

# **CALIFORNIA—**

## **Captivating Colorful Country**

Union's 31st State has come  
a long way since '48—and  
Santa Fe has done its part

By HAROLD A. BURROUGHS

## THE COVER

Something old, something new, something borrowed, something blue is a phrase often used this month. The bride's veil frequently fills one of these prerequisites, but whether it does or not it is a cherished part of her trousseau. Because at certain times of year one of Yosemite's waterfalls rolls down 620 feet in the net pattern of a veil, it has been named Bridal Veil. Cascading from a sheer rock precipice when it drops in one unbroken column it sends spray back up a hundred feet and more to make possible the magnificent rainbows for which it is noted. It is one of the phenomena that draws throngs of travelers to California annually.



Aerial view of Santa Fe Railway shops and roundhouse at San Bernardino, Cal.

**J**OHN MARSHALL'S discovery of gold in the tailrace of Sutter's sawmill at Coloma on January 24, 1848, started a California gold rush that continues to this day. But men in the Roaring Forties and Fabulous Fifties sought a bright yellow metal, while today's gold seekers think in terms of bank credits, industrial payrolls, business indexes, per capita income, carloads of farm produce and tourist dollars.

What nature has not provided, man's ingenuity and enterprise have, and today California is a magnet for a variety of new residents ranging from those who wish to live out the remainder of their days amid warmth and beauty, and those seeking to establish or further careers in business, the professions, industry, commerce or agriculture.

It is estimated that California's population today is 10,050,000. In 1900 the population was 1,485,000, and the increase from 1940 to 1947 was 43 per cent. And still the westward hejira shows no signs of abating. While the 158,297 square mile area of the state might reasonably support many, many newcomers, some of the cities are beginning to bulge a little at the seams, so fast and great is the influx.

Tourists are always welcomed with open arms—with advance reservations. It is interesting to note that the tourist "crop" of California is a valuable one, the 1947 "harvest" being estimated at 3,447,154 with an estimated expenditure of \$590,520,298. In fact, Californians Inc., estimates tourist trade to be California's third largest source of basic income, exceeded only by agriculture and manufacturing.

California's first "visitor" appears to have been Juan Rodriguez Cabrillo who called at what is now San Diego on September 28, 1542. In charge of a Spanish expedition, he did not tarry long, sailing on to a point north of San Francisco before turning toward Spain. Strangely, he passed the Golden Gate without realizing that behind it lay one of the world's finest natural harbors—the 450-square-mile San

Francisco Bay. It remained for a member of another party, that of Don Gaspar de Portola, to discover the bay in November, 1769.

De Portola had arrived at San Diego by land from Mexico to begin colonization work for Spain, and he brought with him a man who was to be revered through the centuries by all Californians—Father Junipero Serra.

Father Serra's task was to establish missions,



Capitol building at Sacramento, Cal. Surrounded by 1,000 varieties of trees and shrubs in 40-acre Capitol Park, the dome dominates downtown Sacramento.



Popular among visitors to historic San Juan Capistrano Mission in Orange County, Cal.,

are the flocks of doves. These pets of the padres are tame and can be fed by guests.

and this he did, starting at San Diego where the Mission San Diego de Alcalá was built, the first of 21 between there and Sonoma County, north of San Francisco. Father Serra and his missions played an important part in the future of California, for as each was established a new outpost of civilization came into being, neophyte Indians were taught Christian ways and modern agricultural methods.

Even the design of the missions had an effect on the California that was to be, and what is today known as "California" style architecture

bears a striking resemblance to the simple, functional structures of the padres.

The missions established by these Franciscans are today a source of interest and inspiration to all who visit them, and they provide color not found elsewhere in the United States. Many have crumbled to ruin, others have been restored, and markers indicate the site of some of the missions. Among those which today hold the interest of visitors are San Juan Capistrano between Los Angeles and San Diego, to which, according to legend, the swallows return on the

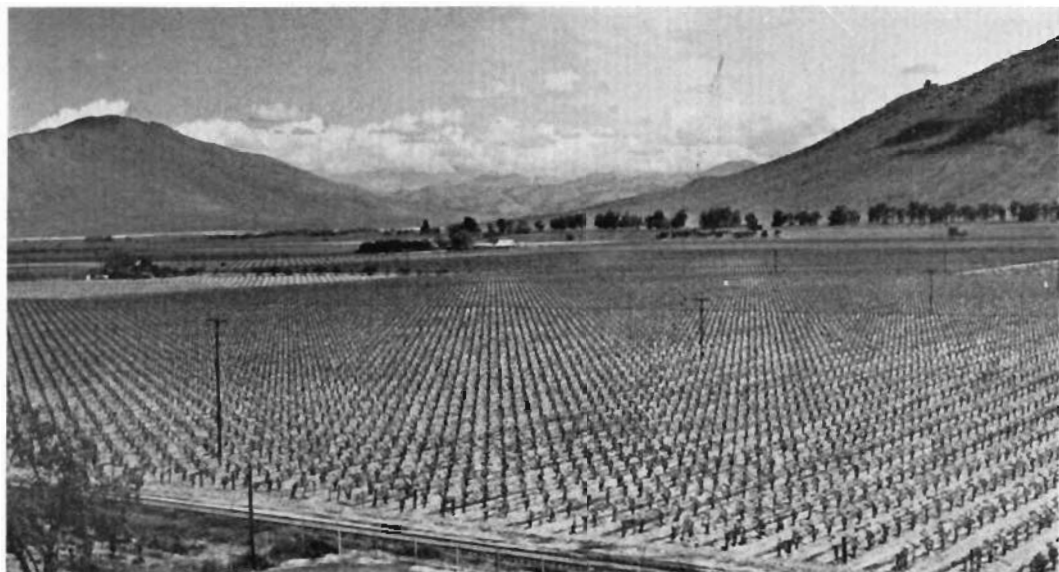


Oranges grow in neat groves against backdrop of snow-covered mountains. Los Angeles is the leader in agricultural income of all counties in the country.



Spring vacationists enjoy "Rainbow Farms" of Santa Barbara County in southern California, where crops of, not corn or wheat, but beautiful flowers are grown for their seed.





A great vineyard of the San Joaquin Valley is shown here against a background of foothills

of the Sierra Nevadas. This is near Wathoke, Cal.

same day each year: Mission San Francisco de Assisi, from which San Francisco's name was derived, and which is popularly known as Mission Dolores; Mission San Luis Rey, Ocean-side, and Mission San Carlos Borromeo, Carmelo, Carmel.

It should also be noted that both the English and the Russians were among those who found their ways to California before its cession to the United States. Sir Francis Drake put into what is now Drake's Bay, north of San Francisco, in 1579 for refitting of his ship. He named the land "New Albion" and claimed it for England before continuing on his way.

In 1812 Russian fur trappers and traders established a settlement at what is now Fort Ross, also north of San Francisco, and remained until 1841, when they were ordered out by the Czar.

Newcomers to California during Gold Rush days came by any means at hand. Some crossed mountain and desert in crude conveyance, battling the elements and hostile savages most of the way. Others took to the sailing vessel, coming "around the Horn," while others made the arduous journey across the Isthmus of Panama. Later comers were fortunate, for in 1869 the East and the West had been joined by steel rails, and the railroad marked the start of a new era and gave impetus to the state's progress.

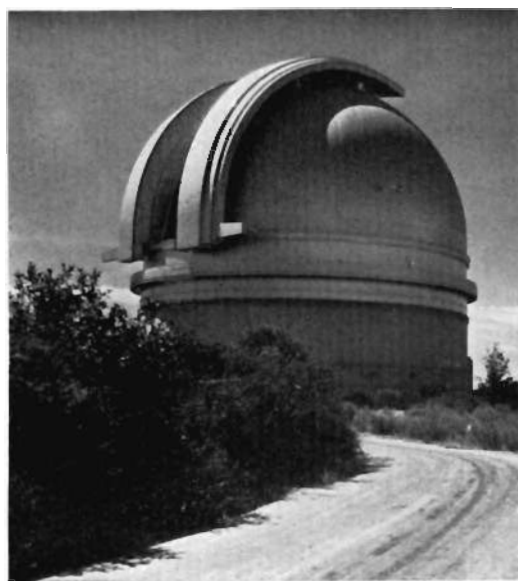
Californians love to recall the old days that marked the start of their state. This year they will observe the centennial of the discovery of gold; next year they will observe the hundredth anniversary of the Gold Rush; and in 1950 they will celebrate one hundred years of statehood.

The entire state will join in observing the Centennial years, and a state commission as well as numerous local committees are now working toward making the event a memorable one. The curtain on the three year show went up January 24 when Marshall's discovery was

re-enacted at Coloma and thousands crowded the little town in the foothills of the Sierra to



California Tower in San Diego presides over a group of permanent buildings which were part of two international expositions and now form the nearest approach to a permanent fair anywhere in the country. Used by the U. S. Navy as a hospital during the war, the park buildings soon will be restored and their exhibits and displays opened to the public.



Close-up of the huge dome of the Palomar Observatory atop Palomar Mountain, 65 miles from San Diego. Built at a cost of \$6,000,000, the observatory houses the world's largest lens.

join gaily costumed residents in observing the event. More such celebrations are scheduled throughout the next three years, and California has invited all the world to come and take part.

San Franciscans will go farther back in the state's history this year to observe de Portola's trek from San Diego to San Francisco. The event will be held in October, and will be called the Portola Festival. The observance will be marked



The Campanile on the campus of the University of California at Berkeley.

by a mardi gras spirit with everybody taking part. All counties of the state have been invited to take part in the exhibits and parades, and other events programmed include opera, ballet and symphony presentations, art exhibits, national and international sports events, an international fashion show, folk dancing and participation by the army, navy and air forces.

The Santa Fe may well be proud of its part in the original and continuing development of California. But it was not a simple task, building a railroad across unsettled Kansas prairies, mountainous Colorado and New Mexico, and barren Arizona and California desert to reach the Pacific. Neither the elements, engineering problems, savage Indians nor rival railroad builders halted for any great time the Santa Fe progress under the able William B. Strong. As president of the Santa Fe he had supervised much of its progress, handling intricate negotiations that enabled his company to push on to its goal.

A predecessor company, the Atlantic & Pacific Railroad, had built a line from Isleta, N. M., to Needles, Cal., on the Colorado River at the edge of the Mojave Desert, and a line extending from Mojave to Needles was acquired in 1884, but the Santa Fe wanted independent connections with the Pacific Coast.

The company already had trackage rights to and terminal facilities at San Francisco and Oakland, but it was determined to reach the coast of southern California if possible, and it was on November 9, 1885, when an extension from Mojave to San Bernardino and a connection with the seaport of San Diego were completed. Arrangements had been made meanwhile to obtain trackage rights between Colton and Los Angeles, and the Santa Fe became immediately an important factor in the development of southern California.

Meanwhile the San Francisco and San Joaquin Valley Railroad, designed to link San Francisco and Bakersfield, had been started in response to popular demand, and construction was in charge of W. B. Storey as chief engineer. Storey finished his project and went on to bigger things including the presidency of the Santa Fe, while the "Valley Road" became, in July 1900, a part of that great system.

The Santa Fe is today, as then, the only railroad under one management linking the Great Lakes, the Gulf of Mexico and the Pacific Coast, a system embracing 13,193 miles of railroad, largest in the United States. The Santa Fe's officers are as keenly interested in California today as they were then, and President Fred G. Gurley is a frequent visitor to, and is widely known in, the state.

The Santa Fe operates 1,518 miles of mainline railroad in California and employs 16,688 men and women who make their homes in California communities and receive \$53,469,727 in wages and salaries each year.

In addition to this figure, the Santa Fe paid ad valorem taxes of \$2,967,109 for the period 1947-1948.

The Santa Fe maintains its largest western shops at San Bernardino, "the friendly city," and at Barstow (named for William Barstow Strong) the company has new shops to service its great fleet of Diesel locomotives. Once an outfitting point for Death Valley expeditions and a desert junction for overland wagon trains,



In the foreground here are Santa Fe's Barstow, Cal., yards, Diesel locomotives and serv-

ice rack are in the center, with Diesel shops and facilities in the background.

Barstow now is the principal Diesel locomotive shop point on the Santa Fe and recently was transformed into a major repair point for this type of power. The Barstow shops are responsible for inspection, servicing and maintenance of more than half of the company's approximately 750,000 horsepower of Diesel equipment. It is at Barstow that the Santa Fe lines divide, one line continuing through Cajon Pass to Southern California, and the other over the Tehachapis to San Francisco and the north. In addition, the Santa Fe has additional maintenance installations at other points along the Santa Fe in California including Calwa and Richmond.

Los Angeles is grand division headquarters of the Coast Lines, and hub of Santa Fe activity between New Mexico and the Pacific. San Francisco is site of the company's main marine operation as well as the office of the executive representative of the president.

While not a "land of milk and honey" in the strict sense, California is a land where riches grow on trees, green gold comes from the ground and even waters of the sea contribute wealth if a man is willing to work. Fruits, nuts, and livestock contributed to the cash income of California farmers that in 1946 reached an all time high of \$2,157,344,000, 3.2 times that of 1940. Although 80 per cent of Californians are urban dwellers, the state vies with Iowa for first position in cash farm income, while in value of crops produced the state's field, fruit and truck crops give it first rank by a wide margin, with 14 per cent of the nation's total.

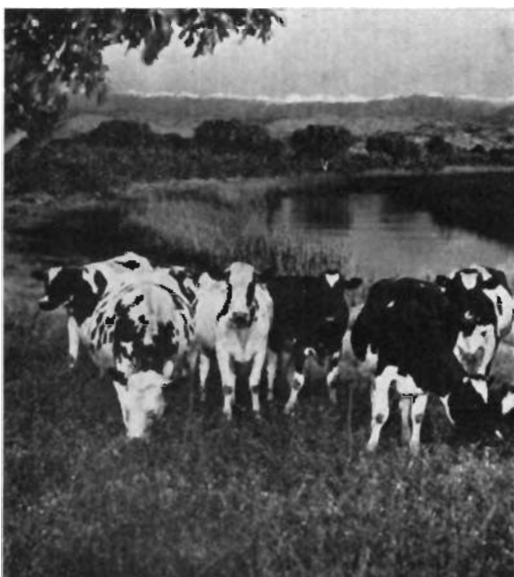
California produces from 90 to 100 per cent of the nation's commercial output of lemons, grapes, raisins, figs, olives, apricots, prunes, dried peaches, almonds, walnuts, dates, artichokes and lima beans according to figures compiled by the California State Chamber of Commerce. Upward of 50 per cent of the nation's oranges, avocados, fresh peas, carrots, cantaloupes, canning asparagus and spinach come from California. Dairy, poultry and beef production also contribute to the state's agricultural wealth.

This year California will have planted 180,000 acres of sugar beets, making the state the largest such producer in the nation.

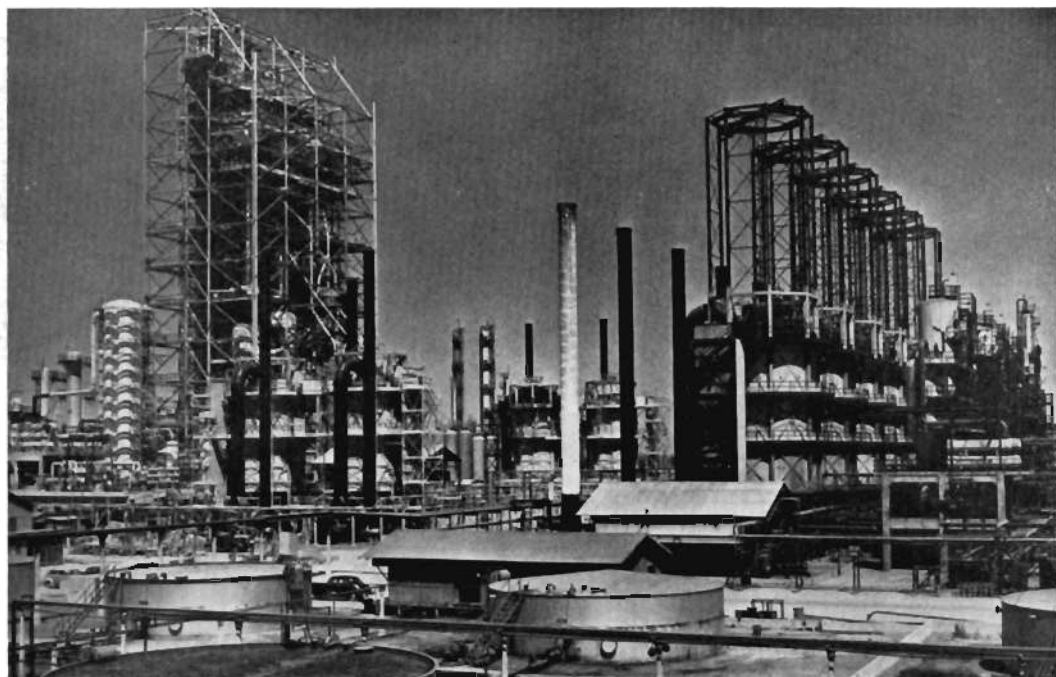
Down Kern County way potato producers will have 60,364 acres of this vegetable under cultivation. Last year they shipped more than 31,000 carloads. Wine production in the state in 1947 totalled 104,015,000 gallons with Fresno County again leading others with a total gross production of 28,302,000 gallons.

Canners of the state were as busy as the producers in 1946, the total pack of fruits and vegetables being 62,441,335 standard cases, 73 per cent above 1940.

In addition to being highly diversified, California's agriculture is carried out along scientific lines, and 96 per cent of the farms are electrified.



Herd of Holsteins in northeastern Fresno County, California.



**Petroleum production is a leading industry in Los Angeles. This Richfield refinery pro-**

**duces 100-proof high octane. It is only one of many refineries found in the state.**

California is divided roughly into different regions including the southern coastal plain and the desert area of southern California, and the Central Valley region embracing the Sacramento and San Joaquin Valley areas. At present

a great project is underway to provide irrigation water, flood control and hydro-electric power for the latter two regions. Costing \$350,000,000, this Central Valley Project will, when completed, make the area the most productive agricultural district in the world. It will equalize the distribution of water to the two valleys since at present the 175-mile long, 30-mile wide Sacramento has one third of the irrigable land but two-thirds of the water, and the 250-mile long, 75-mile wide San Joaquin Valley has two thirds of the arable land and only one-third of the water.

California is also forging ahead industrially at an amazing pace, and impetus was lent by World War II which saw airplane factories, shipyards and scores of other industries expanding or spring into being. California is now in sixth place in the nation in factory workers employed, and in 1947 there were an estimated 712,000 wage earners and salaried employees engaged in this activity, an increase of 70 per cent over 1940, while payrolls increased 203 per cent during the same period.

California's steel output has increased 101 per cent since 1942, and today the state ranks tenth among states in this production. The value of mineral products in 1947 was \$744,731,000, an increase of 117 per cent over 1940.

California's per capita income rose from \$805 in 1940 to \$1,630 in 1947, while all wage earner payrolls totalled \$1,315,000,000, an increase of 14.8 per cent over the preceding year.

California is "first" in percentage of population increase, automobile registration (one car for each 2.59 persons), irrigated area, developed waterpower, gross cash farm income, fish catch,



**A vine-covered pergola, overlooking a broad expanse of California vineyard, offers the traveler shade and rest at the foot of Cucamonga Peak.**



gold, mercury and borate production, employment in food industry, wine and brandy production, transportation equipment value, war supply contracts for aircraft and ships, warehouse facilities, motion picture production, number of Federal employees, retail sales, governmental expenditures and public school expenditures.

California's fishing industry is one of the state's most colorful pursuits, and the catch has reached a value of nearly \$80,000,000 annually. Sixty-five per cent of America's tuna production is packed at San Diego, while the San Pedro district leads in output of canned and cured fish. The Monterey district produces canned sardine and some squid, while the San Francisco Bay area is the major source of crab and sardines.

But all work and no play might tend to make even a Californian dull. To preclude this possibility nature has provided him with recreational spots that are world renowned, and no matter where in the state he may be, the Californian always has a playground right in his own backyard.

The state has the largest state and national park area in the nation. Skiing, swimming, yachting and boating, fishing, hunting and almost any other sport devised by man is available to the Californian on short notice. If it's surf fishing or bathing he wants he can find it at almost any spot along the far-flung coast line. If he wants to go after the deep water fish there are always the live bait boats. A short run into the mountains of either northern or southern California and the angler will find himself fly-fishing fast running streams.

During the winter months the ski enthusiasts and other cold weather sportsmen have their day in such spots as Yosemite in the High Sierra, Big Bear or Lake Arrowhead. Sailing on San Francisco Bay or off Balboa, to name



**Make you shiver? California is well-known for winter sports.**

two popular areas, attracts the fancy of thousands, while other devotees take to deeper water in yachts.

If it's just a desire to get away from it all there are literally thousands of spots within easy reach of wherever a man may be. San Franciscoans and other northern Californians have for decades looked upon Yosemite as their playground and thousands of visitors each year reach this fascinating spot through Merced via the Santa Fe.

California has three other national parks: Sequoia, home of the largest tree in the world; Kings Canyon National Park, containing the General Grant grove of big trees; and Lassen



**Orange groves of San Bernardino County blanket the fertile valleys that stretch out below snow-capped mountains.**



Wilshire Boulevard in Los Angeles makes a graceful curve through MacArthur Park.

Volcanic National Park, containing the most recently active volcano in the United States.

Other scenic spots that attract visitor and resident alike include Lava Beds National Monument, Shasta-Cascade Wonderland, Lake Tahoe, the Gold Country around Auburn and Placerville, Pinnacles National Monument, the Redwood Empire, Death Valley, Anza State Park and the Joshua Tree National Monument.

Mountain, desert or seashore, there's a spot to fit the fancy of everybody in California, and if recreation with a foreign flavor is desired there is always Tiajuana, Mexico, a stone's throw from San Diego.

Second largest state in the union, California has the highest point—Mt. Whitney, 14,495 feet, and the lowest—Death Valley, 280 feet below sea level.

Most of California's cities are as rich in color and tradition as the state itself, and none is

drab. All are growing in population and expanding industrially, and prophets who predicted a relapse following the end of war-born manufacturing activity have been proved far wrong.

The area of California lying north of the Tehachapi Range is known as northern California and the two largest cities are San Francisco and Oakland. South of the range is southern California, and the two largest cities there are Los Angeles and San Diego. Sacramento, in northern California, is the capital, founded in 1839 by Captain John A. Sutter and becoming a city in the gold rush of 1849.

Los Angeles is warm, friendly and with a wealth of scenic attractions including fabulous Hollywood with its stars of the celluloid firmament.

Founded in 1781, the city dozed in the warm southern sun for half a century, and a nose



View along San Francisco's Great Highway.

count in 1830 disclosed a bare 1,200 residents. That contrasted with a population of 1,904,725 today is revealing—and the city hasn't even started to slow down. Through the efforts of the Chamber of Commerce and the All-Year Club of Southern California, Los Angeles and surrounding area won world renown as a recreational center, with beaches, mountains and other attractions. But of recent years the accent has been on industrial expansion although not minimizing the other resources.

The year 1947 was the third largest year of manufacturing in the history of the city, with \$69,852,000 invested in 215 factories in the area and \$54,959,000 expended for expansion of 417 established plants, creating 13,535 new jobs. New construction in Los Angeles in 1947 totalled \$220,969,042, the value of agricultural production went up, and livestock-dairy values increased 11 per cent.

Los Angeles has one of the finest harbors in the world. Adjoining it is Long Beach harbor, and these two ports received 3,995 ships in 1947. The growth of Los Angeles Harbor has been phenomenal, and the Santa Fe has built a 12-mile extension of its lines to serve it. The oil-rich industrial empire of Long Beach, equally famous for its resort facilities, was added to the Santa Fe system in December, 1945, closing out 20 years of effort toward this end by the railroad. For years previous to its entry, Santa Fe hauled millions of tons of Long Beach freight to within a couple of miles of the city, only to turn it over at that point to other lines.

Los Angeles has many fine schools and colleges including the University of Southern California, University of California southern campus, and Occidental College. The city has lost none of its charm because of the heightened industrial and commercial activity, and the fine hotels register as many vacationists as they



Irrigation is necessary for bumper crops in most sections of California. Here grapes are receiving moisture artificially in eastern Fresno County.

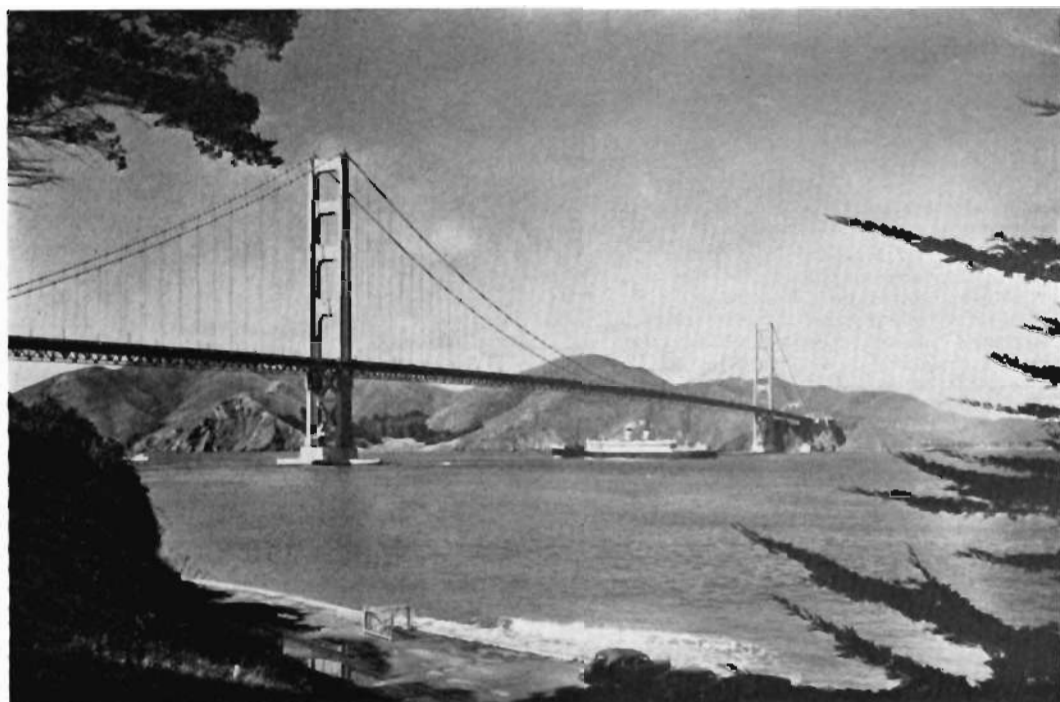
ever did, if not more. Libraries, a civic symphony, theaters, museums and art galleries contribute to the culture of the city and its people.

San Francisco is situated on numerous hills, and almost any way one looks there is a view of the ocean, the bay or green clad hills. The city has an area of only 40 square miles and a population of 827,000. When news of Marshall's discovery of gold reached San Francisco (Yerba Buena, it was known as originally) only seven out of the city's 900 inhabitants remained be-



During World War II San Francisco was the main port of embarkation on the West Coast, the world's greatest naval base and also its greatest shipbuilding center. The city is linked

with communities across the bay by the San Francisco-Oakland Bay Bridge in the foreground, and with those to the north by the Golden Gate Bridge, the world's longest.



Golden Gate Bridge looking toward Marin County, California.

hind in the rush to pan for the yellow metal. When word of the discovery reached around the world the harbor became crowded with ships and the population went to 2,000 within a year.

San Francisco is a gourmet's delight. It possesses restaurants famed the world over, serving American, Armenian, Chinese, continental, French, German, Italian, Mexican, Hungarian

or any other type of food that comes to mind.

It is a city of diverse attractions, profound culture and teeming industry. Chinatown with its pagoda roofs and bazaars; Fisherman's Wharf and its colorful fleet; the great financial district, "Wall Street of the West"; shopping areas with smartly gowned women and ubiquitous sidewalk flower stands; the Palace of the Legion of Honor; War Memorial Opera House and other attractions all serve to make up the city that provides a fascination for people the world over.

Among the first things sought by visitors is a view of the city's magnificent bridges which cross San Francisco Bay to the north and to the east. The Cliff House, Golden Gate Park, the beach and Fleishacker Zoo; the cable cars, and Telegraph and Russian Hills are other "musts" on a visitor's list. San Francisco annually attracts countless thousands of convention delegates, and this year the San Francisco Convention and Tourist Bureau has already arranged for four international conventions, 32 national and 57 state and regional conventions, and others are expected.

Industrially the San Francisco Bay area keeps pace with the state, and during the war was one of the foremost ship-building centers of the nation. It was also a highly important port of embarkation for troops and material, and more war cargo cleared this port than any other in the United States.

The San Francisco of today is the "new" San Francisco, the old having been largely devastated by the great fire of 1906. But, Phoenix-like, San Francisco rose from the ashes, and is today greater than ever.

The city offers a great diversity of educa-



Santa Fe's tug boat fleet serves San Francisco Bay shipping. Above is the Edward J. Engel, which was launched in 1944, and is named for the late Santa Fe president.





The Los Angeles, Cal., Union Passenger Station is of early Spanish-California architec-

ture. It was opened to travelers officially May 7, 1939.

tional opportunity, having the University of San Francisco and San Francisco State College as well as 195 public schools and many private and parochial institutions. It is also situated near Stanford University, which is to the south, and the University of California, largest in the world, which is at Berkeley, across the Bay. Santa Clara University is only 50 miles away.

Across the Bay from San Francisco, and at

the eastern end of the \$77,000,000 San Francisco-Oakland Bay Bridge is Oakland, named from a grove of oak trees, and third largest city in California. Oakland is a city of industry and beautiful homes, and was founded in 1850, the same year California was admitted to the Union as the thirty-first state.

Oakland has much of interest for the tourist as well as nearly a thousand factories of in-



Behind a curtain of lovely palm fronds stands the beautiful Santa Fe depot at San

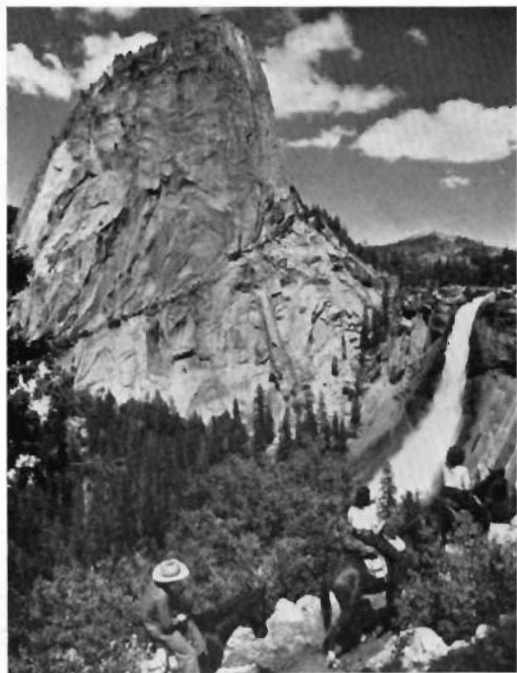
Diego, Cal., as the streamliner San Diegan heads in.



Nature's oldest living things, magnificent Redwood trees in the Redwood Empire of California.

terest to the business man. These factories produce wire, cloth, vegetables, paints, inks, stoves, refrigerators, engines and a wide variety of other durables and non-durables.

The city's \$3,000,000 city hall, its lofty spire looming above the hills, is a Bay landmark. The civic auditorium, the \$3,500,000 Alameda County Court House on Lake Merritt, and other edifices attract and hold the interest of visitors. Oakland has 19 miles of waterfront and government, municipal and private facilities rep-



Nevada Falls and Liberty Cap in fascinating Yosemite National Park, which attracts many thousands of visitors from all over the world each year.



A "must" on the list of any San Francisco visitor is a ride on one of these quaint but functional cable cars. This is California Street in the vicinity of Chinatown.

resent an investment of \$300,000,000. A huge naval supply depot and an army supply base are among the important military installations in Oakland.

Museums, art galleries and schools, Chabot observatory, and the home of California's poet, Joaquin Miller, are among the cultural attractions of the city, which is situated near the University of California, at Berkeley, and St. Mary's College. Mills College for Women is in Oakland.

Fourth largest city in the state is San Diego in the extreme south, across the line from Old Mexico and is situated on one of the best harbors in the United States. The city is headquarters for the 11th Naval District which has an estimated \$300,000,000 invested in facilities, and an annual payroll of \$93,000,000.

The navy's greatest air base is situated in San Diego, and the first glider flight in history was made there in 1883.

San Diego boasts about 400 separate industries including the huge Consolidated Aircraft Corp., and during the war the city was the scene of intense industrial and military activity. San Diego expected an industrial shock when wartime manufacturing was cut back after the war, and took steps to make the impact as light as possible. As a result nearly 200 new industries have been established since war's end, and the total annual payroll from the navy, industry, tourists and agriculture is estimated at \$243,000,000.

The Santa Fe serves all four of California's largest cities directly, as well as most of the other important, but less populous ones. The Santa Fe is in the service of the balance of the state's cities and communities through convenient connections, and the company is interested in the wellbeing of each citizen and the welfare of his community. This policy has marked the Santa Fe relations with Californians as well as others since its inception, and is reflected by the high regard in which the company and its employees are held throughout the state.

