

**THE GOLDEN STATE,  
A GRATUITOUS  
GUIDE, CALIFORNIA**

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The Golden State, a Gratuitous Guide, California by Anonymous

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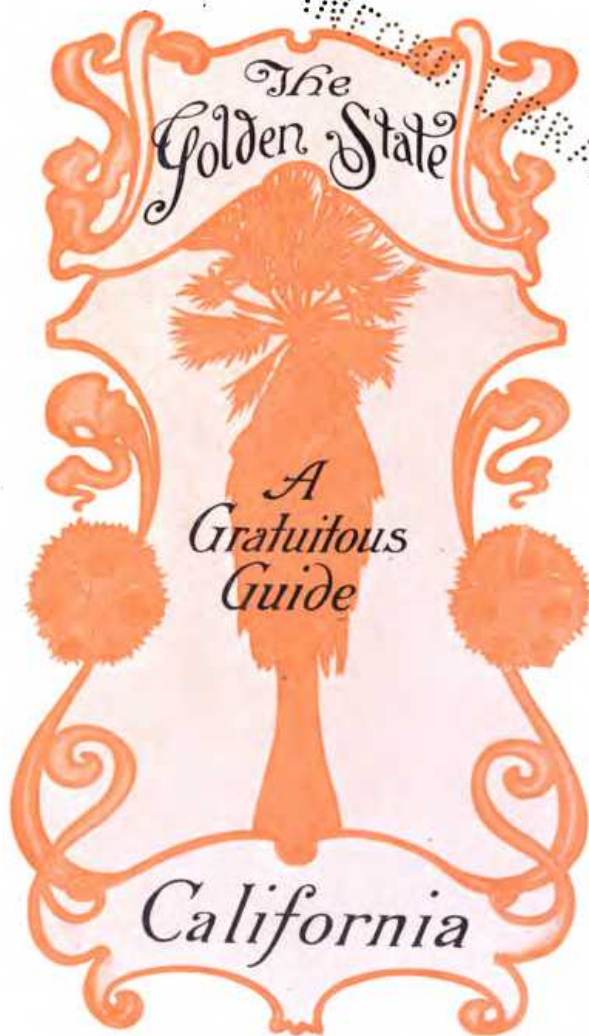


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*The  
Golden  
State*

Rock Island Company



California

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MISSION SAN FERNANDO.  
Founded September 8, 1797. Not far from "Moreno Ranch," Home of Ramona.

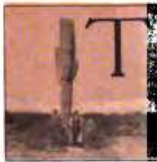
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Campanile,  
Glenwood  
Hotel,  
Riverside

## C H A P T E R   O N E

### SUGGESTIONS, INFORMATION AND ADVICE.



**T**HERE is but one word in the English language that describes the annual movement of travelers to the Pacific Coast. That word is *migration*. To migrate is to "pass from a colder to a warmer climate in autumn, returning in spring." That is precisely what happens. Every fall and winter, a hundred thousand people, more or less, pass from the cold climate of the East and North to the warm climate of California. And the most extraordinary thing about this extraordinary movement is that the people who compose it are of all grades of society. There are a good many millionaires, a good many leaders of fashion, but for every man and woman of wealth and assured social position, there are twenty who have neither one nor the other.



Plaza del Mar,  
Santa Barbara



Twenty or thirty years ago, not one American in a hundred even thought of going to California for the winter. The trip across the continent was a thing to be feared. You left Chicago or St. Louis on, say, a Tuesday and, if you were fortunate, you arrived at Los Angeles on the following Tuesday. The car in which you rode was poorly furnished, insufficiently heated and badly ventilated. Washouts and landslides were of frequent occurrence and, as there were no dining cars, you ate whenever an opportunity presented itself. All that is changed. Nowadays the 2278 mile journey from Chicago to Los Angeles is made in less than three days. Delays are the exception, not the rule. Meals, equaling in variety and excellence those of the best hotels, are served at regular hours. The trains in service between Chicago and California are the handsomest in the country, and, as compared with those in effect elsewhere, the railroad rates are lowest.

Everyone knows what the result has been. The shortening of the running time, the radical reduction in the cost of reaching the Pacific Coast and the wonderful increase in the comfort of the trip, have had the effect of stimulating cross-continent travel to an almost unbelievable extent. Other factors than those just named have contributed to the development of California travel. For the last four or five years, the railroads leading to the Pacific Coast have exploited its attractions in systematic fashion. This has been supplemented by the word-of-mouth advertising of those who have visited California. As a consequence, travel to California increases in an ever-increasing ratio.

The California season begins about November 1, and ends—if it can be said to end at all—about May 1. The vanguard is composed principally of elderly people who are

anxious to escape the hardships and discomforts of winter at home. They are followed by the hundreds of well-to-do men and women who own their own homes in California and who live there five or six months of each year. High-water mark is reached early in January and continues until the end of February. In March the volume of westbound travel shows a slight falling off. In April a still further decrease is noticeable.

By the middle of January the California season is in full swing. The hotels and boarding houses are comfortably filled and strangers constitute a noticeable proportion of the population of scores of pretty towns along the coast. Early in March, a



Spring Street,  
Los Angeles

few of the army of visitors which has spent the winter in and around Los Angeles, begin to move northward. By the middle of the month the movement is well under way, increasing in numbers as the season advances.

To the man who knows and loves California, it is a source of constant surprise and disappointment to note the way in which thousands of visitors "gallop" through the state. They try to do too much. They spend their days in sight-seeing and their nights in traveling. In ten days they see the state from end to end. When they start for home they are completely

