OFFICIAL INFORMATION

Resources and Points of interest

STATE OF CALIFORNIA

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 semperviren, 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 6,071 feet, Nevada County, is the point of heaviest snowfall in the United States, averaging 472.8 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.

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INTRODUCTION

California, extending from the border of Mexico 900 miles northward along the shores of the Pacific Ocean, embraces nearly one-third 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 beauty and cultural interest of 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 this State that has something to please the environment 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 are represented. There are crowds and spectacles and thrilling events, but always near at hand there are the peaceful solitude of mountains and forests.

Another striking characteristic of California is that out-of-doors life and recreation is enjoyable throughout all seasons. A popular saying, "Rest, Sequeira, General Grant, Yosemite and Lassen." There are fifty-six state parks and monuments, embracing 278,730 acres, of which more than 30,000 are primeval forest, the best redwood groves.

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

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

The California population is 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 $30,000,000 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 60 percent.

Part of this amazing increase has been due to westward migration of people, and part to migration of capital and industry, 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.

<table>
<thead>
<tr>
<th>Product</th>
<th>Amount</th>
<th>Per Cent of Total</th>
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<tr>
<td>AGRICULTURE</td>
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<tr>
<td>Livestock</td>
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<td>MINING</td>
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<tr>
<td>MANUFACTURES*</td>
<td>$510,455,000</td>
<td>23.0</td>
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<tr>
<td>TOTAL</td>
<td>$2,150,752,000</td>
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*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 state.

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 $13,740,000, 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 sources are listed:


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 states and counties: California State Chamber of Commerce, San Francisco.

State and local information: Chambers of commerce in counties; state and federal and local officials; visitors from the various countries of the world, who have visited California.

NORTH COAST REGION

"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 make a marked increase in this vast recreational area. From the summit of Mt. Tamalpais, outstanding landmark, unfolds a panorama of great beauty embracing the San Francisco Bay area. On its slopes are Muir Woods National Monument of giant redwood trees. Tashling at Bodega, splendid beaches, the popular seaside resort of Bodega, the B. C. A. wireless sending station, and Drakes Bay. Jack London; historic Sonoma; where in 1846 the Bear Flag of the California Republic was raised; San Francisco de Solano, the most southern of the missions; the home of General Vallejo; a forest of petrified Redwood Trees, Redwood, the world's egg basket; the gardens where Luther Burbank did his famous work; the days of the Russian settlement; and the Russian Battery, among them are a few of the many fascinating attractions to be found in Marin and Sonoma Counties.

MAJESTIC MR. TAMALPAIS

MISSION SAN FRANCISCO DE SOLANO

LUTHER BURBANK; THE GRAND GARDENS

STINSON: ONE OF MANY RECREATION BEACHES

RUSSIAN RIVER VACATION PLAYGROUND

SAN MATEO
NORTH COAST REGION

"Redwood Empire"

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 line; steaming groves which have been harnessed for man's benefit; creative mineral springs; log mills; vineyards and orchards; giant mills that supply the world with everlastin California redwood lumber; commercial fisheries; Clear Lake, largest fresh water lake lying wholly within the state, and Blue Lake, in a region termed the "Switzerland of America"; Mt. St. Helens and Mt. Vesuvius, extinct volcanos, 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.
SAN FRANCISCO, set dramatically on high hills that partially obscure 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; Murphy colonists; Chinatowns 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 attractively landscaped flower stands; the cosmopolitan Latin Quarter; Beach and playgrounds, with its many amusement features; Seal Rocks; Golden Gate Park with its museums and playgrounds; Piedmont Point, 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 cascading redwoods, lakes, and recreational areas; its $20,000,000 annual flower crop; the bridge across the bay built from oyster shells; its antique fields and many other attractions.
OAKLAND and the EAST BAY

Oakland has many things to interest the visitor—the waterfront with vessels from every part of the globe; the $12,000,000 City Hall, Civic Auditorium, Exposition Building, art galleries, art schools, the Snow Museum at Lake Merritt, Sequoia Park, home of Joaquin Miller, famous California poet; Chabot Observatory; Mills College for Women, the municipal and private airports; Posey Bridge, connecting the City of Alameda; and pleasure beaches, are only a few of many.

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 Contra Costa 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 Arroyo Air Base, and beaches; San Leandro with its Fields of Browns, and nestled in the Hills, the old Mission San Jose de Guadalupe.

AN ALAMEDA BEACH AND PLEASURE PARK

AT THE ANNUAL LIVERMORE RODEO

A SECTION OF SAN LEANDRO’S FLOWER SHOW

MAJESTIC MOUNT DIABLO

WILD FOWL SANCTUARY—LAKE MERRITT

THE UNIVERSITY OF CALIFORNIA

IMMENSE CENTER SPAN S.F.—OAKLAND BAY BRIDGE

OAKLAND WITH LAKE MERRITT IN THE HEART OF DOWNTOWN DISTRICT

SQUARE RIGGERS IN ESTUARY BETWEEN OAKLAND AND ALAMEDA

CARQUINEZ BRIDGE—GATEWAY TO THE NORTH

MISSION SAN JOSE DE GUADALUPE

A PAGEANT AT MILLS COLLEGE FOR WOMEN

LAKE CHABOT
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 volcanoes in the United States, geysers, boiling lakes, bubbling mud pools; Modoc Lava Beds, with its lava caves and tunnels; some boiling springs of ice and with Indian petroglyphs carved and painted on their walls; towering Mt. Shasta perpetually covered with snow; Castle Crags, once 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 loneliness, set amidst towering mountain peaks. Tahoe, Lake of the Skies, at an elevation of 6225 feet, lies partly in California and partly in Nevada. 53 miles long and 12 miles wide, its shoreline is dotted with vacation resorts. Roads to Lake Tahoe follow the trail of the pioneers and historical landmarks commemorate the events of that era.

Marshall's Monument at Coloma points to the spot where James Marshall, 1849, 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.
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 and water transportation for San Francisco. Here, also, is located Sutter's Fort, center of activity during the gold rush days to-day. It houses an 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.

MOTHER LODE 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. Throughout the region, plaques mark historic points of interest for the tourist.
CENTRAL VALLEY Region—Stockton and the Delta

Breaking the trail to commerce between Stockton and San Francisco, voyagers 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 State 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; 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.

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 clearest granite so massive and high that no one can readily appreciate the work on which they were sculptured by ancient glaciers; the world's highest waterfall; glacier-polished domes; mountain lakes; paved down 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.

IN STOCKTON HARBOR

FISHING AND BOATING ON SAN JOAQUIN WATERWAYS

SNOW SPORTS AT LONG BARN

EBBET PASS

WAWONA TREE

YOSEMITE FALLS

YOSEMITE VALLEY

WINTER SPORTS, YOSEMITE

SONORA-MONO PASS

ESCHEQUER DAM
SAN JOAQUIN IN 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 railroads, oil 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 NTL. MONUMENT

KETTLEMAN HILLS OIL FIELDS

FROM RIM OF GREAT DIVIDE, SEQUOIA NAT'L PARK

KING'S RIVER CANYON

RED ROCK CANYON

HUNTINGTON LAKE

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

CRESCEMT MEADOWS, SEQUOIA NAT'L PARK

FORT TEJON

RAISIN GRAPES

WILD FLOWERS
CENTRAL COAST REGION
"Along the Mission Trails"

BEAUTIFUL and unusual scenery, enchanting playgrounds and historical places of interest are to be found along the Coastal 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 Ordinance Base; Mission Santa Clara and Santa Clara University; Winchester Mystery House; Lick Observatory; the beautiful beaches of Santa Cruz; the Saratoga Municipal Swimming Basin; the California State Redwood Park; the Felton Grove of Big Trees; Pajaro Valley; Pinnacles National Monument with its awe-inspiring spires, domes and caves.

Sutro, 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 Grayvale Rubber is grown commercially. Monterey, named the “Circle of Enchantment” is Old Monterey, 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; famous historic associations; and its picturesque fishing fleet—Point Lobos State Park; Pacific Grove and Hopkins Marine Laboratory; Carmel with its artists 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 anywhere in the world.

STANFORD UNIVERSITY MEMORIAL CHAPEL

PINNACLES NATIONAL MONUMENT

SANTA CLARA VALLEY [SPRING TIME]

HECKER PASS, LEADING TO PAJARO VALLEY

COMPASS GROUP

CALIFORNIA REDWOOD PARK

BEACH AT SANTA CRUZ

OLD CUSTOM HOUSE, MONTEREY

GUAYULE RUBBER PLANT

SEVENTH HOLE, PEBBLE BEACH GOLF COURSE

SAN CARLOS PARISH CHURCH
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; Grover's 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 adobe, "Old Spanish Days Pageant," held annually in August; the unique shopping district, "A Street in Spain," in Ventura; Mission Santa Ines Ventura; Pioneer Museum; Indian burial grounds at Point Mugu, yielding the secrets of a lost race; Ojai Valley, Little Grand Canyon; his famous Camarillo Arabian Horse ranch; Sespe Game Preserve, oil fields, extending into the ocean, and vast walnut and citrus groves.

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, Pismo del Rey, Ojai, Ventura, Manhattan, Redondo, Hermosa, Palos Verdes, Cabo, Seal Beach and Strand. Beaches, appliance and recreational sports abound, and all the facilities that make up a complete vacation area. Oceano, with its eight-acre marine park, 33-acre still water lagoon, and 3000-foot "Rainbow" pleasure pier and $10,000,000 amusement area is one of the show places of Southern California. Island, 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.

FISHING FROM ANCHORED BARGE
BEACH AT SANTA MONICA

LOS ANGELES-LONG BEACH HARBOR
LOS ANGELES

THE COLISEUM

LOS ANGELES CITY HALL

HOLLENBECK PARK

AVILA ACRE, OLVERA STREET

LA BREA PITS AND FOSSILS

CITY PARK, BEVERLY HILLS

LES COUNTY

IN THE 415 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 adobe; 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 Sunken Gardens, Armory, Coliseum, State Exhibition Building, Los Angeles Museum and general recreation grounds; Southwest Museum; Griffith Park with its zoo, planetarium and recreation grounds; Eagle Rock, Echo, Elysian, Hollenbeck, Lincoln, Parkhurst Square, Westlake and Sunset Grove Parks; Lue 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 Southern California, Littlerock, 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, 1882, the oldest religious edifice in Los Angeles; Los Angeles Library; Los Angeles City Hall; and the various studios and aquatic courses which set the record after record broken during the Olympic Games.
FLOAT, TOURNAMENT OF ROSES

LOS ANGELES COUNTY

IN LOS ANGELES COUNTY are located some of America's finest cities, wth many attractions to every visitor. At Pasadena, the Huntington Art Gallery and Library, Beth Gardens, the Rose Bowl, scene of the annual East-West Football Game and the Tournament of Roses. Altadena has its miles of Christ- mas 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. Alt San Gabriel is the Mission San Gabriel Arcangel, 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 Bella. It is famous for its large flower industry. The Mr. Monroe Canyon at Monrovia; Big and Little Dalton Camps; at Glendora; San Dimas Camps are also of scenic interest. At Claremont are the Claremont Resort and Pomona College, and at Eagle Rock, Occidental College. The Lion Farm is at El Monte. The home of Rincon, east Mission, Governor of California, is at Whittier. At Clearwater are the Joseph Water Gardens, oldest in the United States. At San Fernando, the Mission San Fer- nando Rey de Espana, Veterans' Hospital and Fremont Pass; near Tujunga, Big and Little Tujunga Camps; at Burbank, United Airport and Valley Park; at Calabasas, Chino Pass; at San Pedro, Fort MacArthur, the Fish Harbor and Port Fermin. At Wilmington is the old headquarters of Grant. Fitness Banking in Berning Park and Drum Bartlett. 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 Pine Recreation Camp. Summer and winter mu- nicipal playground of Los Angeles County, is located in the San Bernardino Mountains, 50 miles by car from Los Angeles. Municipal playground of the City of Los Angeles.

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 broken settings of crag and pine, a section whose historical SHIPSHAPEs are filled with a wealth of pioneer lore and Indian legend. Here, the Sierra Nevada reach their greatest height. Mt. Whitney, with an altitude of 14,495 feet, is the highest peak in the United States; Death Valley, 275 feet below sea level, the lowest. Both are in Inyo County.
Through the

SOUTHLAND

ORANGE, RIVERSIDE AND
SAN BERNARDINO COUNTIES

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, ex-
tensive oil fields, communities on the shores of Newport Bay, Mission San Juan
Capistrano, and Laguna Beach with its art colony, are all of interest to the
visitor.

Riverside and San Bernardino Counties may well be termed the winter play-
ground of Southern California. Lake Arrowhead and Big Bear Lake in the San
Bernardino, and Idylwild in the San Jacinto Mountains offer every form of recrea-
tion in summer and unmatched 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 gat-
eries and architecture, and admired Mt. Rubidoux, the World Peace Tower, and
Casa de Guedin the orange groves and beautiful estates of Riverside and Redlands.
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, home 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, Borrego Mountain and Desert Park; Int. Laguna Recrea
tional
Area in the Cleveland National Forest; Silver Strand Beach park; Car
tillo National Monument; below the border, just a few miles away, are
colorful Tia Juana and Agua Caliente, Draculville of America.

Imperial Valley, the beneficiary of the Great Boulder Dam project,
still has a vast acreage of single desert which will shortly be
irrigated.
In the brief space of twenty-eight years, the barren desert has been
transformed from a bash, uninviting desert into a veritable Garden of
Eden, with 80,000 acres of personally 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 sportmen.

A DESERT PLUNGE, EL CENTRO

A SAN DIEGO BEACH FRAMED BY TORREY PINES

DESSERT AWAITING MAGIC TOUCH OF WATER

BOILING MUD POTS, SALTON SEA

WILD FLOWERS AND SAND DUNES

MISSION SAN DIEGO DE ALCALA

POINT LOMA

LA JOLLA

IN CUYAMACA STATE PARK

BORREGA MOUNTAIN AND DESERT PARK
CALIFORNIA

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 enthral 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 bejeweled,
Bring Nature’s best to view.

From Shasta’s summit silver crown
Down to the Salton Sea.
Her face turned 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