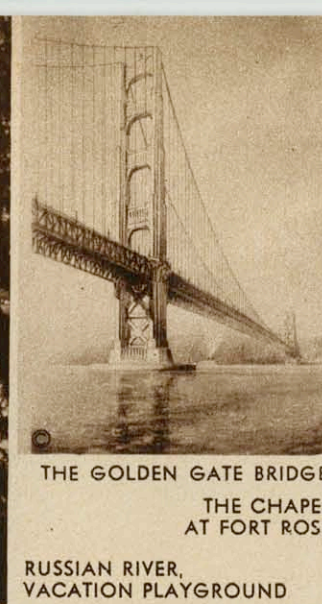
State highway system: State Department of Public Works, Sacramento.

Tourist and travel information: Chambers of Commerce in all cities; regional advertising organizations; railroad, steamship, bus lines and travel bureaus.

Centralized economic and statistical information on resources and industries of state and counties: California State Chamber of Commerce, San Francisco.

Local and regional information: Chambers of commerce in county seats or principal cities of the various counties, shown as follows:

County	County Seat	County	County Seat
Alameda	Oakland	Orange	Santa Ana
Alpine	Markleeville	Placer	Auburn
Amador	Jackson	Plumas	Quincy
Butte	Oroville	Riverside	Riverside
Calaveras	San Andreas	Sacramento	Sacramento
Colusa	Colusa	San Benito	Hollister
Contra Costa	Martinez	San Bernardino	San Bernardino
Del Norte	Crescent City	San Diego	San Diego
El Dorado	Placerville	San Francisco	San Francisco
Fresno	Fresno	San Joaquin	Stockton
Glenn	Willows	San Luis Obispo	San Luis Obispo
Humboldt	Eureka	San Mateo	Redwood City
Imperial	El Centro	Santa Barbara	Santa Barbara
Inyo	Independence	Santa Clara	San Jose
Kern	Bakersfield	Santa Cruz	Santa Cruz
Kings	Hanford	Shasta	Redding
Lake	Lakeport	Sierra	Downieville
Lassen	Susanville	Siskiyou	Yreka
Los Angeles	Los Angeles	Solano	Fairfield
Madera	Madera	Sonoma	Santa Rosa
Marin	San Rafael	Stanislaus	Modesto
Mariposa	Mariposa	Sutter	Yuba City
Mendocino	Ukiah	Tehama	Red Bluff
Merced	Merced	Trinity	Weaverville
Modoc	Alturas	Tulare	Visalia
Mono	Bridgeport	Tuolumne	Sonora
Monterey	Salinas	Ventura	Ventura
Napa	Napa	Yolo	Woodland
Nevada	Nevada City	Yuba	Marysville



THE GOLDEN GATE BRIDGE
THE CHAPEL
AT FORT ROSS

RUSSIAN RIVER,
VACATION PLAYGROUND

NORTH COAST REGION



MAJESTIC MT. TAMALPAIS

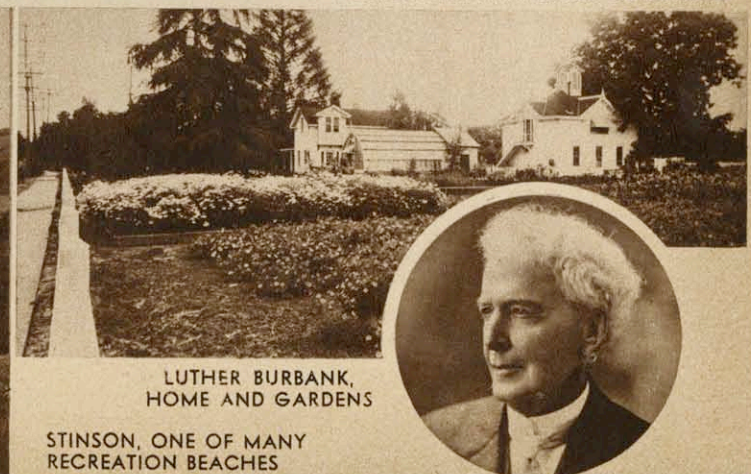
"REDWOOD EMPIRE"

ACROSS the Golden Gate from San Francisco, and extending to the Oregon State line, are seven counties which offer an extraordinary variety of scenic and historical attractions and recreational facilities. At present reached by ferry, the Golden Gate bridge, now under construction, will soon make easier of access this vast recreational area.

From the summit of Mt. Tamalpais, outstanding landmark, unfolds a panorama of great beauty embracing the entire San Francisco Bay area. On its slopes is Muir Woods National Monument of giant Redwood trees. Yachting at Belvedere, splendid beaches, the Marin Bombing Base, the R. C. A. wireless sending stations; the Valley of the Moon, made famous by Jack London; historic Sonoma, where in 1846 the Bear Flag of the California Republic was raised; San Francisco de Solano, the most northern of the missions; the home of General Vallejo; a forest of petrified Redwoods; Petaluma, the world's egg basket; the gardens where Luther Burbank worked and lived; Fort Ross of the days of the Russian settlement; and the Russian River playground are a few of the many fascinating attractions to be found in Marin and Sonoma Counties.



MISSION SAN FRANCISCO DE SOLANO



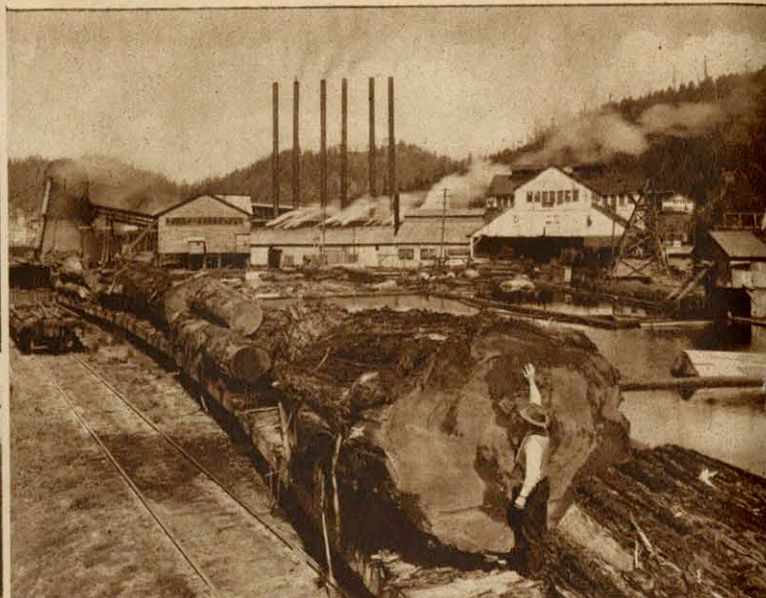
LUTHER BURBANK,
HOME AND GARDENS

STINSON, ONE OF MANY
RECREATION BEACHES

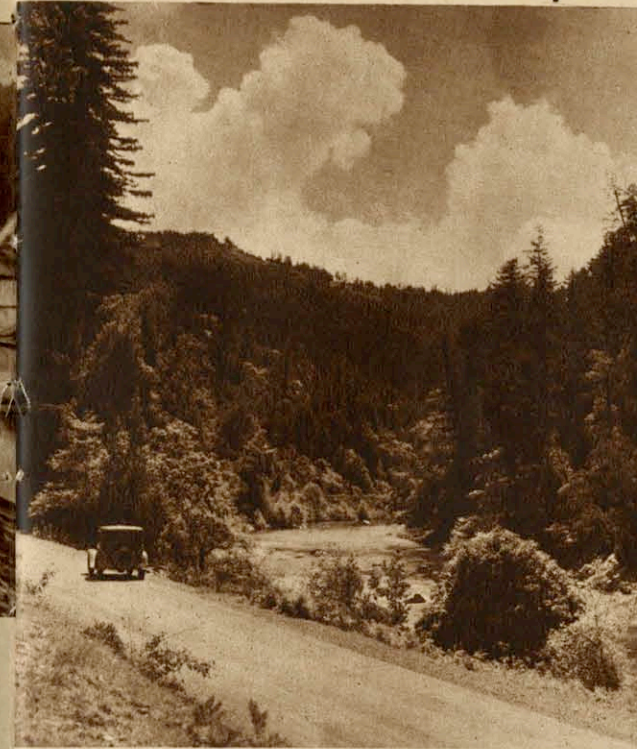
NORTH COAST REGION "Redwood Empire"



ALONG OCEAN SHORE OF DEL NORTE COUNTY



GIANT REDWOOD LUMBER MILL



BLUE LAKES

ONE OF MANY FISHING STREAMS



DOUGLAS MEMORIAL BRIDGE SPANNING KLAMATH RIVER

NAPA, Lake, Mendocino, Humboldt and Del Norte Counties . . . ocean beaches, lakes and lagoons, several thousand miles of fishing streams up which run steelhead and salmon; rugged coast lines; steaming geysers which have been harnessed for man's benefit; curative mineral springs; hopfields, vineyards and orchards; giant mills that supply the world with everlasting California redwood lumber; commercial fisheries; Clear Lake, largest fresh water lake lying wholly within the state, and Blue Lakes, in a region termed the "Switzerland of America"; Mt. St. Helena and Mt. Veeder, extinct volcano, and many other unusual attractions. To the northeast in Oregon is the Oregon Caves National Monument. Ninety-seven per cent of the world's supply of redwood is in the North Coast region and for more than a hundred miles the Redwood Highway winds through magnificent stands of these age-old Sequoia Sempervirens. More than thirty-five thousand acres of the finest groves are now a part of California's State Park System. The most extensive stands of redwoods are to be found in the counties of Mendocino, Humboldt and Del Norte.



FISHING AMONG THE REDWOODS



CLEAR LAKE FRAMED BY MT. KONOKTI
RUGGED COAST LINE FROM HIGHWAY



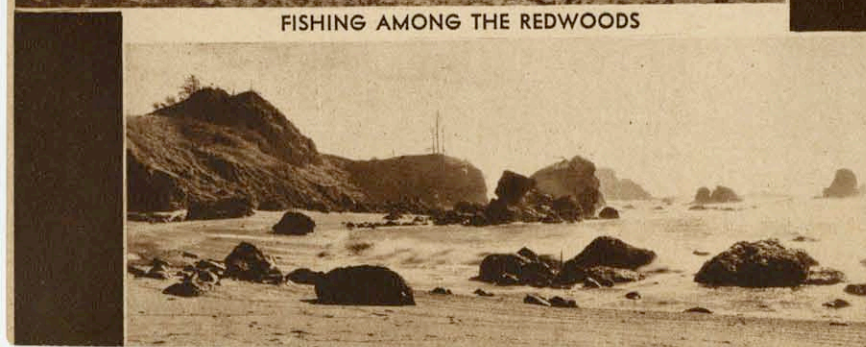
A VIRGIN REDWOOD GROVE



NATURAL MINERAL SPRING GEYSER



STRIPED BASS FISHING—NAPA BAY
HISTORIC BALE MILL





SAN FRANCISCO entertains the Pacific Fleet. In the distance, lights of EAST BAY CITIES



JAPANESE TEA GARDEN, Golden Gate Park



LINCOLN PARK GOLF COURSE, OVERLOOKING GOLDEN GATE



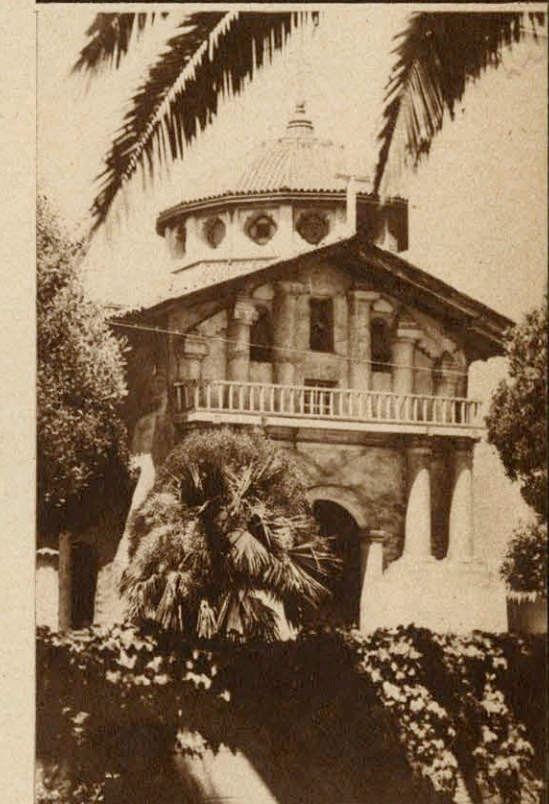
ESPLANADE AND "CHUTES AT THE BEACH"

SAN FRANCISCO And The PENINSULA

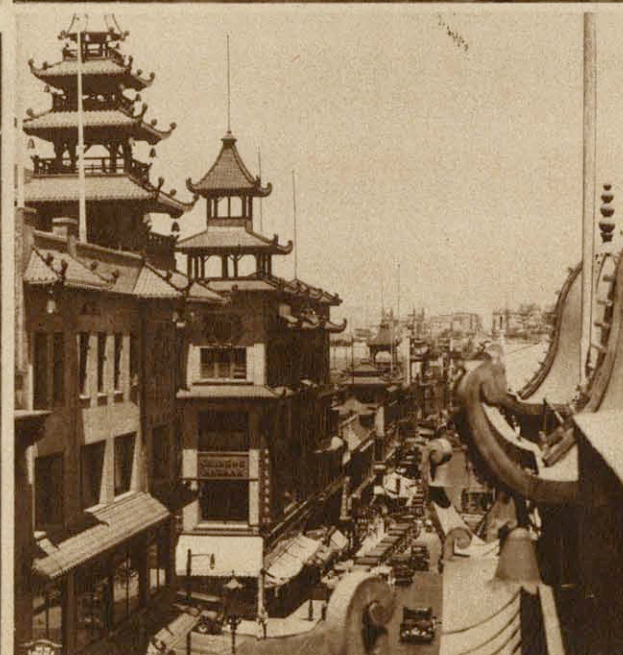
SAN FRANCISCO, set picturesquely on high hills that partially enclose one of the great landlocked harbors of the world, is the center of a region of remarkable development. Today, in the process of construction, are two magnificent bridges; one across the Golden Gate connecting with the Redwood Empire to the North; the other, joining San Francisco with Oakland.

It is a city of thrills, of industry, commerce and finance. Historic hills; famous restaurants that provide the foods of every nation; artist colonies; Chinatown with its fascinating shops and bazaars; Fisherman's Wharf with its fishing fleet that lends the atmosphere of the Mediterranean; its great financial district, the Wall Street of the West; shopping districts with attractive sidewalk flower stands; the cosmopolitan Latin Quarter; Beach and esplanade with its many amusement features; Seal Rocks; Golden Gate Park with its museum and playgrounds; Fleishhacker Pool, one of the largest in the world; The Palace of the Legion of Honor; The Veterans War Memorial and Opera House; the Civic Center; Lincoln Park with a municipal golf course that overlooks the Golden Gate; the Presidio; Mission Dolores about which centered the early life of San Francisco, are among the numerous interesting features of this fascinating city.

Adjacent, down the Peninsula, is San Mateo County with its wealthy estates and magnificent scenery of seacoast, redwoods, lakes and recreational areas; its \$20,000,000 annual flower crop; the bridge across the bay built from oyster shells; its artichoke fields and many other attractions.



San Francisco de Asis "Mission Dolores"



REDWOODS of San Mateo County
CHINATOWN "EL CAMINO REAL" through San Mateo County



SIDEWALK FLOWER STAND
PIGEON POINT LIGHT, San Mateo County



SKYLINE OF SAN FRANCISCO FROM THE BAY





IMMENSE CENTER SPAN S. F.-OAKLAND BAY BRIDGE



OAKLAND WITH LAKE MERRITT IN THE HEART OF DOWNTOWN DISTRICT



WILD FOWL SANCTUARY—LAKE MERRITT



THE UNIVERSITY OF CALIFORNIA



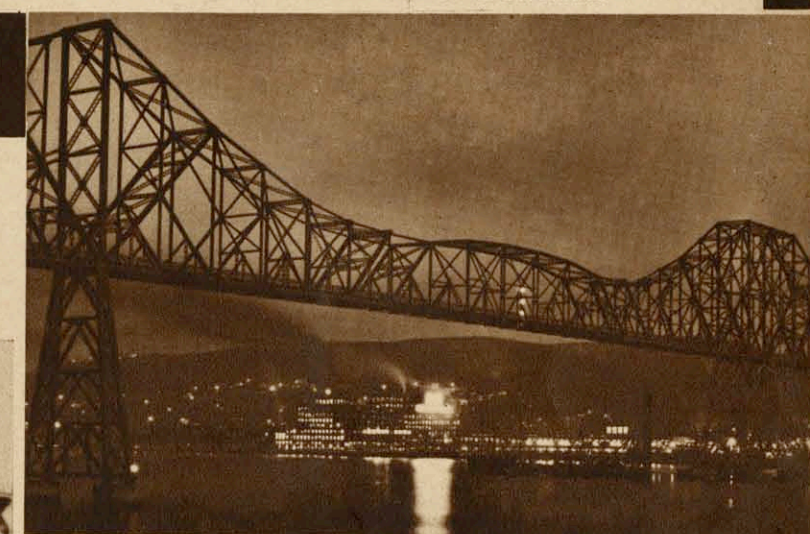
SQUARE RIGGERS IN ESTUARY BETWEEN OAKLAND AND ALAMEDA

OAKLAND and the EAST BAY

ON THE mainland side of San Francisco Bay lie Alameda and Contra Costa Counties. Before the city of Oakland, third largest city in the State, stretch the waters of the world's largest landlocked harbor. Back of the City are gently sloping hills covered with homes overlooking the Golden Gate. Adjoining is the City of Berkeley with the University of California. North along the Bayshore is Richmond with a splendid port development, numerous cities with great manufacturing enterprises, and Carquinez Bridge, gateway to the North. At the head of the Bay is the Mare Island Navy Yard.

To the East at Moraga is St. Mary's University and towering Mt. Diablo with its State Park. To the South, Alameda with the Army Air Base, and beaches; San Leandro with its fields of flowers, and nestled in the hills, the old Mission San Jose de Guadalupe.

Oakland has many things to interest the visitor—the waterfront with vessels from every part of the globe; the \$2,000,000 City Hall, Civic Auditorium, Exposition Building, art galleries, art schools, the Snow Museum; Lake Merritt; Sequoyah Park, home of Joaquin Miller, famous California poet; Chabot Observatory; Mills College for Women; the municipal and private airports; Posey Tube, connecting the City of Alameda; and pleasure beaches, are only a few of many.



CARQUINEZ BRIDGE—GATEWAY TO THE NORTH



AN ALAMEDA BEACH AND PLEASURE PARK



A PAGEANT AT MILLS COLLEGE FOR WOMEN
LAKE CHABOT



AT THE ANNUAL LIVERMORE RODEO



A SECTION OF SAN LEANDRO'S FLOWER SHOW
MAJESTIC MOUNT DIABLO



MISSION SAN JOSE DE GUADALUPE



SACRAMENTO REGION

THE NORTHERN part of the Sacramento Region is one of great scenic beauty and unusual natural phenomena. Eight National Forests—Tahoe, Plumas, Lassen, Modoc, Shasta, Klamath, Trinity and Mendocino lie within this region, as well as one National Park and five State Parks and monuments. Lassen Volcanic National Park, with the only active volcano in the United States, geysers, boiling lakes, bubbling mud pots; Modoc Lava Beds, with its Lava Caves and Tunnels, some housing rivers of ice and with Indian petroglyphs carved and painted on their walls; towering Mt. Shasta perpetually covered with snow; Castle Crags, soon to be included in the State Park system; beautiful Burney Falls; Lake Almanor, artificially created for power development; Feather River, one of the most noted of California recreational areas; dense pine forests, beautiful streams and rugged country still unspoiled, make this region one of great fascination, and interest.

THE Lake Tahoe Region is unsurpassed for natural beauty. Here every sport may be indulged in — fishing, hunting, golf, tennis, hiking, horseback riding in summer—skiing, tobogganing and kindred snow sports in winter. The entire region is dotted with lakes—gems of loveliness, set amidst towering mountain peaks. Tahoe, Lake of the Skies, at an elevation of 6225 feet, lies partly in California and partly in Nevada . . . 23 miles long and 12 miles wide, its shoreline is dotted with vacation resorts. Roads to Lake Tahoe follow the trails of the pioneers and historical landmarks commemorate the events of that era.

Marshall's Monument at Coloma points to the spot where James Marshall, 1848, made his discovery of gold that startled the world. Today, along the streams, gold is still being recovered in the same manner as in '49.

MT. SHASTA

LAKE ALMANOR

CASTLE CRAGS

BURNEY FALLS

MODOC LAVA BEDS

FEATHER RIVER

MT. LASSEN

LAKE TAHOE

VIEW OF DONNER LAKE FROM SUMMIT

AMERICAN RIVER CANYON

YUBA RIVER CANYON
MARSHALL'S MONUMENT, COLOMA

PROSPECTORS PANNING GOLD

SACRAMENTO Region

IN SACRAMENTO, California's Capital City, centers much of the early and romantic history of the State—from here was started the first railroad Eastward; here the Pony Express met water transportation for San Francisco. Here, also, is located Sutter's Fort, center of activity during the gold rush days; today it houses a unique museum of pioneer relics. In Capitol Park are more than one thousand varieties of plant life brought from all parts of the world. The California State Fair is held annually at Sacramento.

Close by are the abandoned ghost towns of the days of '49, while in nearby streams giant gold dredgers operate day and night reclaiming precious metal. From this romantic gateway roads lead to a vast scenic and recreational area.

SUTTER'S FORT



ANNUAL CALIFORNIA STATE FAIR



STATE CAPITOL AND BOTANICAL PARK

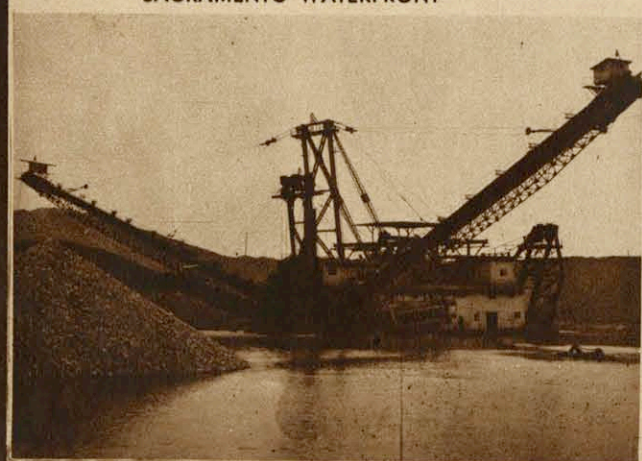


MARYSVILLE BUTTES



RECREATION ON SACRAMENTO RIVER

A GIANT GOLD DREDGE



SACRAMENTO WATERFRONT

MOTHER LODGE Romance

CRADLE of California romance, the Mother Lode country is a land where the Argonauts worked, played and fought in their struggle for wealth—a land which fired the imagination of Bret Harte and Mark Twain. Through the counties of El Dorado, Amador, Calaveras, Tuolumne and Mariposa, towns immortalized in song and story, although now practically deserted, retain the atmosphere of Mother Lode Romance.

In this same locality are found many producing mines, with large annual yields of precious minerals; dredgers recovering gold from the streams of the Mother Lode Counties; the Calaveras Grove of Big Trees, a State Park and many noted caves.

Throughout the region, plaques mark historic points of interest for the tourist.



BRET HARTE PAGEANT, COLUMBIA



MOANING CAVE, VALLICITA



CALAVERAS GROVE OF BIG TREES
ARGONAUT MINE, JACKSON



GHOST TOWN OF HORNITOS



GOLD DREDGE ON MERCED RIVER



JUMPING FROG CONTEST, ANGELS CAMP





SILVER LAKE

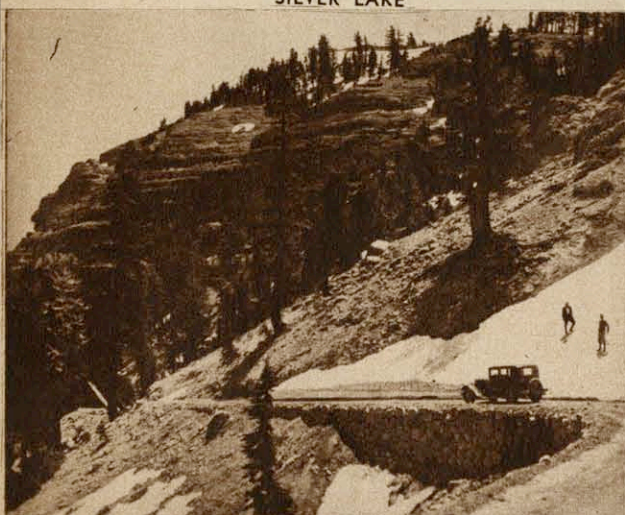
CENTRAL VALLEY Region—Stockton and the Delta

BREAKING the trail to commerce between Stockton and San Francisco, voyageurs of the Hudson's Company in 1833 led the way for the gold-seekers of '49. The San Joaquin River today admits deep-sea vessels from out the Golden Gate to the very center of the interior valleys of California at a modern port.

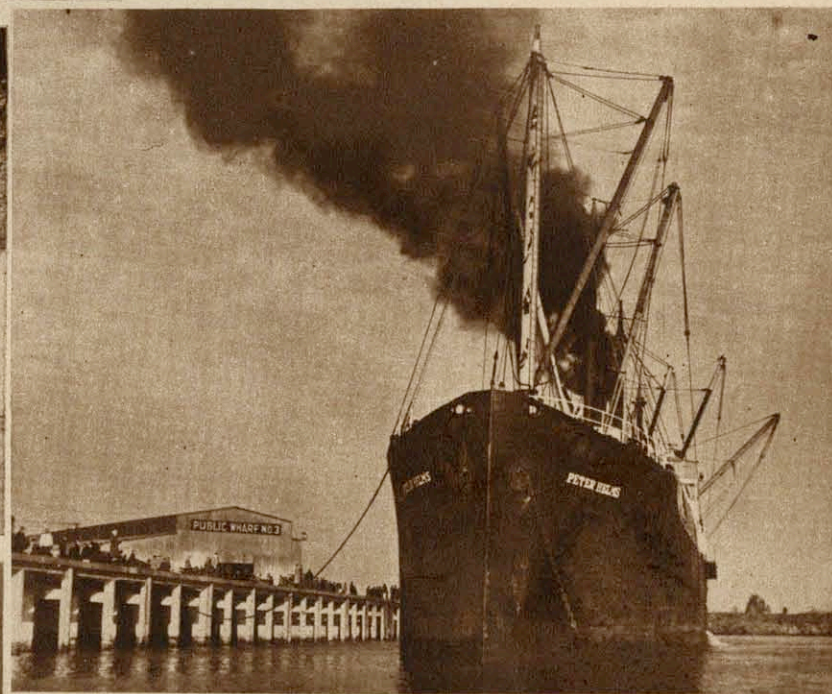
The College of the Pacific, oldest institution of higher education in California; the Haggin Memorial Gallery with its art treasures, relics of pioneer days and valuable Indian collection, attract many tourists who visit Stockton.

Boatmen on pleasure bent delight to explore the maze of waterways which lie at the western doorstep of the city on the famous Delta with its prolific crops. Fishermen and hunters find the waterways a continuous source of recreation.

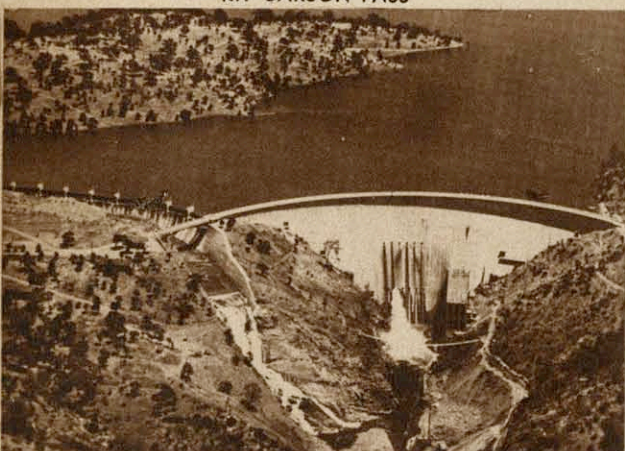
At Silver Lake the Stockton municipal recreational camp is located. Don Pedro Dam furnishes water and power for Modesto and Turlock irrigation districts.



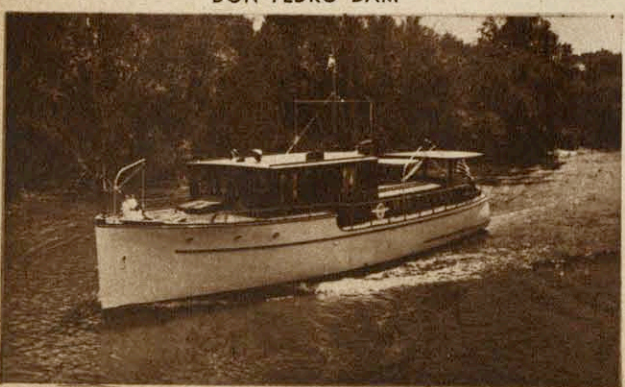
KIT CARSON PASS



IN STOCKTON HARBOR



DON PEDRO DAM



FISHING AND BOATING ON
SAN JOAQUIN WATERWAYS



EBBET PASS



SNOW SPORTS AT LONG BARN

SAN JOAQUIN

IN THE San Joaquin region are Yosemite, General Grant and Sequoia National Parks; the Devil's Post Pile National Monument; Calaveras Big Trees State Park; Sequoia, Sierra, Stanislaus and part of Mono and El Dorado National Forests. All are available for public enjoyment, subject to certain rules and regulations.

Yosemite National Park—towering cliffs of sheerest granite so massive and high that no one can readily appreciate the scale on which they were sculptured by ancient glaciers; the world's highest waterfalls; glacier polished domes; mountain lakes; flower strewn meadows; wild life; matchless High Sierra panoramas; Wawona Grove of Big Trees, world's oldest living things. Written in rock for all to understand is the story of Earth's formation and constant change. Ever changing and equally attractive during the four seasons.

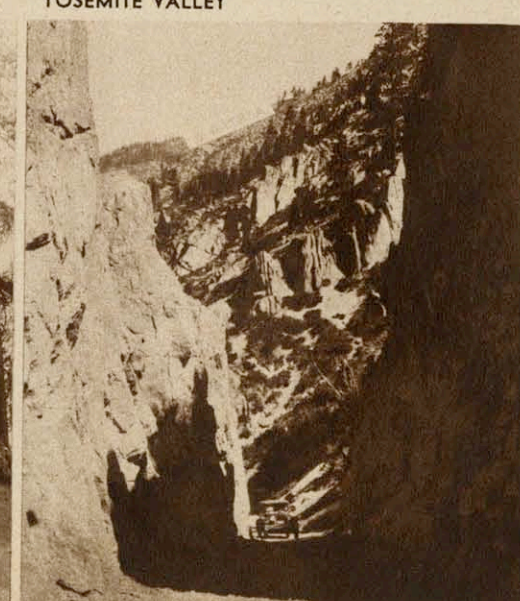
Nearby is the Hetch-Hetchy project which will furnish water to the city of San Francisco. The Sonora-Mono Pass leads to Mono County over the crest of the Sierra.



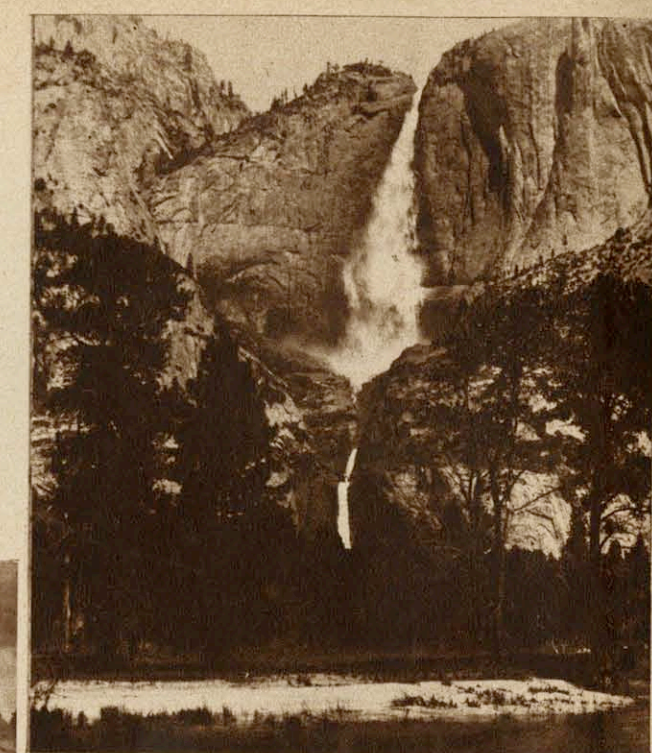
YOSEMITE VALLEY



WAWONA TREE



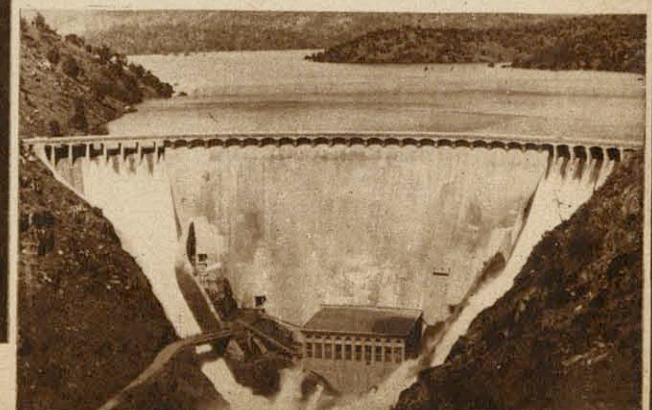
SONORA-MONO PASS



YOSEMITE FALLS



WINTER SPORTS, YOSEMITE



EXCHEQUER DAM

SAN JOAQUIN REGION

THE San Joaquin Valley, 200 miles long and fifty miles wide, is an irrigated agricultural empire producing practically every known agricultural product. It is best known for its raisins, figs and cotton. The famed Kettleman Hills Oil Fields are in Fresno and Kings counties with other producing fields in Fresno and Kern counties. Lumbering is carried on extensively in the mountain areas. Many groves of the world's largest and oldest living things, the Sequoia Gigantea, are found throughout the district.

General Grant, the Nation's Christmas Tree, and the General Sherman, the largest and oldest tree, are in the groves of General Grant and Sequoia National Parks. Mt. Whitney, the highest peak in the United States, is within the confines of Sequoia National Park. Throughout this region of the High Sierra are found some of California's most scenic playgrounds. The King's River Canyon has been recommended for inclusion in the national park system.



DEVIL'S POST PILE NAT'L MONUMENT



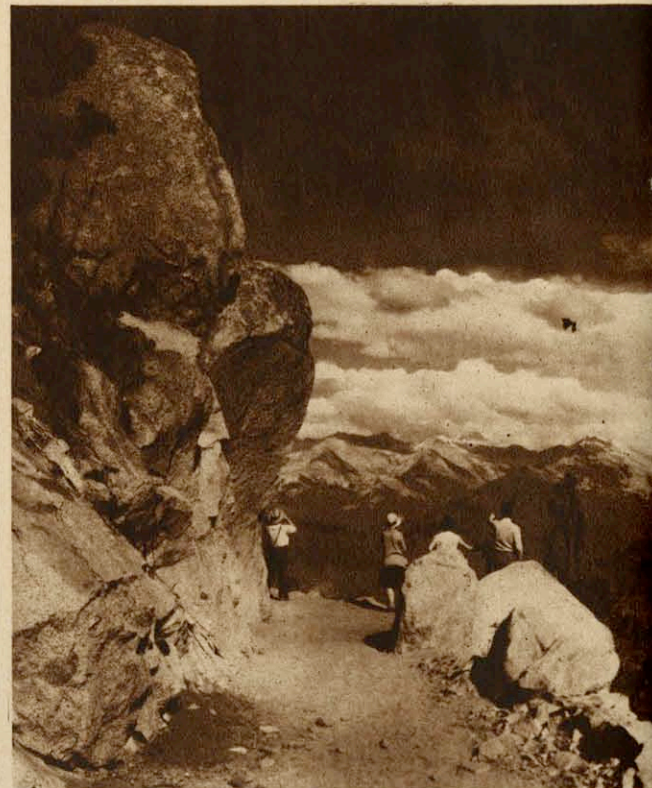
KETTLEMAN HILLS OIL FIELDS



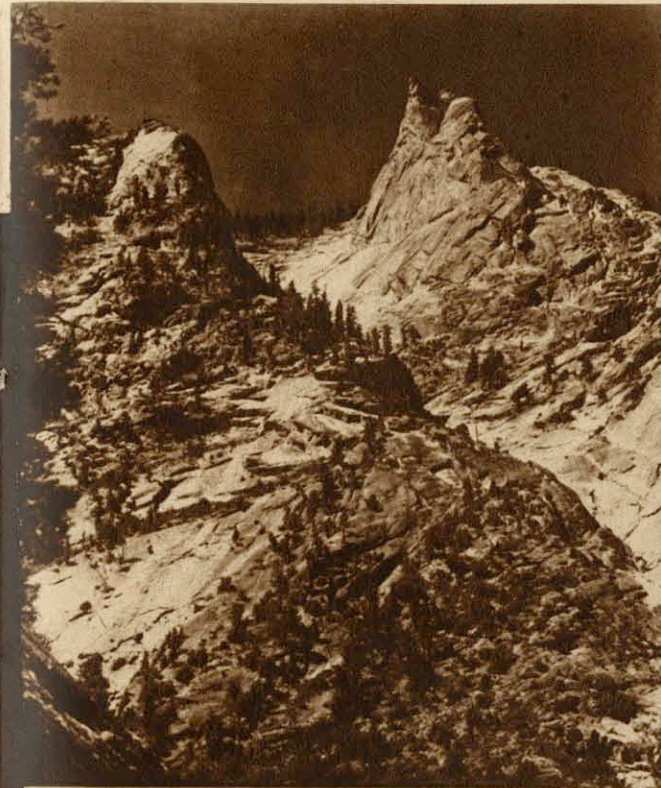
HUNTINGTON LAKE



NATION'S CHRISTMAS TREE, GEN. GRANT NAT'L PARK
CRESCENT MEADOWS, SEQUOIA NAT'L PARK



FROM RIM OF GREAT DIVIDE, SEQUOIA NAT'L PARK



KING'S RIVER CANYON



FORT TEJON



KERN RIVER CANYON



RED ROCK CANYON



WILD FLOWERS



RAISIN GRAPES

CENTRAL COAST REGION

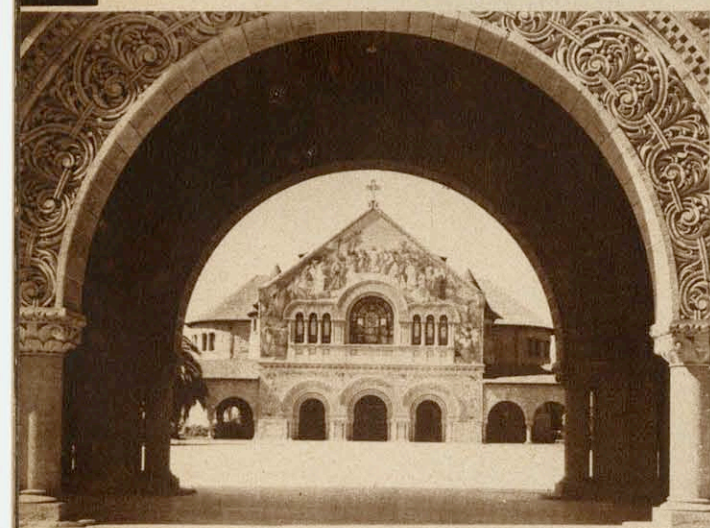
"Along the Mission Trails"



SANTA CLARA VALLEY (SPRING TIME)



PINNACLES NATIONAL MONUMENT



STANFORD UNIVERSITY MEMORIAL CHAPEL

BEAUTIFUL and unusual scenery, enchanting playgrounds and historical points of interest are to be found along the Coast Highway between Los Angeles and San Francisco.

This is the trail of the old missions which extended from San Diego in the South to Sonoma in the North. Twenty-one in number, all are interesting and many contain priceless relics.

Many interesting places are to be seen—Stanford University; U. S. Navy Dirigible Base; Mission Santa Clara and Santa Clara University; Winchester Mystery House; Lick Observatory; the resorts and beaches of Santa Cruz; the Santa Cruz Mountains; Big Basin, in California State Redwood Park; the Felton Grove of Big Trees; Pajaro Valley; Pinnacles National Monument with its awe-inspiring spires, domes and caves.

Salinas, the home of the nationally known California Rodeo, held the last week in July each year, keeps alive the spirit of the Old West; in this locality Guayule Rubber is grown commercially.

On the Monterey Peninsula, termed the "Circle of Enchantment," is Del Monte, world-famed playground with its nationally known Pebble Beach Golf Course—Old Monterey, the Capital of California under three flags, birthplace of the state's first constitution, innumerable historical associations, and its picturesque fishing fleet—Point Lobos State Park; Pacific Grove and Hopkins Marine Laboratory; Carmel with its artist colony and Carmel Mission where rests Junipero Serra, father of the Missions.

The Carmel-San Simeon Highway along the ocean, when completed, will be one of the outstanding coastline motor trips to be found any place in the world.



BEACH AT SANTA CRUZ



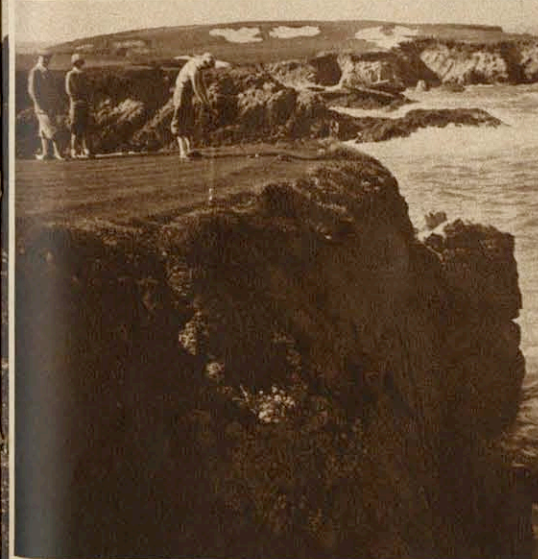
HECKER PASS, LEADING TO PAJARO VALLEY
COMPASS GROUP
CALIFORNIA REDWOOD PARK



MIDWAY POINT, NEAR DEL MONTE



OLD CUSTOM HOUSE, MONTEREY



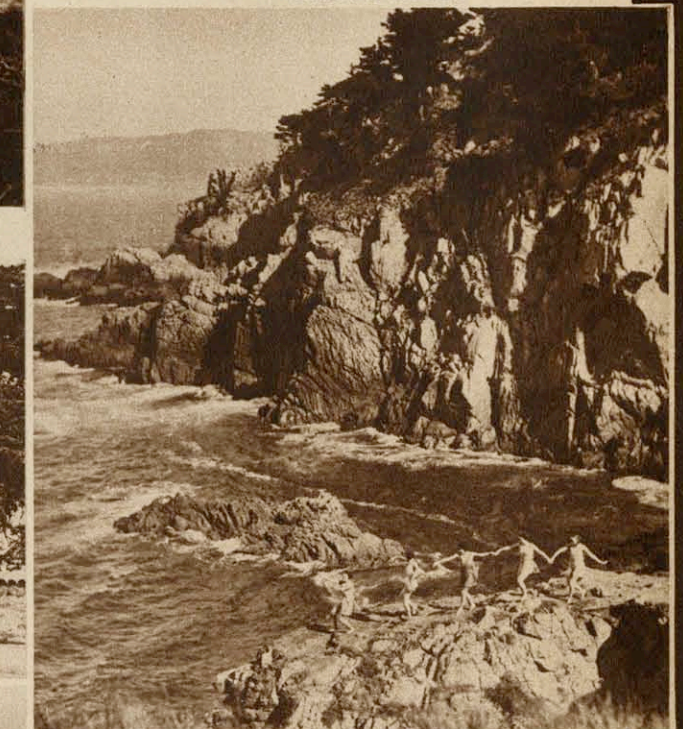
SEVENTH HOLE, PEBBLE BEACH GOLF COURSE



GUAYULE RUBBER PLANT



SALINAS RODEO



POINT LOBOS



SAN CARLOS,
PARISH CHURCH



COURT HOUSE, SANTA BARBARA



MISSION SAN BUENA VENTURA



BEACH AT SANTA BARBARA



MORRO ROCK, MORRO BAY

THE SOUTHLAND Along the Mission Trails

THE trails blazed by Father Serra and his band of hardy pioneers continue southward along the ocean, through fertile valleys and over rugged mountains, through cities perpetuating the architectural and romantic atmosphere of early California. Here sports and recreational facilities have been developed to the highest degree.

Of interest are Morro Rock and Bay; Pismo Beach; Santa Maria and its gardens; Lompoc with its fields of sweet peas; Gavioto Pass of historic fame; long stretches of beautiful beaches.

At Santa Barbara, Mission Santa Barbara, "Queen of the Missions," the courthouse, one of the most remarkable public buildings to be found anywhere in the United States, old historic adobes, "Old Spanish Days Fiesta," held annually in August, the unique shopping district "A Street in Spain." At Ventura, Mission Buena Ventura, Pioneer Museum; Indian burial grounds at Point Mugu, yielding the secrets of a lost race; Ojai Valley, Little Grand Canyon; the famous Camarillo Arabian Horse ranch; Sespe Game Preserve, oil fields, extending into the ocean, and vast walnut and citrus groves.



PIRATES CAVE, NEAR PISMO BEACH



SWEET PEAS NEAR LOMPOC

A STREET IN SPAIN
FATHER SERRA'S CROSS, VENTURA



SKIMMER RACING, ALIMITOS BAY



FEEDING SEA GULLS

LOS ANGELES COUNTY

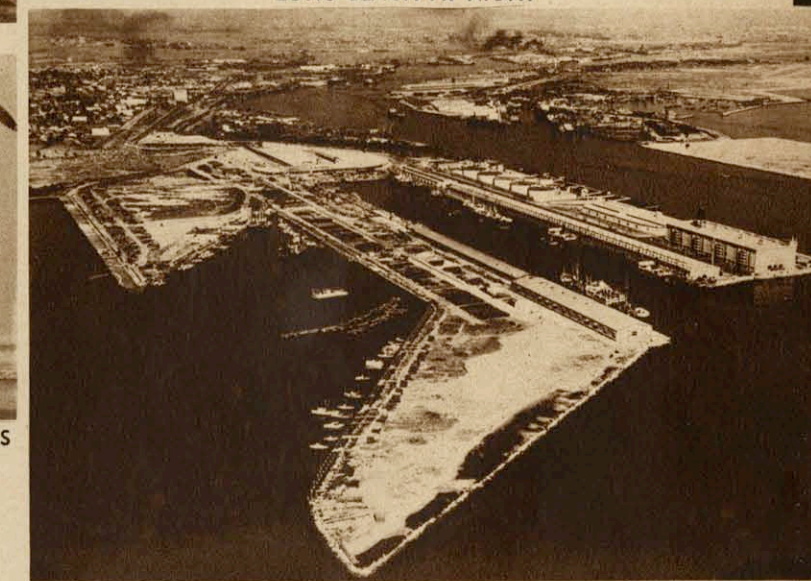
LOS ANGELES COUNTY has 85 miles of coastline, along which are scores of attractive beach cities—Santa Monica, Malibu, Ocean Park, Venice, Playa del Rey, El Segundo, Manhattan, Redondo, Hermosa, Palos Verdes, Cabrillo, Seal Beach and Long Beach. Thousands of visitors and residents daily find health and recreation on the gently sloping sandy beaches washed by the blue waters of the Pacific Ocean. Pleasure piers and amusement zones; surf and plunge bathing; yachting and motor boating; shore and deep sea fishing, are a few of an endless variety of diversions.

Long Beach, with its eight-acre marine park, 32-acre still water lagoon and 3800-foot "Rainbow" pleasure pier and \$10,000.00 amusement zone is one of the show places of Southern California. Inland, overlooking the city, is the famous Signal Hill oil fields.

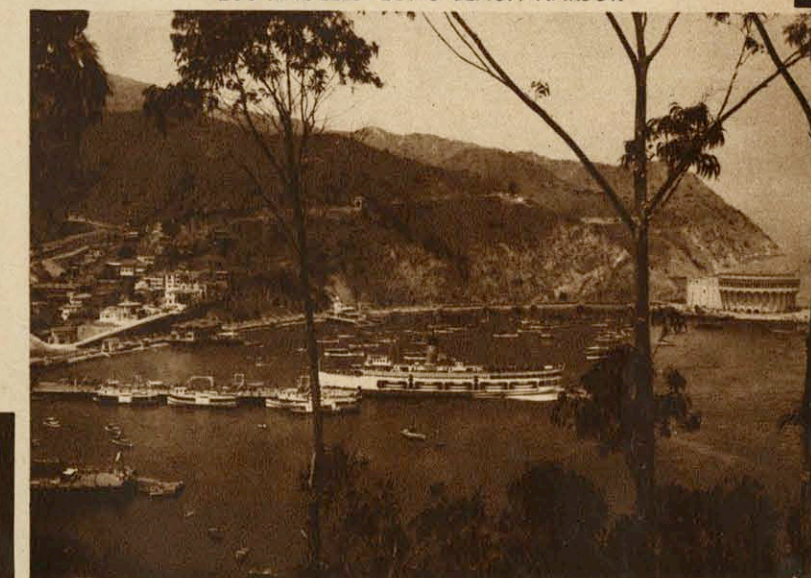
The Los Angeles - Long Beach Harbor is the base of the Pacific Fleet. Here, constantly passing in review, are the ships of all nations carrying the commerce of the world. Commercial fishing is a major industry and the vessels of the fishing fleet lend an atmosphere of far-off lands.



LONG BEACH AT NIGHT



LOS ANGELES - LONG BEACH HARBOR

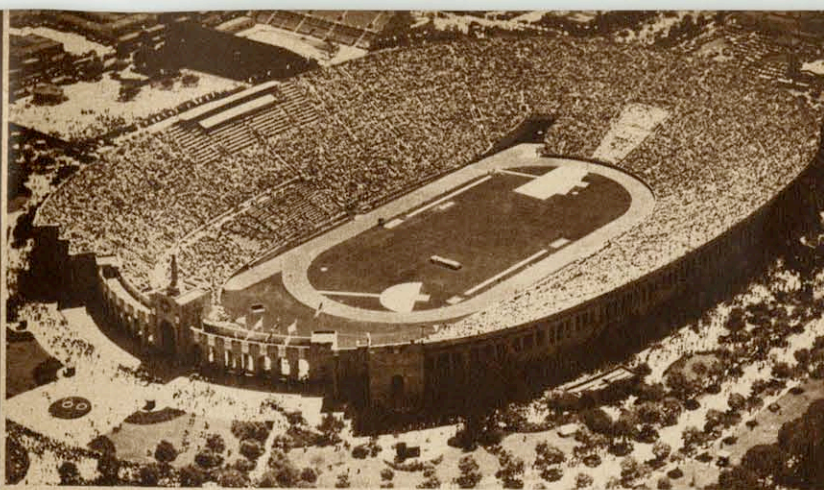


AVALON, CATALINA ISLAND



FISHING FROM ANCHORED BARGE
BEACH AT SANTA MONICA



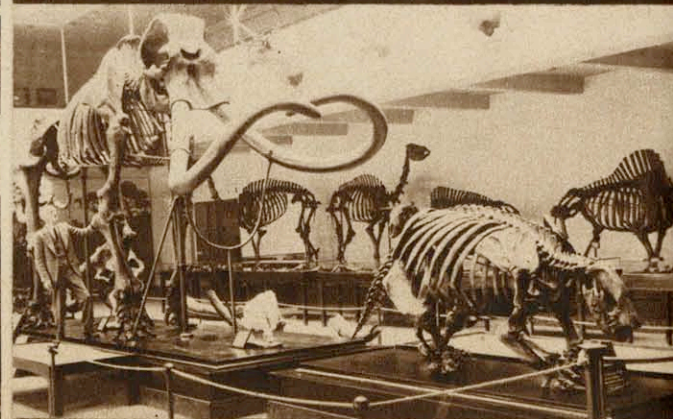


THE COLISEUM

LOS ANGELES COUNTY



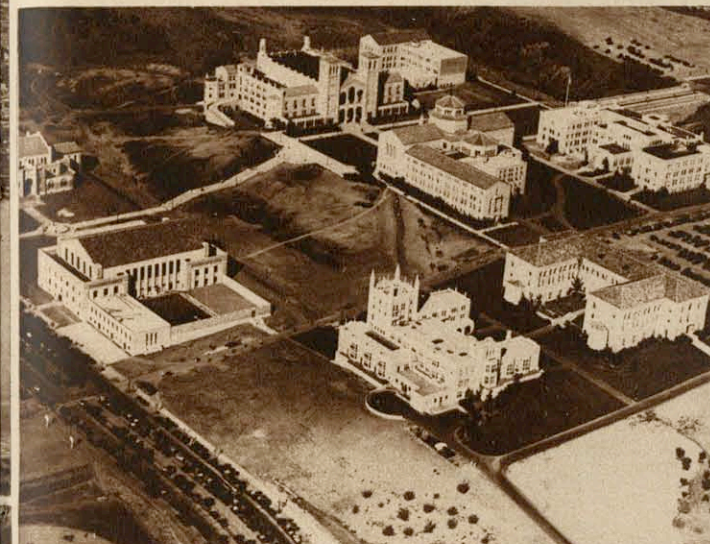
LOS ANGELES CITY HALL



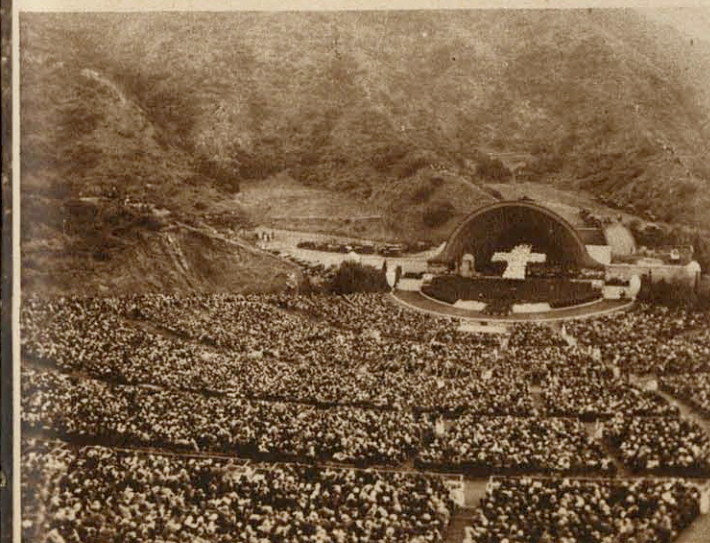
LA BREA PITS AND FOSSILS
CITY PARK, BEVERLY HILLS

IN THE 4115 square miles that comprise the County of Los Angeles are a variety of attractions to tax the imagination. Facilities for sports and recreation are unlimited; there are numerous gardens and parks; great libraries and universities; miles of ocean beaches; movie studios; historical adobes; missions; old churches and landmarks commemorating the important events in the early life of the city.

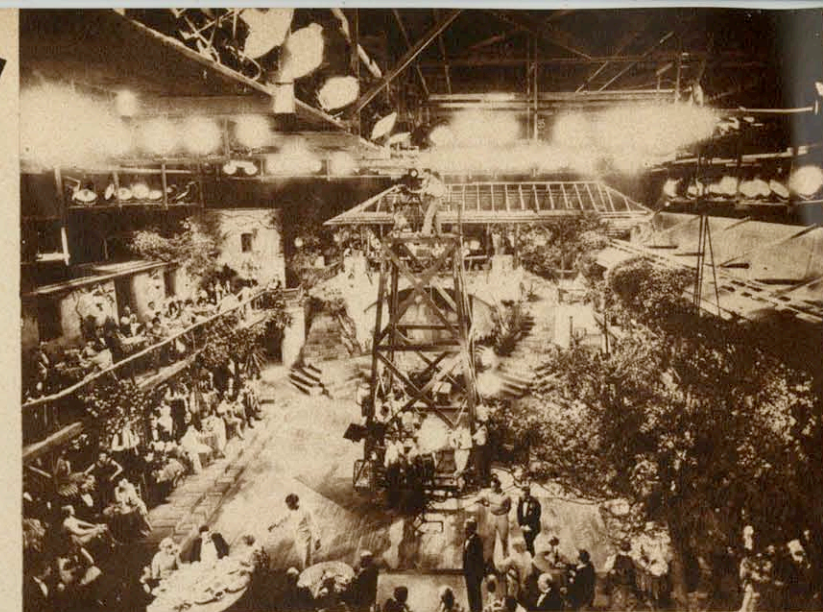
A few of the many interesting sights are the alligator, butterfly, ostrich and lion farms; Exposition Park with its Sunk-en Gardens, Armory, Coliseum, State Exposition Building, Los Angeles Museum and general recreation grounds; Southwest Museum; Griffith Park with its zoo, picnic and recreation grounds; Eagle Rock, Echo, Elysian, Hollenbeck, Lincoln, Pershing Square, Westlake and Sycamore Grove Parks; Luna Park with its famous zoo whose animals are used extensively in motion picture work; the La Brea Pits, from which came the world-famous skeletons of prehistoric animals now in Los Angeles County Museum; the University of California at Los Angeles and the University of Southern California; picturesque Olvera Street; Hollywood Bowl; Chinatown; California Botanic Garden, where the flora from every country in the world is being planted; Mt. Lowe with its unexcelled vista of fertile valleys, snow-capped peaks and distant ocean; Hollywood and the Motion Picture Industry; the Church of Our Lady, 1822, the oldest religious edifice in Los Angeles; Los Angeles Library; Los Angeles City Hall, and the various stadiums and aquatic courses which saw record after record broken during the Olympic Games.



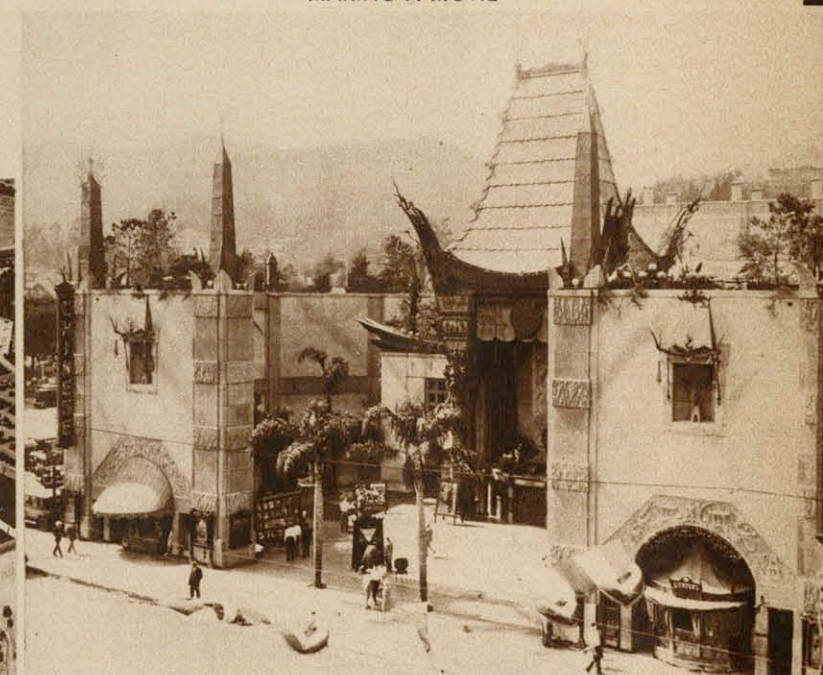
UNIVERSITY OF CALIFORNIA AT LOS ANGELES



HOLLYWOOD BOWL



MAKING A MOVIE



A HOLLYWOOD THEATER



HOLLYWOOD AT NIGHT



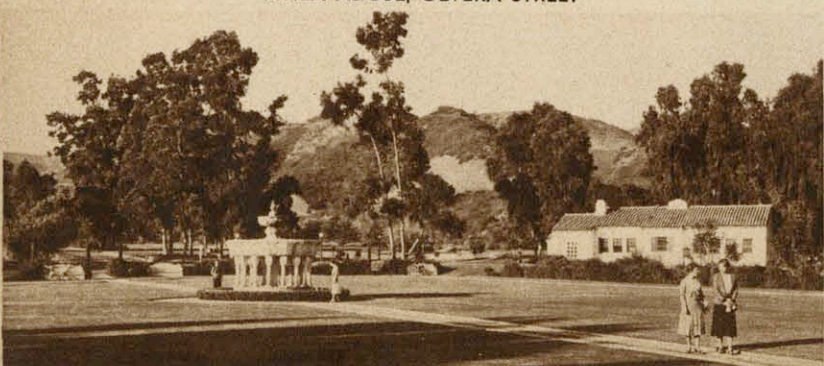
LION FARM



HOLLENBECK PARK



AVILA ADOBE, OLVERA STREET





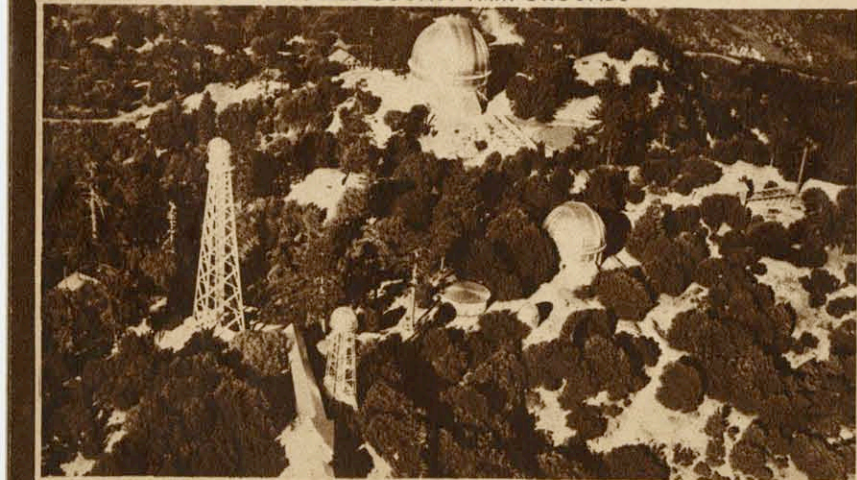
MISSION SAN GABRIEL ARCHANGEL



HUNTINGTON LIBRARY



LOS ANGELES COUNTY FAIR GROUNDS



MT. WILSON OBSERVATORY
WINTER AT BIG PINES MUNICIPAL RECREATION CAMP

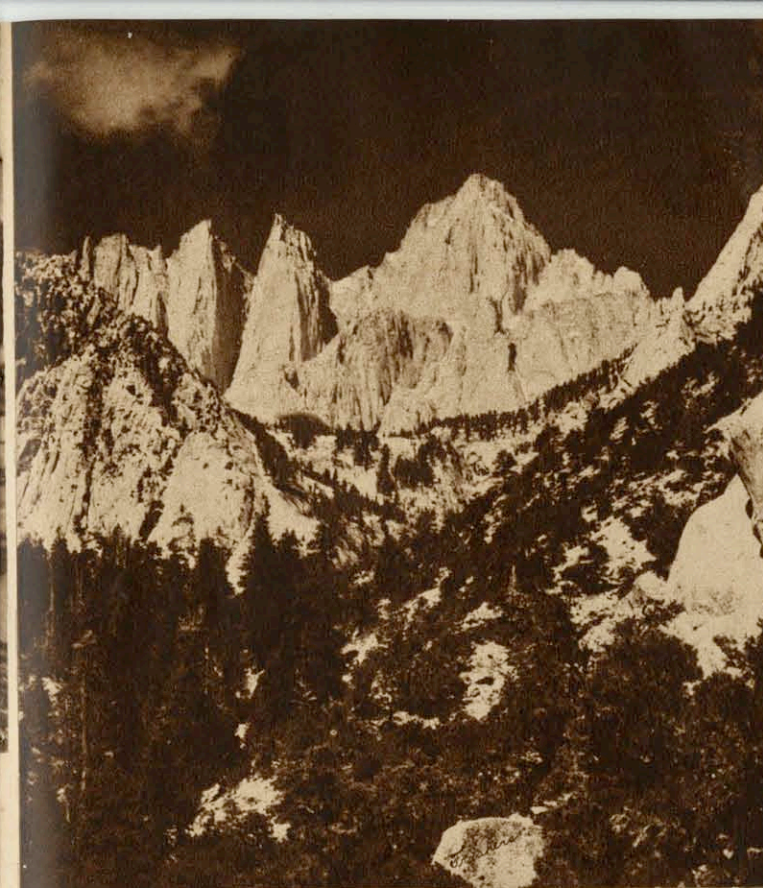


FLOAT, TOURNAMENT OF ROSES

LOS ANGELES COUNTY

IN LOS ANGELES COUNTY are located some of America's finest cities, with many attractions to every visitor. At Pasadena, the Huntington Art Gallery and Library, Bush Gardens, the Rose Bowl, scene of the annual East-West Football Game and the Tournament of Roses. Altadena has its mile of Christmas Trees. Pomona is the home of the Los Angeles County Fair—the agricultural school and playground of Southern California—and Kellogg's Arabian Horse Ranch. At San Gabriel is the Mission San Gabriel Archangel, founded in 1771, and the Mission Playhouse. Beverly Hills is the home of many famous writers and players. At Glendale is located the Forest Lawn Memorial Park, and Monte Bello is famous for its large flower industry. The Monrovia Canyon at Monrovia; Big and Little Dalton Canyons at Glendora; San Dimas Canyon at San Dimas, are of scenic interest. At Claremont are the Claremont, Pomona and Scripps Colleges, and at Eagle Rock, Occidental College. The Lion Farm is at El Monte. The home of Pico Pico, last Mexican Governor of California, is at Whittier. At Clearwater are the Johnson Water Gardens, oldest in the United States; at San Fernando, the Mission San Fernando Rey de España, Veterans' Hospital and Fremont Pass; near Tujunga, Big and Little Tujunga Canyons; at Burbank, United Airport and Valhalla Park; at Calabasas, Conejo Pass; at San Pedro, Fort MacArthur, the Fish Harbor and Point Firmin. At Wilmington is the old homestead of Gen. Phineas Banning in Banning Park and Drum Barracks. Giant Joshua trees and desert flora are found in the Antelope Valley. In addition, vast orange, lemon and walnut groves, and a great diversity of agricultural crops always interest the tourist.

Big Pines Recreational Camp, summer and winter municipal playground of Los Angeles County, is located in the San Bernardino Mountains, as is Camp Seeley, municipal playground of the City of Los Angeles.



MT. WHITNEY

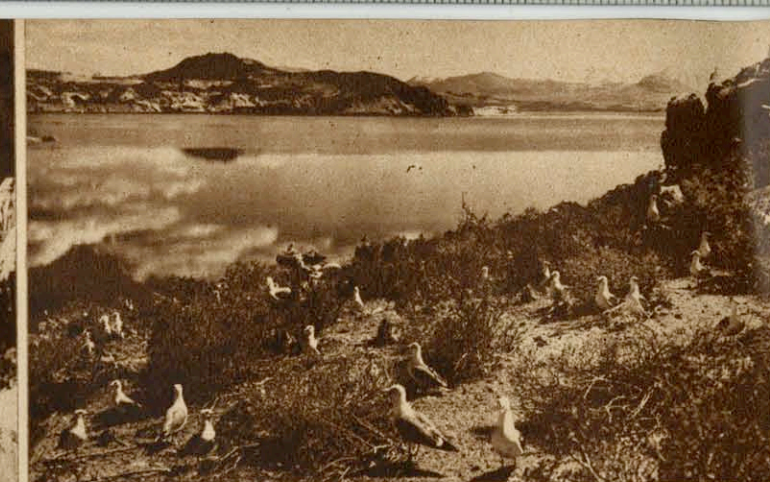
Through the HIGH SIERRAS Inyo and Mono Playgrounds

THIS beautiful and romantic region stretches along the eastern slope of the Sierra Nevada for more than two hundred miles. It is a section of beauty and mystery; of purple mountain ranges, golden desert spaces, tumbling streams and hundreds of gem-like lakes in stately settings of crag and pine, a section whose historical storehouses are filled with a wealth of pioneer lore and Indian legend. Here, the Sierra Nevadas reach their greatest height. Mt. Whitney, with an altitude of 14,496 feet, is the highest point in the United States; Death Valley, 276 feet below sea level, the lowest. Both are in Inyo County.

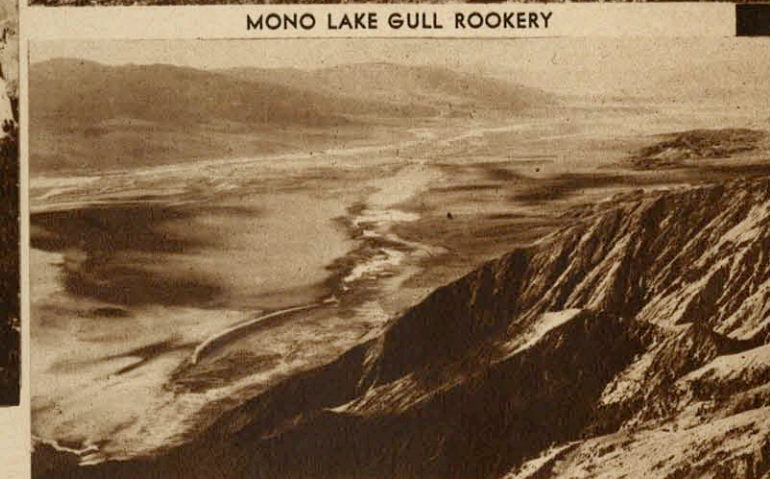


PALISADE GLACIER

RECORDS OF A LOST RACE



MONO LAKE GULL ROOKERY



DEATH VALLEY FROM DANTE'S VIEW



DEATH VALLEY SCOTTY'S CASTLE





Through the SOUTHLAND

ORANGE, RIVERSIDE AND SAN BERNARDINO COUNTIES



WINTER SPORTS, SAN BERNARDINO MTS.
MISSION SAN JUAN DE CAPISTRANO

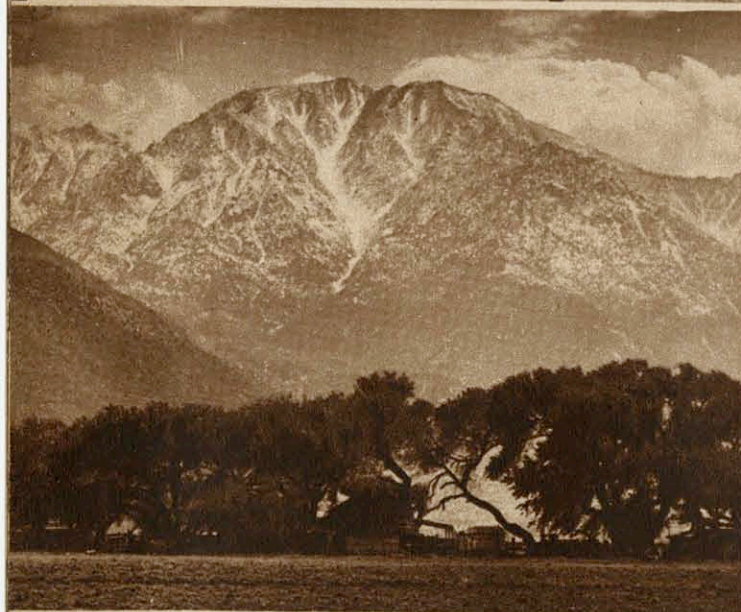
GRANDEUR of mountains and canyons, rugged and beautiful shoreline, contrast with the fertile valleys wherein lies the wealth of Orange County. The large orange and walnut groves around Santa Ana, Anaheim, Orange and Fullerton, extensive oil fields, communities on the shores of Newport Bay, Mission San Juan Capistrano, and Laguna Beach with its artist colony, are all of interest to the visitor.

Riverside and San Bernardino Counties may well be termed the winter playgrounds of Southern California. Lake Arrowhead and Big Bear Lake in the San Bernardino, and Idyllwild in the San Jacinto Mountains offer every form of recreation in summer and unexcelled snow sports in winter. When snow sports hold sway in the mountains, swimming and hiking may be enjoyed in the hot sunshine of Palm Springs and other desert resorts.

For fifty years, tourists from all parts of the world have visited the Mission Inn at Riverside, noted for its collections of Old California and Indian art, its art galleries and architecture, and admired Mt. Rubidoux, the World Peace Tower, and Cactus Garden, the orange groves and beautiful estates of Riverside and Redlands.



PALM CANYON



MT. SAN JACINTO



LAGUNA BEACH



MISSION INN, RIVERSIDE



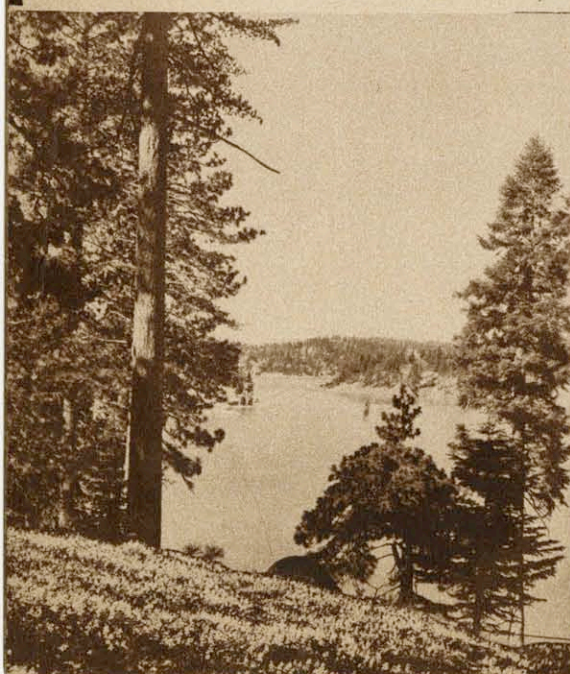
TOWER TO WORLD PEACE



CITRUS EXPERIMENT STATION



BIG BEAR LAKE IN WINTER



DEVIL'S GARDEN, NEAR BANNING
LAKE ARROWHEAD



ORANGE GROVES AND OIL WELLS



SANTA ANA CANYON



A DATE GARDEN

THE SOUTHLAND SAN DIEGO and IMPERIAL VALLEY

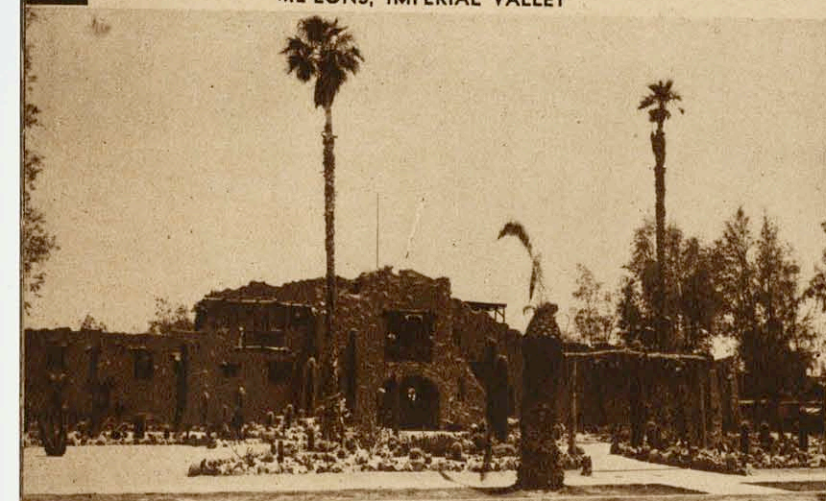
IN AND around San Diego, the birthplace of California history, are many interesting and unusual places. Here, with its large sheltered Bay, ideal flying conditions and climate, is the center of extensive navy and army activities, and private aircraft development.

Other places of interest include Balboa Park, one of the show places of the world; Torrey Pines Park; the marriage place of Ramona, famous in song, story and on the screen; Mission San Diego de Alcala, founded 1769, first of California missions; numerous beaches and beach cities—Coronado, La Jolla, Ocean Beach, Mission Beach; Point Loma, most southwesterly portion of the United States; State Parks—Cuyamaca, Palomar, Borego Mountain and Desert Park; Mt. Laguna Recreational Area in the Cleveland National Forest; Silver Strand Beach park; Cabrillo National Monument. Below the border, just a few miles away, are colorful Tia Juana and Agua Caliente, Deauville of America.

Imperial Valley, the beneficiary of the Great Boulder Dam project, still has a vast acreage of virgin desert which will shortly be reclaimed. In the brief space of twenty-eight years, this famous valley has been transformed from a harsh, uninviting desert into a veritable Garden of Eden with 600,000 acres of perennially green fields of alfalfa, lettuce and melons, and has splendid modern cities. Its sand dunes are constant reminders of the Sahara. The Salton Sea is a paradise for sportsmen.



ME LONS, IMPERIAL VALLEY



A DESERT PLUNGE, EL CENTRO



WILD FLOWERS AND SAND DUNES



A SAN DIEGO BEACH FRAMED BY TORREY PINES



DESERT AWAITING MAGIC TOUCH OF WATER



BOILING MUD POTS, SALTON SEA
AN IMPERIAL IRRIGATION CANAL



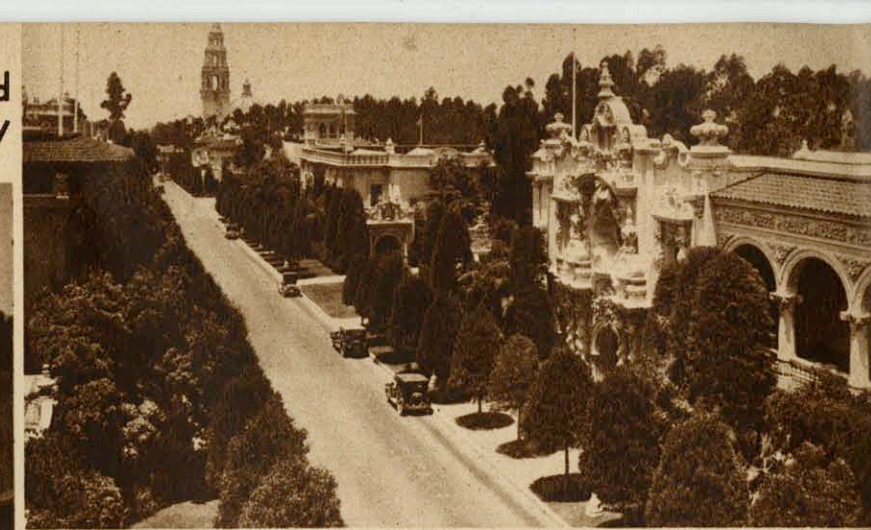
MISSION SAN DIEGO DE ALCALA



POINT LOMA



IN CUYAMACA STATE PARK
BOREGO MOUNTAIN AND DESERT PARK



BALBOA PARK, SAN DIEGO



SAN DIEGO



LA JOLLA





FALLS OF RAINBOW HUE



SHASTA'S SILVER CROWN



LONG WINDING HIGHWAYS



OCEAN OF BLUE

*Land of the Sun—California,
Edged by an ocean of blue,
Topped by towering mountains,
Mantled with heaven's own hue.
Traversed by long winding highways
The warp and woof of the State,
Sheltered by patriarch redwoods,
Approached through a Golden Gate.*

*Her sunshine it is golden,
Her blossoms turn to gold,
She has many golden legends
When her history is told.*

*Brown hills, green plains and valleys,
With snow-capped peaks above,
A desert carpeted with flowers
In the sunshine of God's love.*

*Her Missions old enthrall me,
Her mountains call me home,
Her fruitful valleys beckon
Where ever I may roam.*

*Her lakes of azure beauty,
Her falls of rainbow hue,
Her rivers golden burdened,
Bring Nature's best to view.*

*From Shasta's sunlit silver crown
Down to the Salton Sea,
Her face upturned to meet the sun
Is wondrous fair to me.*

*She has shrines that all may reverence,
Health and wealth for all who come,
They indeed are fortune favored
Who call California—Home.*

... Roscoe D. Wyatt



PATRIARCH REDWOODS



FRUITFUL VALLEYS



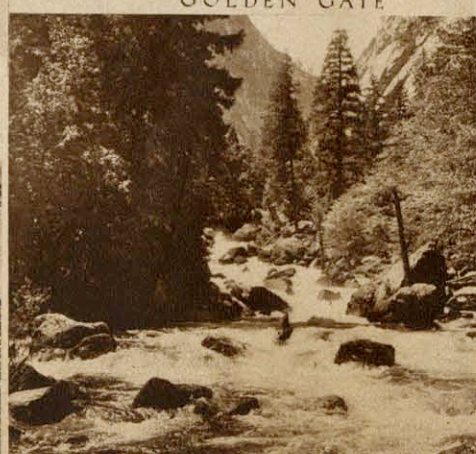
GOLDEN GATE



MISSIONS OLD



DESERT IN BLOOM



RIVERS GOLDEN BURDENED