

HOW TO PLAN
YOUR TRIP TO

*Southern
California*



THE ALL-YEAR CLUB OF SOUTHERN CALIFORNIA, LTD.

HEADQUARTERS - 629 SOUTH HILL ST.
LOS ANGELES, CALIFORNIA



OFFICE OF DON THOMAS
MANAGING DIRECTOR

WARNING!

While attractions for tourists are unlimited, please advise anyone seeking employment not to come to Southern California, as natural attractions have already drawn so many capable, experienced people that the present demand is more than satisfied.

Dear Inquirer:

Your inquiry is appreciated, and I am glad to forward the information requested.

If you will read the enclosed book from cover to cover, you will find the answers to all the many pertinent questions about vacationing here which tourists have been asking us for the past eighteen years.

The various agencies supplying the other information and literature you asked for have been requested to send it directly to you as soon as possible.

The cost of a Southern California trip, by all methods of transportation, is really lower than ever before. This is an all-year resort. High prices necessary at "short season" resorts do not prevail here.

After you arrive - the experts in our new Official Visitors Bureau, 505 W. 6th Street, Los Angeles, will supply you with sightseeing itineraries, maps, and twenty-six helpful services - FREE - of course.

If you have any special questions which this book does not answer, please drop me a line.

When may California welcome you?

Cordially yours,

Don Thomas
DON THOMAS
MANAGING DIRECTOR

P.S. After you have looked over the literature, I should greatly appreciate a note telling me whether you have found it helpful in planning your trip.



PLANNING YOUR TRIP

We have written this book from your point of view—the viewpoint of a prospective vacationist who wants to examine the possibility of a trip to California within the limitations of time and money at his disposal.

During the last eighteen years, we have found that the hundreds of thousands of queries put to us by those seeking information on this subject, logically come under five main headings:

- 1. WHEN IS THE BEST TIME OF YEAR TO COME**
- 2. HOW LONG DOES IT TAKE**
- 3. WHAT IS THERE TO DO AND SEE**
- 4. WHAT SHOULD I TAKE WITH ME**
- 5. WHAT DOES IT COST**

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ALL-YEAR CLUB OF
SOUTHERN CALIFORNIA
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COMMUNITY ORGANI-
ZATION SERVING VACA-
TIONISTS SINCE 1921**

This book contains the simple, down-to-earth answers to those questions. It goes into minute detail. It is designed to eliminate the guesses—to make your trip to California the easiest vacation to take you ever had, and the most fun. Read it completely from cover to cover. Then come prepared for a glorious vacation.





WHEN IS THE BEST TIME OF YEAR

Southern California is an all-year resort. This is because it is the world's one land area nearest to the 70 degree mark, accepted as the ideal for human comfort and efficiency, throughout the year. (See the world's weather map based on official temperatures, opposite page.) Therefore, the best time of year to come depends upon your own personal preference and convenience. You will have a wonderful time no matter what the season. But to help you decide which you might prefer, we give here specific climate data.

1. *Average temperature for the month of June 66.5°; July 70.5°; August 71.3°; September 69.5°. At night these averages drop to 56.5° in June; 59.8° in July; 60.6° in August; and 58.5° in September.

2. *Summer days are clear and rainless*—no summer sporting event is ever cancelled on account of rain.

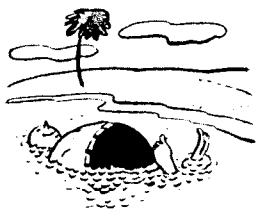
3. Summer nights are cool enough to require light wraps. *You sleep under blankets—not one night in ten, but ten nights out of eleven!*

4. *It is never sticky.* Even on peak temperature days, average noon humidity during the past ten years has not exceeded 35.61%—well below the point where warmth becomes oppressive.

5. Visitors are generally amazed at the comparative absence of flies, gnats and mosquitoes. This is due to the cool, dry climate, ocean breezes and absence of large bodies of still, fresh water except at higher altitudes.

*U. S. Government statistics covering the past 59 years in Los Angeles which approximates the general climatic condition of this area.

QUICK FACTS ABOUT SUMMER



QUICK FACTS ABOUT WINTER

1. *Temperature averages for the three winter months are:* December 56.9°; January 55.2°; February 56.2°. Daytime temperatures are higher averaging 68.2° for the period of November through March.

2. *At nearby desert oases* winter weather is warmer than it is even in summer elsewhere in Southern California. In the mountain resorts, snow sports are in full swing. You can golf in shorts and zoom down a toboggan slide—all within an hour.

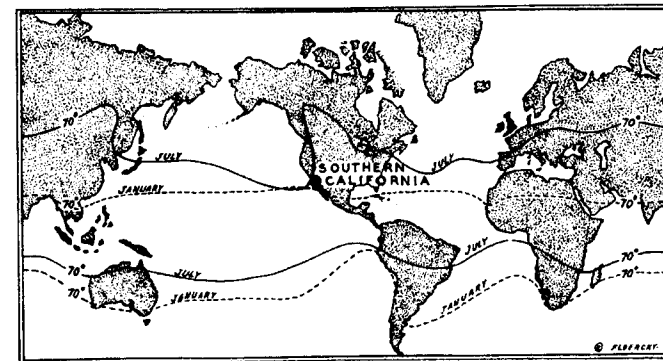
3. "*The rainy season*" merely distinguishes that period of the year when there is *some* rain from the rest of the year when there is none. During our rainiest season here, the rest of the country averages 53% more rainfall than Southern California.

4. *Snow*, other than traces, is practically unknown except in the mountains. Frosts at dawn sometimes occur. There are, however, ten-year periods when none was recorded.

EVENTS AND THE SEASONS

There is no one time of year here when "more is going on." Important events in music, the theatre, art, sports, fiestas and special shows are occurring every month in the year. Thus, you have no need to consider what the seasons have to offer in your choice of when to come. When you arrive, you can obtain at the All-Year Club Visitors Bureau (see page 6) a complete list of all the events which occur during the period of your stay.

TO COME?





Number of Days in SOUTHERN CALIFORNIA out of a Two Weeks' Vacation

HOW LONG

Southern California has been moving eastward with the development of super-fast transportation facilities and fine roads. Even from New York, it is just a comfortable overnight trip by plane, 2½ to 3 days by train, 4 to 7 by auto or bus, 2 weeks by steamer via Panama. The chart below shows how quickly you may get here by various modes of transportation.

TIME TO SOUTHERN CALIFORNIA

From	Plane (Hrs.)	Train (Days)	Bus (Days)	Auto (Days)	Ship (Days)
New York	15 +	2½	4	7½	15½
Chicago	11 +	1½	2½	5½	—
New Orleans	15 +	2½	3	5	17
Seattle	9	1½	1½	3	—

THE TRIP OUT IS FUN

There is an excitement to travel. New places to see, unusual foods, interesting people. There is an excitement to going away—in seeing familiar scenes and people fade into the distance, in turning around to face the West and new adventures. There is an excitement in the sounds of clicking rails, or throbbing motors—sounds of power hurrying you onward. This is your chance to see America, your chance for fun.

The new improved super-fast transportation has made the trip easier, too. Most transcontinental trains (including *Tourist*) are air conditioned—cool, clean, quiet. Air conditioning of buses, many already equipped with berths, is being completed rapidly. Planes with full-sized berths and sound-proofed cabins provide a new type of air comfort. And the splendid paved highways and fine accommodations available make motoring an easy, quick and enjoyable way to get here.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					WE LEAVE TONIGHT	1
2	ARRIVE EARLY MORNING	A	L	I	F	—
O	R	N	I	A	LEAVE TONIGHT	14 15
16	ON JOB					

DOES IT TAKE?

FOR A TWO WEEKS' VACATION IS AMPLE

For business people, the ordinary vacation is the one time of the year when two weeks equals sixteen days and this is ample time to enjoy a Southern California vacation packed with dozens of interesting things to see and do.

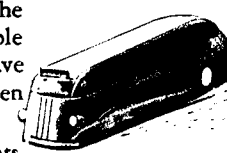
The vacation calendar above shows that by leaving Friday night, a Chicago vacationist, for example, has *eleven days actually in California* and arrives home on the third Sunday ready for work the following Monday morning. (It is even possible for this same traveler, by taking advantage of new super-speed schedules, to leave Chicago one night and be in Los Angeles "day after tomorrow," thus having even more time in Southern California than shown in the chart.)

The Time Map (above left) shows still more time here from more westerly points. (In the interests of simplicity, we have figured our calendar and Time Map from rail schedules. If you prefer to come by some other means, you can easily make your own vacation calendar by using the Time Chart on the opposite page.)

When you get here, the All-Year Club's Official Visitors Bureau will chart a vacation itinerary chock-full of interest and fun. For example, here is one couple's report of what they did here during their eleven-day stay—

"...Toured Los Angeles, visiting Mexican Street Markets, Chinatown, Japanese Quarter, parks, museums, etc. Explored Hollywood. Fished, danced and played at famed Catalina Island. Saw the great orange country. Went to great mountain resorts, beach resorts, old Mexico. Heard fine music, saw great art exhibits, a famous Fiesta, a rodeo, several age-old Spanish Missions, animal farms. Visited famous cafes, radio studios, great cities. Saw stirring sports, a movie premiere, great bridges, storied San Francisco. And arrived home refreshed in mind and body."

Compare this with any other two weeks' vacation you can think of.



WHAT IS THERE



TO DO AND SEE?

Most of the remaining pages of this book are used to give you a quick, sketchy preview of things you will see and do on your vacation here. For this is a land of *many* vacations in one, of mountains, desert, ocean—glaciers, inland seas, pleasure islands—and innumerable diversions and climates in between. It is also the youngest part of the country. Its youthful attitude—its resiliency—makes it a marvelous place to re-create energies. Wonderful things are going on here in all fields of human effort . . . courageous pioneering, unhampered by tradition in the arts, sciences and industries of men. Here you will find great poets, dramatists, novelists, composers, orchestra conductors, painters, architects, stylists, scientists, sports champions, stage, movie and radio actors, musicians. More news originates here than anywhere else in the country except Washington, D. C. More news correspondents "cover" Southern California. Things are happening here.

WE PROMISE YOU A GOOD TIME

With this blood-tingling atmosphere and the amazing contrasts of scenery, climate and things to do, we can assure you a good time—on one condition.

We have established here a unique hospitality service. It is the All-Year Club Official Visitors Bureau. It plans vacations for visitors—tells them what to do, how to do it. Its smiling, highly-trained girls—called Welcomettes—give down-to-earth information and actually plan your sightseeing with reference to your special interests and preferences, so that you will make every minute of your stay here count for something. They have specially-created Guidebooks and maps and 26 distinct services—all absolutely *free* of charge. If you will go to this Official Visitors Bureau when you arrive in Los Angeles, we *promise* you a good time.

The All-Year Club Official Visitors Bureau is located three doors west of Pershing Square at 505 West Sixth Street, Los Angeles. It has nothing for sale—*no* tickets, *no* reservations, *no* escorted tours. None of its services can be obtained by mail. You must visit it *in person*. Southern California supplies this unique hospitality service solely to help you have a wonderful vacation. Its many free and valuable services are our way of bidding you a cordial "Welcome."





SPORTS

You'll find thrilling sports in Southern California. The invigorating all-year climate makes people want to get out and play. Spectacular scenic backgrounds provide a new tang. Keen competition and longer playing seasons give us more than our share of champions. And as an added attraction, always among the spectators are notables almost as interesting to watch as the spectacle of sport itself. Horse-racing is available in all the seasons with legal pari-mutuel. The mountains provide spectacular summer and winter sports areas. (Even in July you can throw snowballs or slide down a glacier.) Summer is at the beaches from April to October and often longer. Sailing and fishing are year-round. In the cities, great sports arenas attract champion wrestlers, boxers, race car drivers, professional tennis players, basketball teams. And there are nationally-known tournaments in golf as well as sporty courses and fine tennis courts for *your* use. Collegiate sports are held in famous stadia like the Coliseum and Rose Bowl. For the oldsters there are large free areas developed for bowling, roque and horseshoe pitching. And in addition to these typical American sports, Southern California has the special sports of alien lands which are also well developed. You can enjoy cricket if you're British, or the national games of Switzerland, Spain, France, the West Indies, the Orient, or almost any place in the world.

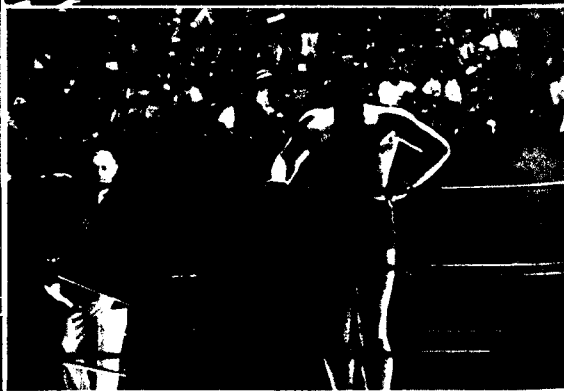


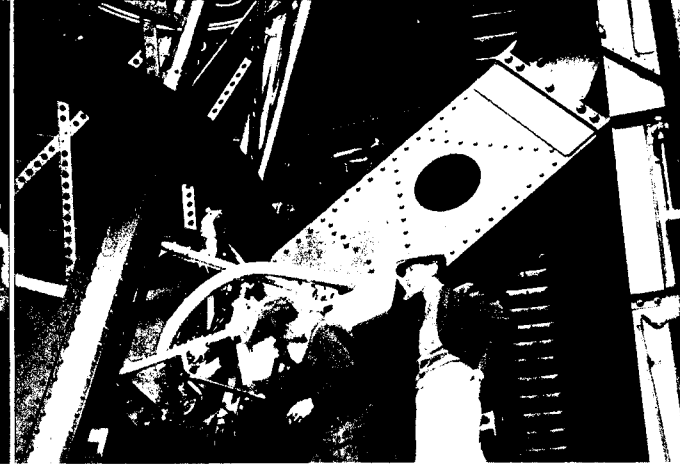
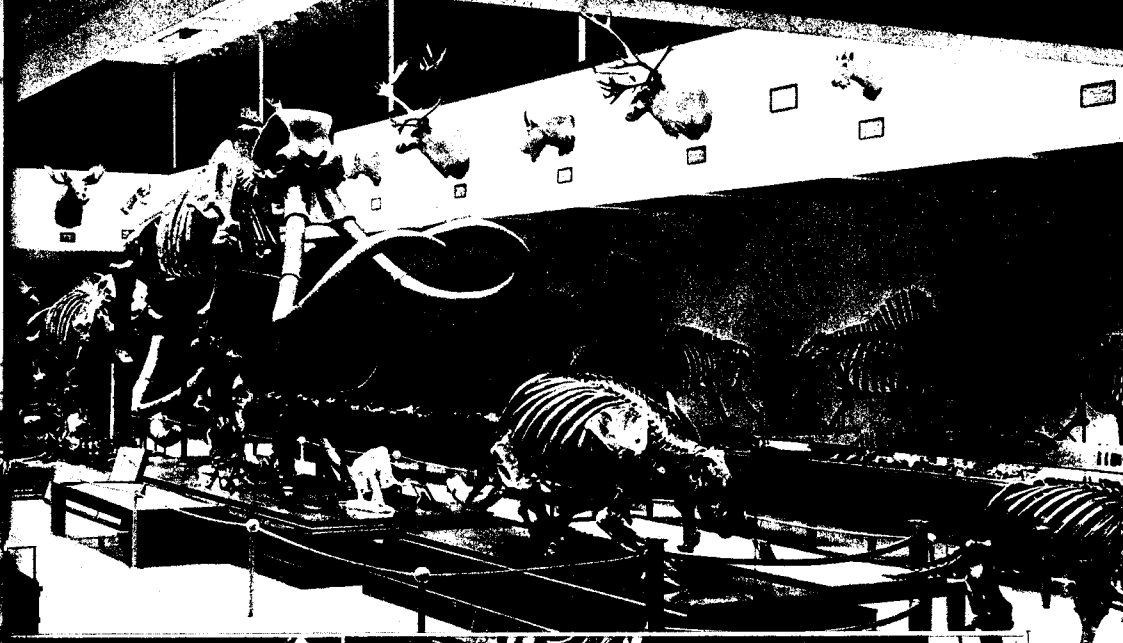
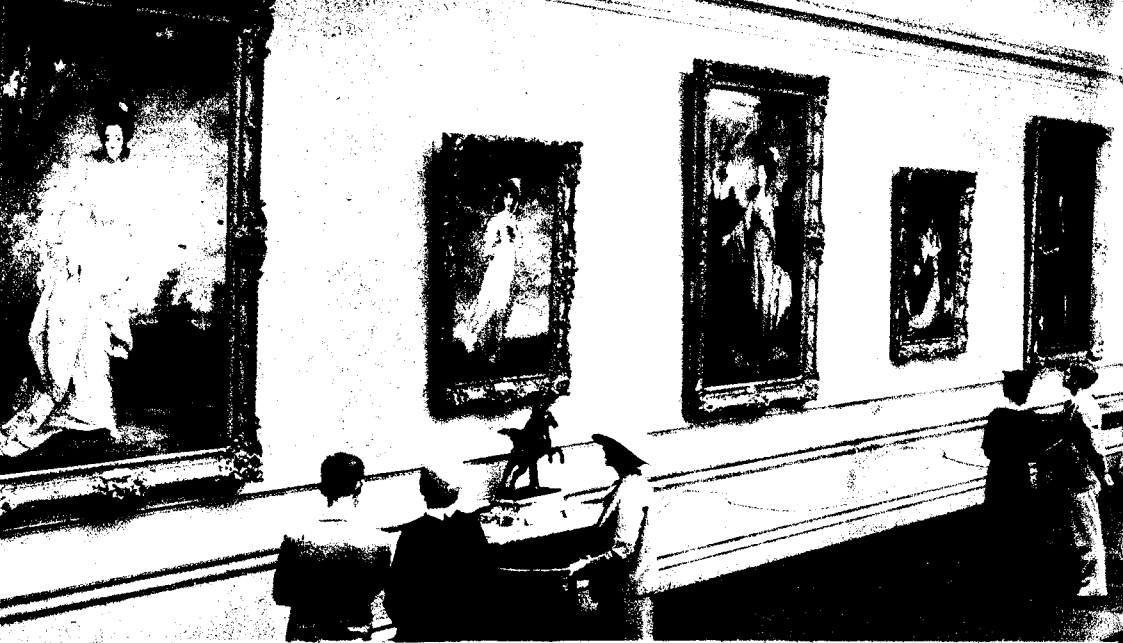
NIGHT ENTERTAINMENT

Twilight is extremely short in these Southern latitudes. One minute you see the sun sinking into the Pacific; a few minutes later, darkness has blotted out the rich, lingering colors. Night has come.

Now millions of lights begin to sparkle. Great airplane beacons mark the mountains. Radio towers seem like strings of pearls held up by an invisible hand. Searchlights probing the heavens mark a theatre where the movie moguls are giving a movie preview, testing their picture for audience reaction. The lights make you want "to go places, to do things."

The night clubs, cafes and theatres are excellent. They draw on the great numbers of musicians and entertainers lured here by the movies. You can eat fine native foods of practically any nation on earth. Or, you can dine in a world-famous night spot enjoying the celebrities as well as the food. There are plays direct from New York... fine seasons of light and grand opera... "Symphonies under the Stars" in summer or famous concert courses and symphonies in winter... movie world premieres which you attend with the stars, writers and directors while thousands gather outside in the glittering lights to watch for and cheer their favorites... performances of favorite nation-wide radio programs... mammoth outdoor spectacles staged by master showmen like Max Reinhardt... or exciting sports events.





ARTS AND

Many world leaders in science and art, music and drama, live and make cultural history in Southern California. Exciting parts of your vacation will be Mt. Wilson Observatory; California Institute of Technology; priceless paintings, tapestries, sculptures, manuscripts, as well as beautiful gardens, at Huntington Library and Art Gallery; prehistoric fossils in Los Angeles County Museum; the Clark Library, Southwest Museum and many other famous institutions of great cultural interest.

SCIENCES

Legitimate drama is of the best, and there are national Little Theatre leaders in Pasadena, Hollywood and elsewhere under the aegis of the County Drama Association. Music is ably presented throughout the year by the Los Angeles Philharmonic Orchestra, the Women's Symphony Orchestra, the Long Beach Symphony Orchestra and Behymer concert courses. There are famous conductors and virtuosi from all the world. In addition, Ballet and Grand Opera have brilliant seasons.



HISTORIC PLACES

California was discovered only a few years after Columbus landed in the West Indies. Soon, hardy Spanish explorers were mapping its bays, coastline and mountains. Their maps and diaries were so explicit that Carlos III, in far away Spain was able to instruct Franciscan Missionaries and army officers where several towns and Missions should be established.

The long string of Missions, founded one day's journey apart from San Diego to Sonoma, is a great historic legacy. Many of the Missions remain today for you to visit. Their beautiful gardens, buildings and museums illustrate a chapter in American colonial history as courageous and romantic as any other.

When gold was discovered, hordes of Yankees swarmed into California. Many of the mining towns which they built remain today as Ghost Towns. Their empty streets, houses, saloons and buildings are an eerie sight. Exploring them, you relive Mark Twain and Bret Harte.



Here you can visit some of the country's most interesting foreign quarters. (Actually, we Americans are the foreigners since California was well developed under Spanish and Mexican rule before the discovery of gold brought hordes of feverish Americanos in the '50s.) Even today, you'll hear Spanish spoken on the streets and in shops and restaurants. There are great Mexican street markets with fine native restaurants and shops where you can buy Mexican straw sombreros, woven leather shoes, pottery, tiles, sweets and all manner of things to take back home. The Chinese have fine shops, too, and their restaurants serving fine Chinese foods are justly famous. The Japanese Quarter is filled with interesting stores, restaurants, theatres and the Buddhist Temple. Smiling Celestials serve you with a simple and delightful courtesy.



FOREIGN ATMOSPHERE



H O L L Y W O O D

Hollywood! Film and fashion capital of the world. Mecca of artists, writers, musicians, actors... gatherer of wit, beauty and talent from the four corners of the earth!

You'll see the great studios, their fantastic "sets" rearing skyward... crowds of extras filing through the gates, cowboys and bearded Arabs, heroes and villains, child prodigies and beautiful girls. You'll lunch at smart cafes frequented by the stars, and share their fun at night clubs featuring world-famous orchestras and entertainers. You'll attend a first-night at the theatre where the stars see their own pictures, leave their footprints in the forecourt's cement, and good-humoredly fight their way through the throngs of fans and autograph seekers. You'll drive by the homes of your favorites. All this and more, you'll do in the city of make-believe, and you'll agree, we think, that in many respects it is the most exciting place under the sun.



M O V I E S

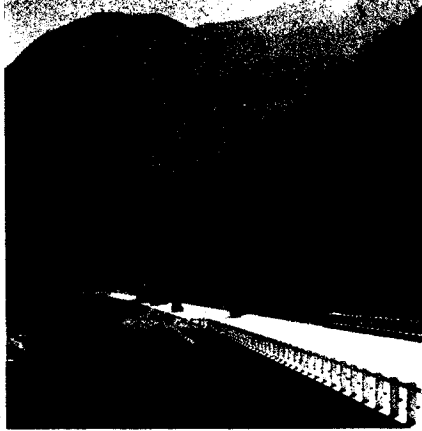
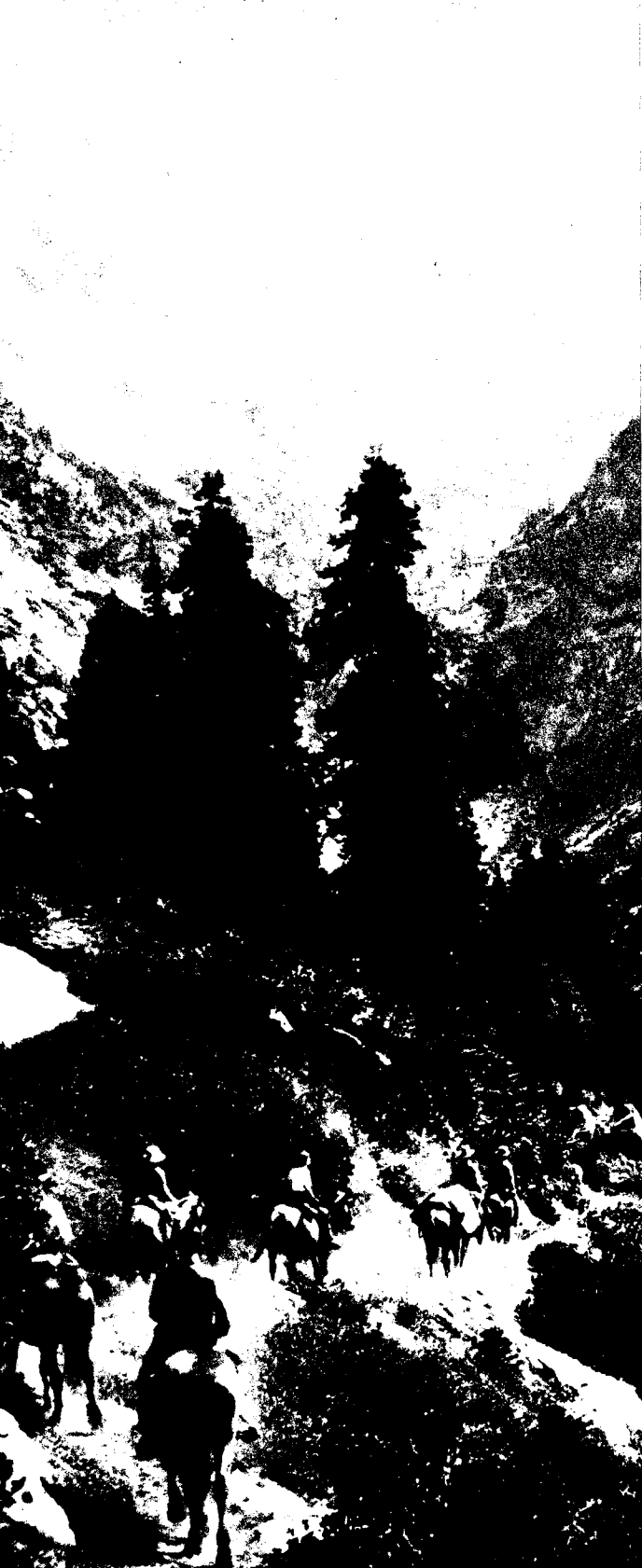


DR. CHRISTIAN STARRING
JEAN HERSHOLT TONIGHT 7 PM

Southern California is now second only to New York as an originator of nation-wide radio broadcasts. The stars, writers, directors, sound technicians are here—so, many of the biggest shows are here too. Each week a limited number of free tickets to nation-wide radio shows are reserved for visitors on a first-come-first-serve basis. It's fun to *see* the artists and announcers behind your favorite radio voices, to laugh with famous comedians, to watch guest movie stars at work, to thrill to great concert voices and instruments. Visit the great studios. You can take the popular tours during which trained guides show you what goes on behind the scenes and explain the mysteries of radio.

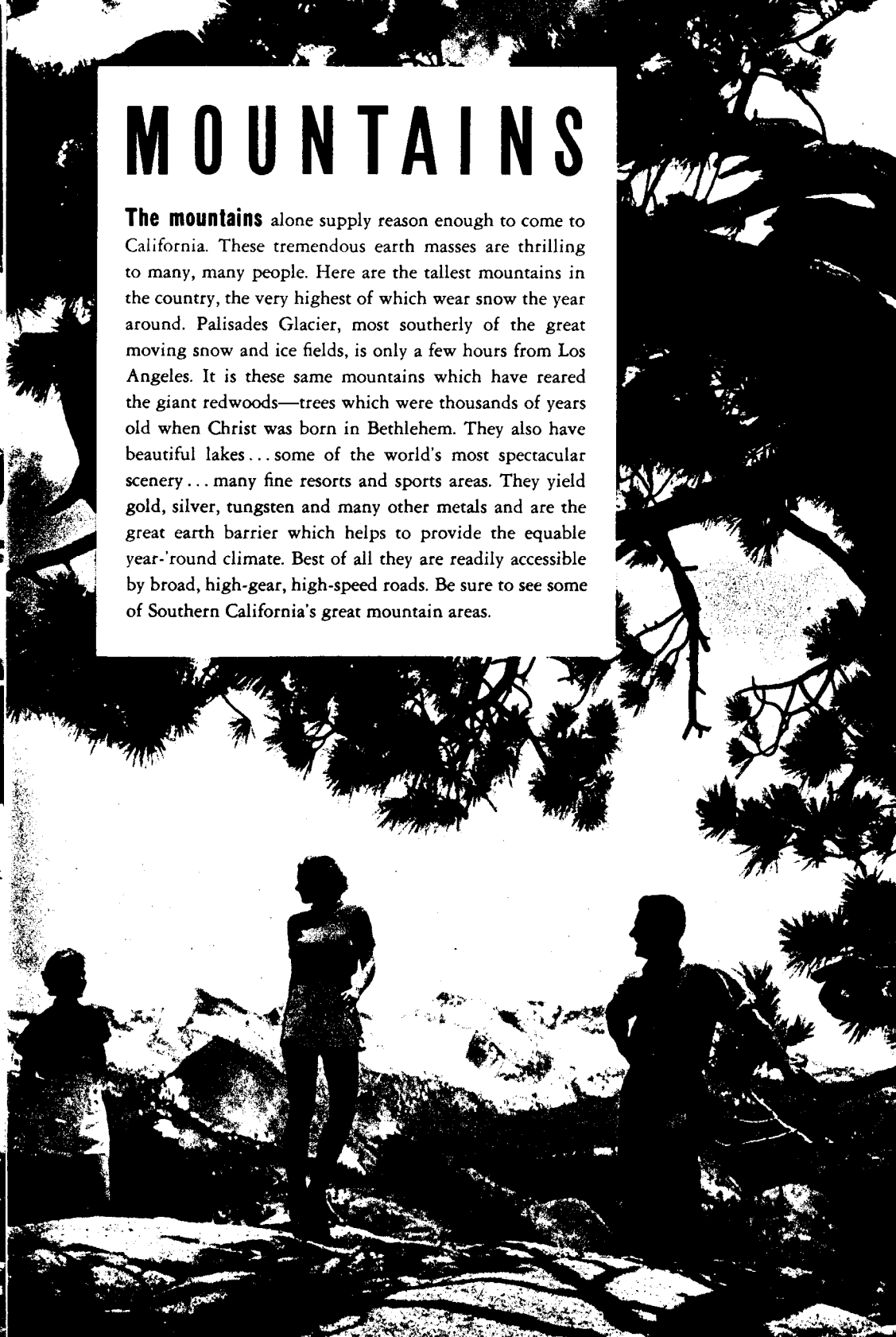
R A D I O

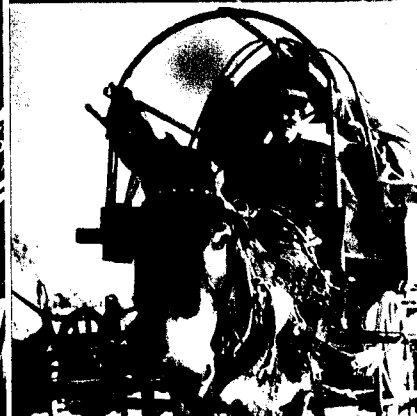




MOUNTAINS

The mountains alone supply reason enough to come to California. These tremendous earth masses are thrilling to many, many people. Here are the tallest mountains in the country, the very highest of which wear snow the year around. Palisades Glacier, most southerly of the great moving snow and ice fields, is only a few hours from Los Angeles. It is these same mountains which have reared the giant redwoods—trees which were thousands of years old when Christ was born in Bethlehem. They also have beautiful lakes... some of the world's most spectacular scenery... many fine resorts and sports areas. They yield gold, silver, tungsten and many other metals and are the great earth barrier which helps to provide the equable year-round climate. Best of all they are readily accessible by broad, high-gear, high-speed roads. Be sure to see some of Southern California's great mountain areas.



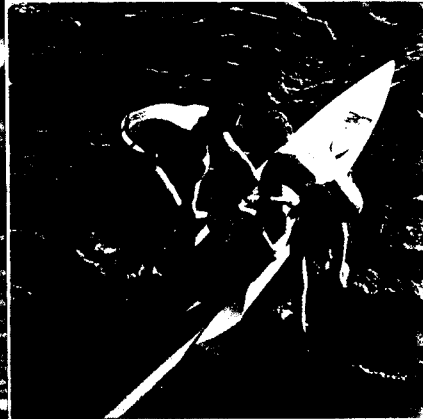
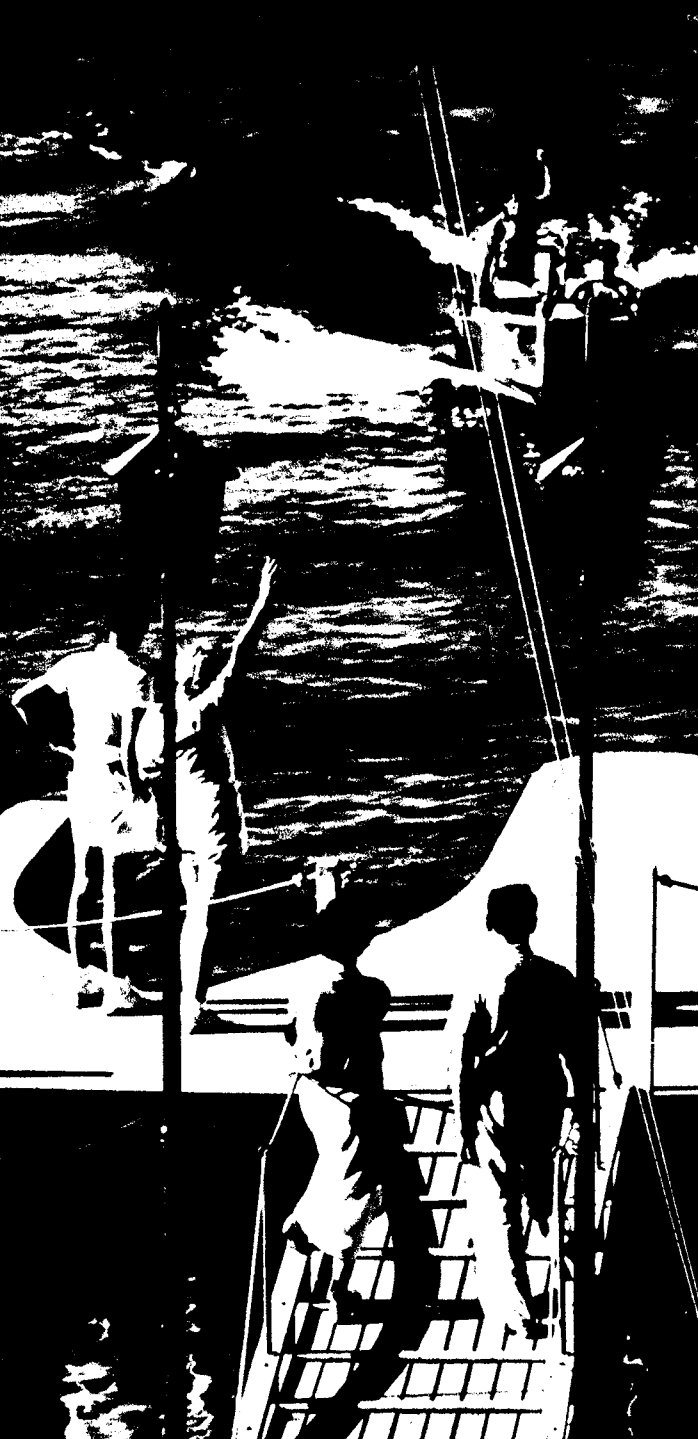


THE DESERT

The desert is an all-inclusive word covering many quite dissimilar areas. But all deserts have a distinctive beauty of their own. When you come to Southern California you will have a chance to enjoy the desert, to see its gorgeous coloring at the beginning and end of day; to study its sweeping distances, its mystic buttes and mesas; to compare its strange and varied vegetation as you pass through different elevations.

Some of Southern California's most famous Winter resorts are located in the desert. There are great Spring festivals when wild flowers carpet the sand so profusely you cannot step without crushing some. The air is soft and so clear that vision is limited only by the earth's curvature. At night, the stars seem nearly within reach of your hand. Then there are tremendous areas where man has brought water and the wasteland has produced rich crops the year-'round. Transversed by a network of fine roads making it easily accessible and pleasant to explore, the desert is a mecca for lovers of beauty. Once you have felt its spell, you will return to it again and again.

LAKES



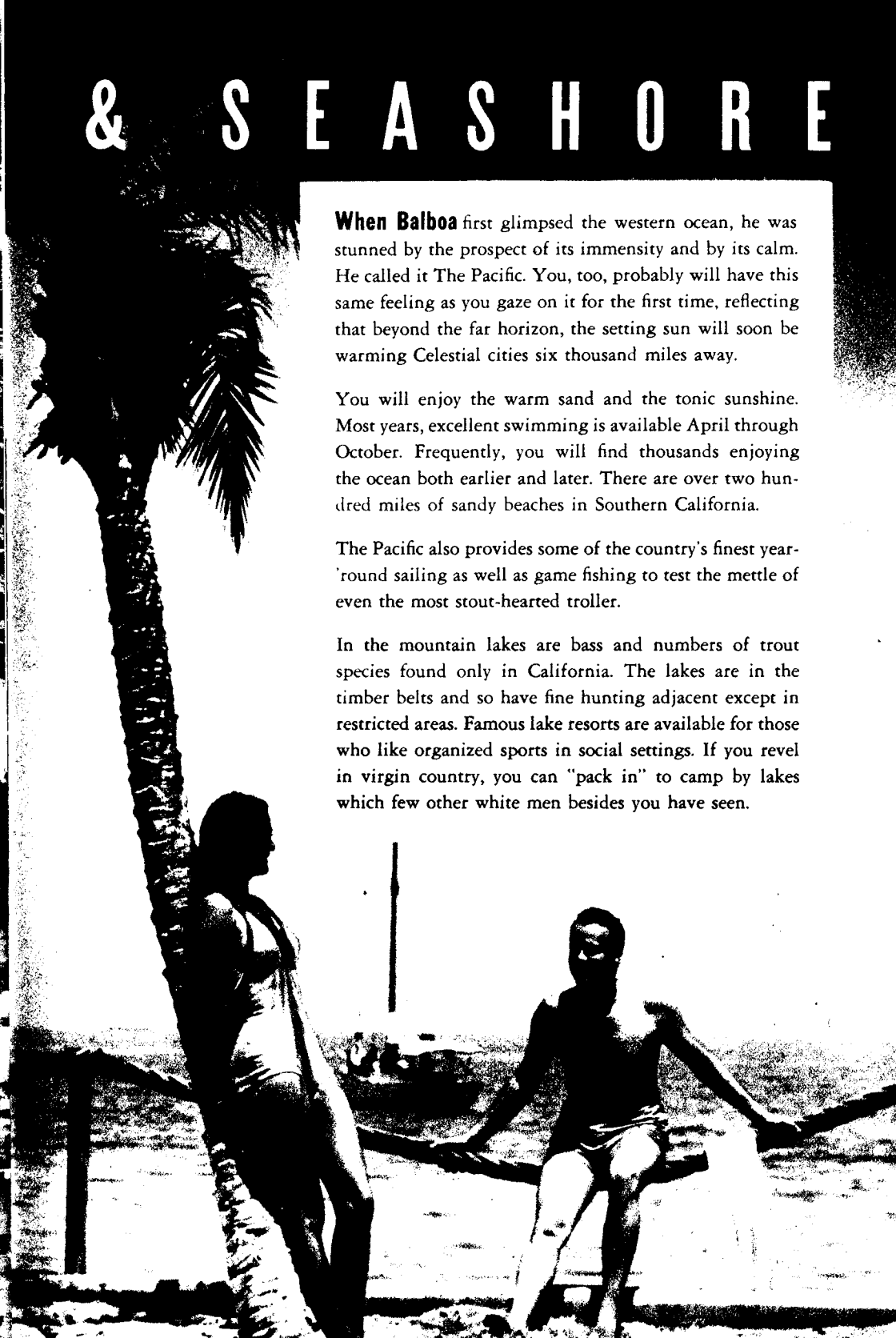
& SEASHORE

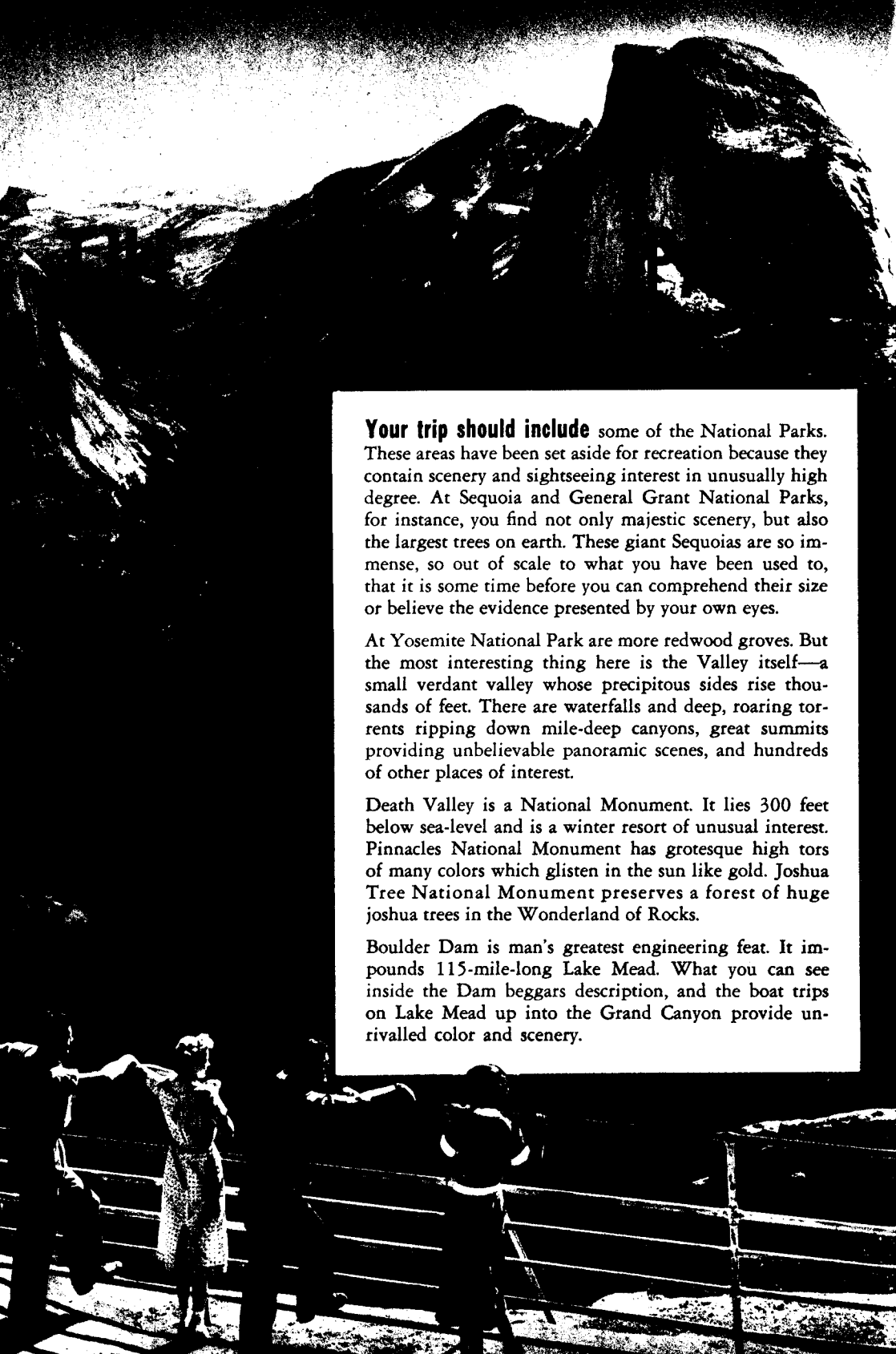
When Balboa first glimpsed the western ocean, he was stunned by the prospect of its immensity and by its calm. He called it The Pacific. You, too, probably will have this same feeling as you gaze on it for the first time, reflecting that beyond the far horizon, the setting sun will soon be warming Celestial cities six thousand miles away.

You will enjoy the warm sand and the tonic sunshine. Most years, excellent swimming is available April through October. Frequently, you will find thousands enjoying the ocean both earlier and later. There are over two hundred miles of sandy beaches in Southern California.

The Pacific also provides some of the country's finest year-round sailing as well as game fishing to test the mettle of even the most stout-hearted troller.

In the mountain lakes are bass and numbers of trout species found only in California. The lakes are in the timber belts and so have fine hunting adjacent except in restricted areas. Famous lake resorts are available for those who like organized sports in social settings. If you revel in virgin country, you can "pack in" to camp by lakes which few other white men besides you have seen.





Your trip should include some of the National Parks. These areas have been set aside for recreation because they contain scenery and sightseeing interest in unusually high degree. At Sequoia and General Grant National Parks, for instance, you find not only majestic scenery, but also the largest trees on earth. These giant Sequoias are so immense, so out of scale to what you have been used to, that it is some time before you can comprehend their size or believe the evidence presented by your own eyes.

At Yosemite National Park are more redwood groves. But the most interesting thing here is the Valley itself—a small verdant valley whose precipitous sides rise thousands of feet. There are waterfalls and deep, roaring torrents ripping down mile-deep canyons, great summits providing unbelievable panoramatic scenes, and hundreds of other places of interest.

Death Valley is a National Monument. It lies 300 feet below sea-level and is a winter resort of unusual interest. Pinnacles National Monument has grotesque high tors of many colors which glisten in the sun like gold. Joshua Tree National Monument preserves a forest of huge joshua trees in the Wonderland of Rocks.

Boulder Dam is man's greatest engineering feat. It impounds 115-mile-long Lake Mead. What you can see inside the Dam beggars description, and the boat trips on Lake Mead up into the Grand Canyon provide unrivalled color and scenery.

HUNDREDS OF OTHER INTERESTING PLACES

Besides those areas and places already mentioned, there are hundreds of other places and things to do which will add to your vacation fun. Space does not permit mention of more than a sample few by way of example:

1. Animal Farms—there's great interest at lion, alligator, ostrich, Arabian horse, chinchilla, and other farms.

2. Zoos—Southern California has some fine ones where animals may be seen in settings simulating those to which the animals are native.

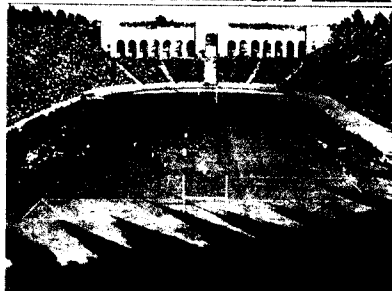
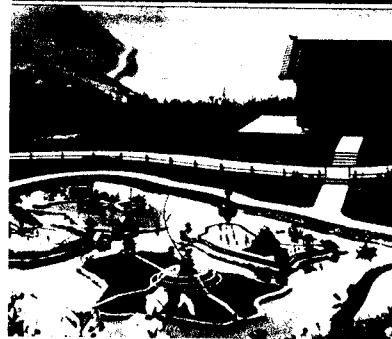
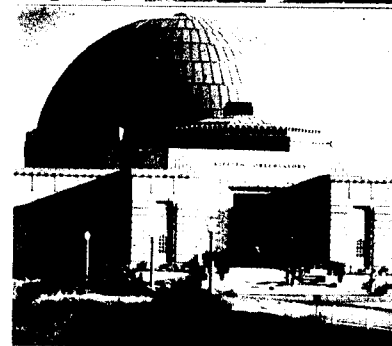
3. Museums—In addition to the Huntington Library and Art Gallery and others already mentioned, there are museums devoted to the Pony Express, Pioneer Days, the Clipper Ship, the Spanish hacienda, archeology, oriental art, etc.

4. Gardens—Southern California is noted for its home gardens and for its public gardens too. The Huntington Library and Art Gallery is set in more than 200 acres devoted to beautiful specimens of rare and unusual trees and shrubs. Most cities have public gardens of great beauty. And there are famous specialty gardens devoted to native stock, oriental, roses, begonias, exotics, tropical fruits, etc.

5. Interesting Industries—You will find a cordial welcome at the citrus and walnut packing plants, tuna packing, olive curing, pottery manufacturies, wineries and other industries. You can visit a gold mine, pick an orange or watch an oil well pumping black gold from pools far beneath the earth's surface.

6. Cities—Southern California has many interesting cities, each with attractions which have brought it fame. Then to the north is San Francisco, with its famous bridges, Treasure Island—site of the great World's Fair—Chinatown, Fisherman's Wharf, beautiful parks, fine museums, hotels, restaurants and the Golden Gate.

In addition, you can ride in an airship, visit amusement parks, coast defense forts, a ship of the United States Fleet, look through a telescope on famed Mt. Wilson, spend delightful hours at Santa Catalina Island, watch a western movie thriller filmed in the mining towns, view the only living herd of sea otters and scores of other diversions.



CENTRAL CALIFORNIA

*Sequoia-General Grant National Parks
Yosemite National Park
Ghost towns, redwoods, Mother Lode Country
Mountain lakes and scenic river canyons
Vast irrigated agricultural areas
Famous oil fields*

INYO COUNTY

*Death Valley National Monument
Mt. Whitney
Palisades Glacier
Winter sport areas
Pack trips from mountain communities
Hunting, fishing, 2,000 mountain streams and lakes*

LAS VEGAS AREA

*Unusual pastimes under liberal Nevada laws
Monumental Boulder Dam
115-mile, scenic Lake Mead
The Valley of Fire • Scenic desert drives
Summer and winter mountain sports*

SAN BERNARDINO COUNTY

*National Orange Show • Groves, vineyards
Rim-of-the-World Boulevard and Euclid Ave.
Mountain lake resorts
Dude ranches • Scenic desert areas*

RIVERSIDE COUNTY

*Date Gardens • Scenic drives
Grapefruit, oranges, cherries
Famous desert winter resorts
Hot springs and mountain resorts
Historic inns and hotels*

IMPERIAL COUNTY

*All-American Canal
America's Winter Garden
Salton Sea
Interesting desert communities
Mullet Island
Border towns and pastimes*

SAN DIEGO COUNTY

*Balboa Park
Historic places
San Diego Harbor
Resort cities
Army and Navy
Rugged back country*

ORANGE COUNTY

*Rich citrus areas and cities
Mission San Juan Capistrano
Famous shore resorts
Great oil fields
Fine sailing and fishing grounds
Many recreational facilities*

LOS ANGELES COUNTY

*Great Metropolitan Center
Foreign quarters, Parks, Museums and Theatres
Industrial and agricultural center
Movie and radio capital
Famous beach and inland cities
Mountain and desert recreational areas*

SANTA BARBARA COUNTY

*Old Spanish Missions
Thousands of acres of flowers
Fashionable resort areas
Great recreational facilities
Gorgeous estates
Famous County Courthouse*

VENTURA COUNTY

*Lemon capital
Mission San Buenaventura
Oil wells in the ocean
Fine mountain drives
Hot Springs Resorts
Sugar beets*

THE MISSION TRAILS AREA

*Pinnacles National Monument
World-famous drives
Many Old Spanish Missions
Vast almond and fruit orchards
Cowpunchers, ranches, cattle towns
Groves of giant redwoods*

SPECIALIZED INFORMATION

THIS MAP indicates the county or regional locations of some of the key vacation attractions. You are invited to write for additional literature concerning resources and living conditions in any of these areas in which you may be particularly interested. For more complete VACATION information about them, please make your inquiries in person—after arrival here—at the ALL-YEAR CLUB FREE VISITORS BUREAU
505 West 6th Street, Los Angeles.



WHAT SHOULD I TAKE WITH ME?

Unless you plan an extensive visit, it is better to travel as lightly as possible for convenience sake. Here is a check list of suggested travel items:



- Clothing**—Your wardrobe for a summer or winter vacation trip here should be similar to that which you would wear at home, or would require for a visit to most any other American resort, with a few exceptions: Light wraps are needed for summer evenings. During the winter season while your heavy cloth or fur coat will rarely be necessary at mid-day, it will often be comfortable for evening wear. Sports clothes for men and women are worn here more than in most other places. While there are many occasions when you may wish to wear formal evening dress, it is seldom essential that you do so. You will find a delightful informality in the night life here. (Many people wait to have the enjoyment of shopping here where world-famous designers have made it a fashion center and beautiful stores and shops provide new shopping pleasures. Here you can get latest styles at very attractive prices.)
- Camera**—You can take pictures in the sun 355 days a year here. Great film laboratories process films better. Don't bother to bring extra films. This is the picture-taking center of the world.
- Dark glasses**—For driving or when viewing sports or out-of-doors events, or on the desert.
- Binoculars**—Bring them if you have a pair. Useful at sports events, etc.
- Sports Equipment**—If you like to play golf, polo, cricket, tennis, squash, fish, hunt, or indulge in any other sport, bring your favorite equipment. Sports are highly developed and most enjoyable here for the full twelve months. If you do not have needed sports equipment, it can be purchased or rented here.
- School Transfer Cards**—If you are bringing the children and want them to enter any of California's schools (which, incidentally, are among the nation's finest), bring report card or transfer card, if convenient.
- Auto Certificate of Registration**—If you drive your own car here, or have it shipped here, you must obtain a non-resident permit upon arrival. This is accomplished by presenting your valid Certificate of Registration. If you intend to register your car in California, bring a Certificate of Title or a notarized Bill of Sale in addition to your Certificate of Registration.
- Money**—Most people prefer to bring what money they will require in the form of travelers' checks or other convenient banking forms which are everywhere acceptable.

In response to many requests for information about motoring equipment requirements and conditions en route, we include a number of pointers from the experience of people who have made the trip, which you may find helpful:

HINTS FOR AUTO TOURISTS

1. **CAR**—no extra mechanical equipment is needed for your car. Just have it in good condition. A trip to California is now just an extended week-end jaunt.
2. **GAS, OIL, ETC.**—It is NOT necessary to carry extra gas, oil or water for your car. You will find plenty of gas and service stations along the road. Rarely, if ever, will you find a stretch of over fifty miles without a gas station.
3. **HIGHWAYS**—The roads are generally excellent. They are well marked and well graded. Fast, safe, high-gear roads now traverse mountains and desert.
4. **PERSONAL EQUIPMENT**—No special personal equipment is needed except possibly a gallon thermos jug to be filled each morning with drinking water. You may want dark glasses at times.
5. **TOURIST CABINS**—Tourist cabins, particularly west of the Mississippi, are excellent and inexpensive, furnishing complete accommodations. Or it is possible to drive to California by any route and spend each night in a fine modern hotel.
6. **DAILY MILEAGE**—You can average 300-400 miles per day if your car is in reasonably good condition; 500-600 if you want to push ahead hard. You will average 40 miles an hour without driving at high speeds.
7. **LUGGAGE**—If your luggage is strapped on the outside of your car, it is well to have rainproof and dustproof covers. Many people use oil cloth for this purpose.
8. **MEALS**—A good breakfast, a picnic lunch and a good dinner is the meal system used by most travelers. Good meals can be found 'most anywhere.
9. **CLOTHING**—Don't wear fussy clothes. Take coats along, for you'll need them at high altitudes even in mid-summer.
10. **DOGS**—are not allowed in National Parks, but they can be boarded for a day or so in a nearby town for a nominal charge.
11. **LAUNDRY**—one-day service obtainable for travelers 'most anywhere in the country.
12. **TRAFFIC REGULATIONS**—are explained at the California State border. Elsewhere the dictates of common sense will serve sufficiently well.

IMPORTANT—Do Not Take Fruits and Vegetables! Buses and motor cars are stopped at the borders of California by California Department of Agriculture Inspectors looking for fruits and vegetables grown elsewhere. The mild climate here permitting

plant and insect pests to become quickly entrenched, makes this inspection imperative. The State, thus far, is free of certain agricultural pests, specimens of which are found *every day* carried unknowingly in the baggage of motorists. California produces one-third of all the fruits and vegetables shipped in the United States. One slip, due to lack of complete inspection or cooperation by the traveler, might cost the State and the Nation many millions of dollars. Your friendly help will be greatly appreciated.



WHAT DOES IT

You are apt to find your California vacation less expensive than you expected, for costs here are noticeably less than the national average. This is one of the reasons why so many people on a limited retirement income (with all the world to choose from) come here to live. Southern California is a year-round resort. Hence you escape the "peak prices" necessary in one-season resorts.

What you will spend here will depend largely upon your own tastes and desires. There are accommodations to suit every pocketbook. By consulting the cost suggestions which follow, it is possible to figure in advance about what you will spend while here.

The All-Year Club has nothing for sale. From interviews with thousands of vacationists, however, this organization has gathered these tested cost suggestions which are offered for your information and convenience.

HOTEL RATES

Los Angeles and every other Southern California city has various types of accommodations, each with its own attractions for visitors. Sample rates are quoted below. Motor courts furnish complete service for two people for \$2.00 a day and up. If you do not have a copy, write for the All-Year Club's free directory of recommended hotels giving further information.

EUROPEAN PLAN

(Room without meals, per day)

	Moderate	Average	Better than Average
One person (with running water)	\$1.50	\$2.00	
Two persons (with running water)	2.00	3.00	
One person (with private bath)	2.00	3.00	\$4.00 up
Two persons (with private bath)	3.00	4.00	7.00 up

AMERICAN PLAN

(Room and meals)

One person (private bath) . . . \$6.00 to \$15.00
 Two persons (private bath) . . . 8.00 to 25.00

Special Rates can often be obtained by the visitor who makes a monthly or longer stay.

Apartments (furnished)—Singles, living room (with wall bed), kitchenette and bath, \$30.00 to \$85.00; Doubles (extra bedroom), \$40.00 to \$150.00 per month.

Bungalows (furnished)—\$60.00 a month and up; (in courts, furnished)—\$35.00 a month and up.

MEALS

Visitors usually find the cost of meals somewhat less than prevailing costs in their home locality. There are a great number of places to eat, with any type of food you wish, be it Spanish, French, Hungarian, Chinese, Russian, or what not.

Reports from thousands of visitors show their expenditures for meals here run as follows:

	Moderate	Average	Better than Average
Breakfast . . .	\$.40	\$.50	\$.65
Luncheon50	.65	1.00
Dinner60	.85	2.00

TRANSPORTATION

Information concerning specific rail, stage, steamship or plane and baggage fares to points in California may be obtained from your hotel or local travel information office.

LOCAL TOURS

San Diego \$2.00
 Santa Barbara and Montecito 2.50

SPECIAL TRIPS FROM LOS ANGELES

Castellammare Beach
 (de luxe motor coach) \$.90
 Catalina Island (rail and steamer) 4.25

CATALINA LOCAL TRIPS

Glass Bottom boat trip \$.75
 Speed boat trip around Avalon Bay75

LOS ANGELES-LONG BEACH HARBOR

Water taxi to ships of U. S. Fleet
 (no charge for Government taxis) \$.50

COST ?



Electric rail line and motor coach transportation costs are very low. Round trip fares between Los Angeles and the beach cities range from 35 cents to \$1.00; to other suburban cities, from 25 cents to \$2.45.

For Sunday trips, Pacific Electric Railway offers a Sunday Pass for \$1.10 that entitles the purchaser to unlimited rides between all points on the system as far east as Upland. An adult and one child under 12 will receive passes for \$1.40; one adult and two children under 12, \$1.65.

SIGHTSEEING COSTS

If you drive your own car, you can reach the sights you wish to see without reference to time-tables or schedules. If you come via some other form of transportation, however, you will want to depend on public transportation facilities in this section which permit seeing the greatest variety of places and also, in many instances, provide the services of a trained guide to point out the places of interest. Please consult the All-Year Club's Official Visitors Bureau for this information after you arrive.

Southern California is served by the largest electric interurban system in America, as well as by a network of motor coach lines intensively covering the whole area, assuring the visitor of fast, comfortable and very economical transportation at all times.

"Drive Yourself" cars may be rented for as little as \$3.00 a day, plus mileage charge.

Costs of typical sightseeing tours follow:

Parlor Car Tours from Los Angeles	
Night Tour—Hollywood and Griffith Park Observatory	\$1.50
Los Angeles, Hollywood, Beverly Hills and Beaches	2.25
Motion Picture Studio Tour	4.50
Riverside, Lion Farm and Orange Empire	4.00
Palm Springs—One Day, Jan. 15th to April 15th	7.95
Ostrich and Alligator Farms, Huntington Library and tour of Pasadena	1.50
San Diego, Tijuana, and Agua Caliente—two days	8.00
(plus 50c charge at Mexican border)	

NIGHT ENTERTAINMENT

Here again you will find prices in Southern California unusually reasonable. Aside from the activities suggested on this page, you can find almost any form of night entertainment that individual desire may dictate.

MOVIES

Motion Pictures	\$.30 to \$.65
Movie—First Nights	1.50 to 5.00
Previews (regular movie admission)	.55 to 1.00
Japanese and European Movies	.35 to .55

DRAMA

Legitimate Theatres75 to 3.00
Chinese Drama and International Repertory	Varied Prices

MUSIC

Griffith Park Greek Theatre	Varied Prices
Pasadena Community Playhouse	\$.50 to \$1.50
Philharmonic Orchestra at Auditorium50 to 3.00
Or Hollywood Bowl50 to 1.50
General Concerts	Varied Prices
Grand Opera	1.00 to 6.00
Choirs, Oratorio Societies, String Quartettes, etc.	Varied Prices

DINNER DANCES AND NIGHT CLUBS

Some have no Cover Charge, at others the Cover Charge is from75 to 1.50
 with the usual charge for food on an a la Carte or Table d'Hote Menu.

ATHLETIC CONTESTS AND EVENTS

Skating—Ice and Roller40 to .55
Hockey40 to 1.10
Boxing and Wrestling	1.00 to 3.00
Auto Racing40 to 2.00
Night Ball Games—Baseball75 to 1.00
Night Football50 to 1.00
Racing—Santa Anita, Dec. 31st to March 12th	1.10 to 3.30
Hollywood Park	
June 1st to July 29th	1.10 to 2.75

This booklet was prepared and produced by the ALL-YEAR CLUB OF SOUTHERN CALIFORNIA, a non-profit, community organization serving vacationists. Every effort has been made to make it complete. If there is any question it fails to answer, we shall appreciate an opportunity to supply you the information direct, without the least obligation whatever on your part. We shall also be glad to mail a complimentary copy of this book to any of your friends who may be contemplating a California trip, and to supply them with whatever additional information they may need. Just mail us their names and addresses.

ALL-YEAR CLUB OF SOUTHERN CALIFORNIA

629 South Hill Street • Los Angeles, California

For FREE sightseeing information when you arrive, use

OFFICIAL TOURIST INFORMATION BUREAU

505 West 6th Street • Los Angeles, California

TOURIST ATTRACTIONS -
CALIFORNIA, SOUTHERN -
1939



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ALL-YEAR CLUB VISITORS BUREAU
505 West Sixth Street • Los Angeles

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