

Southern Pacific Bulletin

OCTOBER 1922



How the Southern Pacific Company Brings Tourists and Settlers to the West

Railroad's Aggressive Advertising and Personal Solicitation Throughout United States and World are Great Factors in Upbuilding Vast New Regions.

WHEN Juan Rodriguez Cabrillo with his little band of stout-hearted Portuguese sailors put into the Bay of San Diego and discovered California three hundred and eighty years ago, little did he or his party realize that they were the Pacific Coast's first tourists.

These hardy adventurers were so delighted with the new country that they decided to explore still farther and they continued up the coast as far north as Point Reyes, discovering the islands of Santa Cruz, Santa Rosa and San Miguel.

Although Cabrillo died at San Miguel the following year as a result of an accident, his followers, headed by his loyal chief pilot Ferrelo, returned to their homes extolling the wonderful new land of sunshine and flowers. Such praise from others who subsequently visited the Pacific Coast has been an important factor contributing to the amazing growth of this region. Tourists are potential settlers and a great proportion of those who came and are coming West because of the scenic attractions and climate ultimately are permanent residents.

In the bringing of tourists to the Pacific Coast, the Southern Pacific Company, with its continuous advertising campaigns, some world-wide in scope, followed up by energetic solicitation throughout the United States and in Europe, is an agency for progress of tremendous importance. The Southern Pacific has not merely placed the best of traveling facilities at the disposal of patrons wishing to come West, including some of the world's most famous trains, but it may almost be said that the Company has gone out into "the highways and byways and compelled them to come." During the past 10 years the Southern Pacific Company has brought nearly 4,500,000 eastern tourists and travelers to the Coast via its American River Canyon, Sunset and Shasta Routes.

Beginning of Tourist Travel

The influx of tourists to the Pacific Coast began about 1880 when two special trains carrying about

200 eastern visitors arrived in San Francisco over the Southern Pacific. They visited the various points of interest in Northern and Central California and returned to their homes enthusiastic over the charms of the West. The following year these same people visited Los Angeles and Southern California points and their enthusiasm increased. They vowed to return and bring their friends, which they did. From then on, the Pacific Coast became the mecca of tourists and each year saw a substantial increase in numbers until now nearly half a million people visit the Coast each year over the Southern Pacific Lines alone.

A big factor in the growth of tourist travel to the Pacific Coast has been the granting by the Southern Pacific of reduced all-year and summer tourist rates from the East. Another factor that has aided materially in the increased tourist travel has been the erection, especially in California, of modern tourist hotels with all conveniences for the comfort of travelers. Among the famous tourist hotels in California that have achieved international fame are the Hotel Del Monte at Del Monte; Casa del Rey at Santa Cruz; Hotel Capitola at Capito-

la; Hotel El Paso de Robles at Pasa Robles Hot Springs; the Arlington, El Mirasol, Samarkand and El Encanto at Santa Barbara; Glenwood Mission Inn at Riverside; Maryland, Green, Huntington, Raymond and Vista del Arroya at Pasadena; Hotel Virginia at Long Beach; Hotel del Coronado at Coronado, and the U. S. Grant and Hotel San Diego at San Diego. In addition to these hotels, scores of others in Portland, San Francisco, Los Angeles and other cities as well as at Crater Lake, Yosemite, Lake Tahoe, Lassen Volcanic National Park and other famous resorts, cater to tourist travel. They have cooperated with the Southern Pacific in entertaining the tourists after they reached the Coast.

With its wonderful geographical position, ranging from snow-capped mountains to surf-lined beaches, the Pacific Coast has much to offer the tourist and traveler. Its ideal climate makes it a paradise for lovers of out-of-doors and its natural scenery is unsurpassed.

Advertising Throughout World

The Southern Pacific Company—perhaps more than any other agency—has helped to build up Oregon, California, Nevada, Arizona and New Mexico. An idea of the extent to which the Company has advertised the territory along its lines is shown by the fact that during the past 10 years more than 80,000,000 pieces of literature exploiting the agricultural, scenic and industrial resources of these states have been printed and distributed throughout the world by the Southern Pacific.

These folders, booklets, maps and other kinds of literature are printed in attractive form and profusely illustrated. They contain detailed information on climatic conditions, beach, mountain and scenic resorts, agricultural advantages, topography, natural scenery and resources, industrial opportunities and other subjects of interest to prospective tourists and settlers.

An important phase of the Southern Pacific's activities in developing the territory along its lines is

Facts on Bringing Homeseekers and Travelers to the Coast

CONCRETE evidence of the Southern Pacific Company's activities in building up the states of Oregon, Nevada, Utah, California, Arizona, and New Mexico is shown by the following:

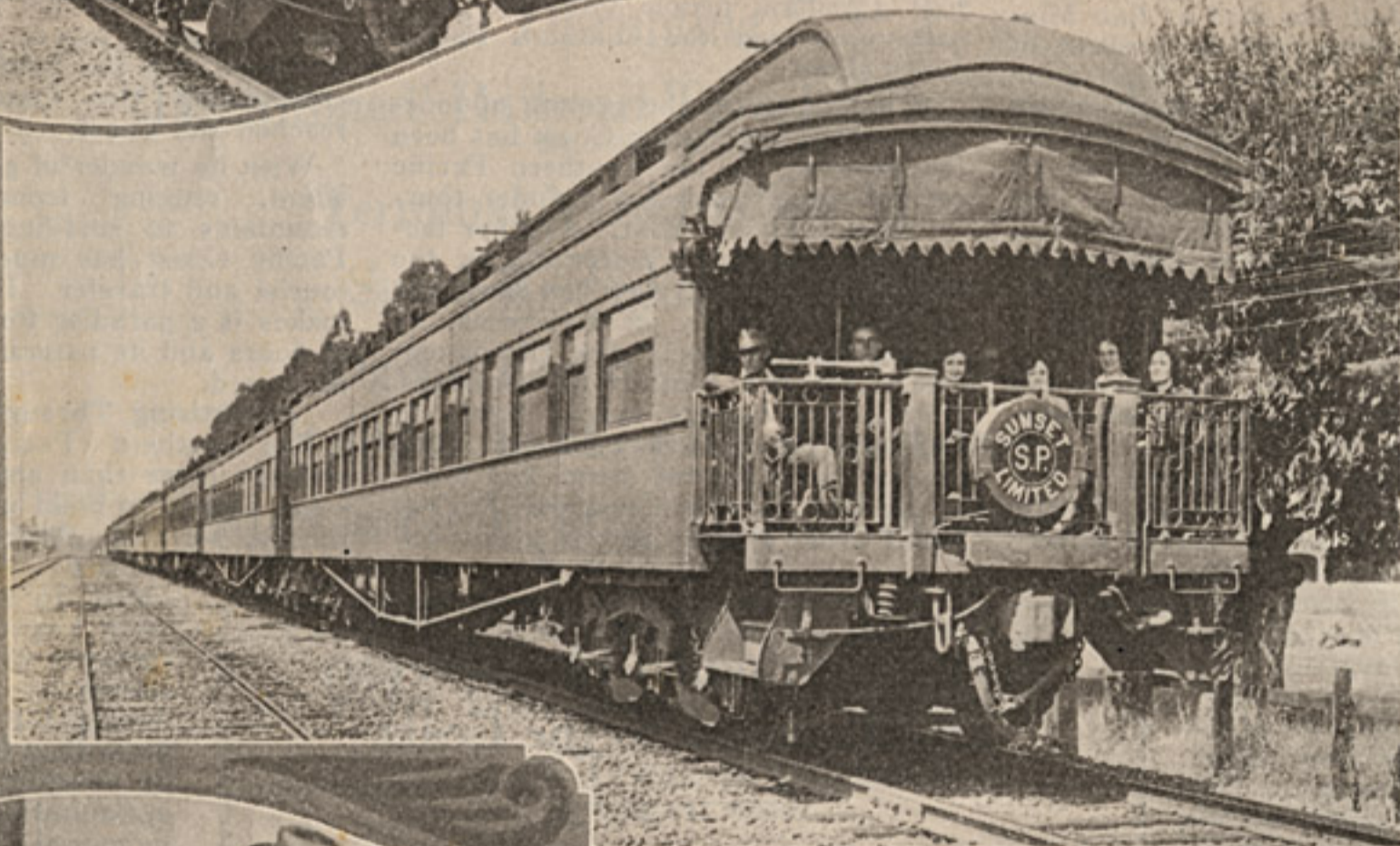
4,500,000 tourists and travelers brought to the Pacific Coast over Southern Pacific Lines in the last ten years.

80,000,000 pieces of literature exploiting the scenic, agricultural and industrial resources of the Pacific Coast states distributed throughout the world by the Southern Pacific since 1912.

\$5,500,000 spent by the Pacific System of the Southern Pacific in last 10 years advertising the advantages and opportunities offered in the states served by its lines.

794,824 colonists brought to the Pacific Coast states from 1901 to 1916 on one-way tickets.

FAMOUS S. P. TRAINS AND BUSY STATIONS



Above are shown two of Southern Pacific Company's world famous trains, the "Overland Limited" and "Sunset Limited," that bring thousands of tourists and home seekers to the Pacific Coast each month. The other views are interesting scenes that customarily follow arrival of these eastern trains at their Western detinations.

through the medium of advertising campaigns in newspapers, magazines, farm journals, and other periodicals published in the United States, Canada and abroad. These advertisements are prepared by experts and point out in an alluring way the many opportunities and attractions offered in the Golden West.

Delightful climate, variety of scenery, snow-capped mountains, trout streams, surf-lined beaches, historic Old California Missions and mining camps, national parks, health and recreational resorts, all-year golfing, polo, yachting, tennis, swimming and other out-of-door sports are among the subjects advertised for the tourist and traveler. Fertile valleys, diversified farming, abundance of water, adequate transportation, good roads, deciduous and citrus fruit growing and fine schools are among the subjects covered by the advertisements pointing out the opportunities on the Pacific Coast offered to settlers.

Industrial sites, navigable streams, railroad and ocean transportation, labor conditions, excellent harbors, cheap power, agricultural advantages, markets, locations of raw materials and natural resources of the Pacific Coast are widely advertised by the Southern Pacific for prospective manufacturers and business men.

\$5,500,000 in 10 Years

An idea of the extent of this publicity is shown by the fact that in the last 10 years the Southern Pacific Company have spent nearly \$5,500,000 in directly exploiting the advantages and opportunities offered in the states served by its lines.

Another way of bringing California and other Pacific Coast states to the attention of the traveling public is through the issuance by the Southern Pacific Company monthly or at frequent intervals of illustrated leaflets, booklets, and pamphlets to 14,000 coupon ticket agents of other railroads in the United States and Canada. This literature contains items of interest to tourists visiting the Pacific Coast. Train schedules, Pullman fares between principal eastern points and Pacific Coast points, optional routes, maps, scenic attractions, hotel and resort rates, etc., are brought to the attention of these ticket agents so that they may be able to furnish authentic information to travelers inquiring about the Pacific Coast.

In order to keep in close touch with prospective tourists and home-seekers the Southern Pacific maintains offices in the principal cities of the United States and Europe. These traffic representatives call personally on prospects and furnish them with all information available on the locality or region to be visited. Choice of train service, optional routes, side-trips, stop-overs, fares, etc., are explained and every aid possible is extended to assure the traveler the maximum of pleasure and comfort.

Following the established practice of

Cover Illustration

THE picture used on the cover of the Bulletin this month is a scene taken at the Third Street Station, San Francisco, on the arrival of one of the Southern Pacific's trains that bring Easterners to the Pacific Coast.

George H. Knipe, Acting Station Master, is offering information to the young ladies in the usual courteous and efficient manner which characterizes the service of Southern Pacific employees to the thousands of passengers over our lines.

building up the territory served by its lines, the Southern Pacific Company makes every effort to locate settlers and homeseekers in the West.

An idea of how the Southern Pacific aided in the upbuilding and growth of the Pacific Coast is evidenced by the fact that from 1901 to 1910 inclusive, the Company brought 625,328 colonists on one-way tickets to the West. During that period the Pacific Coast achieved its greatest increase in population and business growth. From 1900 to 1910, according to the Federal census, the population of Oregon, California, Nevada, Arizona, Utah and New Mexico increased 61.6 per cent.

From 1910 until 1916—when colonists rates were suspended—the Southern Pacific brought 169,496 additional colonists to the Pacific Coast making a total of 794,824 substantial people brought to the West to establish themselves in the territory served by the Company's lines.

This vitally important colonization traffic was created through personal work of the Railroad's officers and representatives, persistent advertising campaigns by the Southern Pacific Company in newspapers and periodicals published in almost every known language; by illustrated lectures; by distribution of booklets, maps, and other descriptive literature and by close cooperation with farm bureaus, Chambers of Commerce, Boards of Trade, agricultural departments and active commercial organizations.

Not only does the Southern Pacific seek to bring settlers and homeseekers to Nevada, Arizona, Oregon, Utah, California and New Mexico, but it endeavors, by working in conjunction with national and state departments of agriculture, to locate them on land most suitable to the particular kind of farming to be taken up by the settler. Expert farm advisers on the Southern Pacific Company staff aid farmers along its lines in the proper tillage of soil and cultivation of crops. They make regular visits to agricultural districts and work personally with farmers in securing the best results from their land. Lectures and talks on various phases of agri-

culture are made by them before farm bureaus, agricultural associations and like organizations explaining the value of the application of proven scientific rules in the cultivation of their crops.

New Industries Aided

The Southern Pacific Company through its untiring efforts in locating new industries in Oregon, Nevada, Arizona, New Mexico, Utah and California has been an important factor in the industrial growth of the West. The Company has its industrial agents whose sole duties are to render all possible aid to new industries and assist in increasing the output of other industries already established along its lines. Aid is given in the location of principal markets for their products, location of raw material sources, securing favorable sites, water and power supply, labor costs and other data of importance to manufacturers.

Realizing that the prosperity of manufacturers and industries along its lines means the increased welfare of the community as a whole the Southern Pacific makes every effort to safeguard their interests and assist them in all possible ways.

As it is a known fact that a large percentage of visitors to the Pacific Coast are so delighted with its climate, scenic attractions, resources, etc., that they later become residents, the Southern Pacific is particularly active in its efforts to bring national conventions to the Coast. Concrete evidence of the success of the Company's efforts in this line is shown by the fact that during the last two years nearly 100 national conventions have been held on the Pacific Coast with an attendance running into the hundreds of thousands.

The Mystic Shrine and Rotary conventions just held in San Francisco and Los Angeles are examples of the Southern Pacific's ability to handle an unprecedented passenger traffic. At the Shrine convention the Southern Pacific alone handled 108 special trains in and out of San Francisco. This huge volume of traffic was handled without accident, congestion or delay and was in addition to the Company's regular train service which was particularly heavy.

The above constitute some of the outstanding features by which the Southern Pacific Company seeks to bring settlers and tourists to the West and aid in the upbuilding and growth of this country of which we are justly proud.

WANT OLD BULLETINS

Because of recent urgent demands for back numbers of the Bulletin the Bureau of News is anxious to build up its early files and would appreciate receiving any of the 1920 or 1921 numbers. Copies of the August, 1920 issue are particularly wanted. Kindly address any of your old Bulletins to the Bureau of News, General Office, San Francisco. Send by RRB mail.