

The 8-state "Golden Empire" served by Southern Pacific (see map below) is a prosperous, progressive area that keeps a railroad on its toes. It also inspires writers to write about it. The following 5 quotations are from well-known books by Willa Cather, Oliver LaFarge, Hermann Wouk, Jules Verne, and Edna Ferber. Can you pin the right author to each quotation? Answers below.

- 1. "...he was struck at once by the view of the city in the sunset. The hills were twinkling under a sky massed with clouds, pink in the west, fading to rose and violet in the east. The evening star showed clear, hanging low over the Golden Gate Bridge. . . The bellboy turned on the lights. . . ."
- 2. "New Orleans was a mystery and a promise, particularly now when a backlash of summer into October had filled the night with restlessness.... He wondered if it would be possible... to paint every one of the shapes and effects in this block, a complete statement of New Orleans night."
- 3. "Leaving Sacramento, the train, having passed Junction, Rocklin, Auburn and Colfax stations, plunged into the Sierra Nevada . . . and the passengers could get through the windows a glimpse of the picturesque views of this mountainous country. . . . The locomotive . . . twined its smoke in the dark branches of the firs."
- 4. "Along the river the cottonwoods and quaking asps had already turned gold. Just across from us... stood the mesa, a pile of purple rock, all broken out with red sumach and yellow aspens up in the high crevices of the cliffs. From the cabin, night and day, you could hear the river, where it made a bend round the foot of the mesa and churned over the rocks. It was the sort of place a man would like to stay in forever."
- 5. "Here in this ancient American city the brush-country Texan momentarily forgot about the miles of mesquite and the endless plain.... Adobe huts two hundred years old crouched in the shadow of skyscrapers. Blood and bravery and beauty and terror and the glory of the human spirit were written in the history of these winding streets."



3. Hermann Wouk, "The Caine Muthy." 2. Oliver laforge, "The Copper Pot." 3. Jules Verne, "The Forthe World in Eighty Days." 4. Willa Coinher, "The Professor's House." 5. Edna Ferber, "The Ciant."

Southern Pacific

THE WEST'S LARGEST TRANSPORTATION SYSTEM

Isle of Nightingales

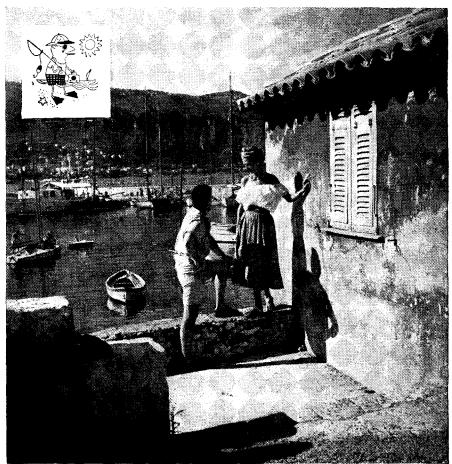
By NEVILLE BRAYBROOKE

OURTEEN hours ago in Barcelona we were running full-tilt with our bags towards the Princess Mahon. She sails only once a week—on Wednesday at 7 p.m.

Now it is morning, and we are hugging the northern shores of Ibiza; the coastline appears forbidding and savage. Perhaps terrible cormorants are perched hidden in the black shadows of the mountainous crags. There is no hint of "the white island of nightingales" that her inhabitants promise. Those who have slept on the open deck (\$1.50) have been awake

since six; those who have lain couched in the splendors of Edward VII (\$7 per person, per cabin) are just being called for breakfast. The stewards say that we shall be landing in uno momento. It turns out to be two hours.

So, at ten, we dock. The lower part of Ibiza (the island takes its name from its capital) is known as La Marina. This is the center for finance and trading—and for a moment, in the principal square with its slategray buildings and commercial houses with their solid religious names invoking the saints to prosper the city. we might still be on the mainland. Yet we have only to cut down a side lane



-Maywall photo, from Rapho-Guillumette

FRENCH RIVIERA: The weather is balmy as you can see, and perfumed with vapors floating from the lemon trees, the eucalyptus, and the orange trees. Mimosa makes things heady in February. On some days, but not all, you can swim. At Cagnes, pictured above, and at Eze, Villefranche, and St. Raphael February and March are the best time to find a small hotel and live à la Méridionale for \$6 a day, room and meals. Grasse, the perfume center up in the hills, gets really the best weather, the French say, and there is the added intoxicant of all those flowers. Ships land passengers directly at Cannes or Villefranche, planes directly at Nice.

to find that what rises impressively as the seven stories of the Grand Hotel on one side falls on the other into a heap of ramshackle hencoops. Everywhere, it seems as we climb up towards the ramparts, the farmyard penetrates the life.

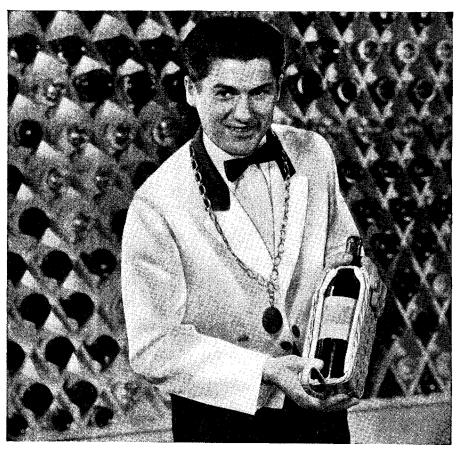
In La Peña, the higher and more residential area, cobbled streets have been cut into the rock so that great corners in the zig-zagging route can be avoided only by knowing the steep flights and tunnels that connect one calle with another. Here the stone is washed salt-white, the architecture Moorish in influence; low arched entries and stairs lead to cool upper rooms—a protection against excessive heat and dry dust. On the summit the cathedral and garrison fortress stand side by side, with a museum hard by filled with the relics of pottery left by Greek, Roman, and Phoenician invaders. At the back falling away to the south, valley beyond valley, diminishing in the long vistas of folded hills, can be seen the ancient barrows and burial mounds. Many the amateur archeologist who has returned home with painted ostrich eggs or Punic coins.

There is always talk of the Americans building an airstrip, but, as in Minorca and Formentera, this is a rumor which comes and goes with each season. At present the nearest that you can fly is Palma—and from there on it is a six-hour sea journey. But if it is rough—and the Mediterranean can be very choppy round these islands—the weekly sailing is canceled. Or it may be canceled for other reasons. Last July the Valencia boat was turned back after four hours by her captain; he suspected domestic trouble.

There are not many visitors and there are a great many places at which to stay because the islanders believe that one day the Balearics will be as serious a rival to the Costa Brava as the Costa Brava is to the French Riviera. As yet, however, accommodation proves no trouble. In San Antonio or Santa Eulalia, the only two resorts, the average price including taxes and service and three meals a day is less than 100 pesetas a day (\$3).

San Antonio has a wonderfully wide beach, the sun setting in the middle of the bay so that there is a moment each evening when the leaves of the palms, spilling plume over plume, seem to catch a phosphoresence from the dying dazzle of the sea. Later there is flamenco and dancing in the cafes. By comparison Saint Eulalia is much more primitive. There are no open stretches of sand, only vast humps of dried seaweed which give

(Continued on page 58)



This man is a Sailor

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Have Family... Will Travel

By THURMAN PRICE

THE MOVIES AND TV would lead us to believe that pioneering went out with the Prairie Schooner... or that buckskins and coonskin hats are de rigueur for a "real" pioneer.

But pioneering is still going strong . . . often as not carried on by big corporations rather than individuals . . . often as not for the benefit of the many rather than a few.

Take one of our most modern pioneers—Pan American World Airways. Way back in May 1939, this airline flew the first commercial airliner between the U. S. and Europe. In 1941, the airline began its fight, almost alone, for low-fare tourist service. A major part of this battle was won in 1952, when all the airlines agreed to begin tourist-class flights across the Atlantic.

Then, Pan Am originated the "Pay-Later" Plan for overseas air travel in May 1954. Its enormous success has shown that travelling is no longer for the well-to-do. But like a true pioneer, Pan Am was still not content.

THE GOOD, new trend of families doing and enjoying things together had not escaped Pan Am's watchful eye. A survey among 1,877 married men flying to Europe on Pan American showed that 12% had their families with them. But it indicated that, had lower fares been possible—33% would have brought their families along!

To encourage this, Pan Am took another pioneering step...the "Family Fare" Plan to Europe. Between November 1 and March 31, a family, large or small, can save hundreds of dollars. The father pays full fare, mother and the children between 12 and 25 will travel at savings of \$240 each!



Mr. Juan Trippe, Pan Am's president, said in 1942: "The average man's holiday has, in the past, been the prisoner of two grim keepers—money and time. Enjoyment of the world has been circumscribed by the high walls of his economic jail. We can level these prison walls only by bringing travel costs way down and by shortening travel time." These words have unlocked the doors to secret places that many people have longed to visit but could never afford to before.

What Do You Save in Winter?

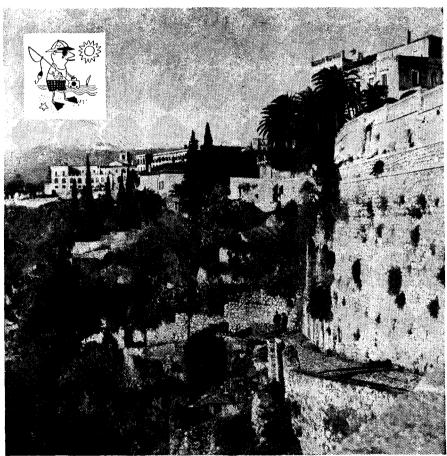
N SAVINGS which are only available in the off-season the biggest bargains are on long trips by air. In considering a European flying trip there are four basic fares to compare: first class on-season, first class off-season, tourist class on-season, tourist class off-season. You can figure that an off-season trip in first class will save you \$30 on the round trip over high-season fares. You can figure that an off-season trip in tourist class will save you \$40 over the round-trip high-season fare. Here is an example on an air trip

from New York to London and return:

New York-London-New York

First class, high-season: \$720 First class, off-season: \$690 Tourist class, high-season: \$522 Tourist class, off-season: \$482

In addition to these savings the airlines have, for the first time this year, introduced family-fare plans to Europe. It works like this: the head of the family pays full fare either first



—Interfoto-Black Star

SICILY: It's the warmest spot in Europe in winter being two miles off the Italian coast on one side and 100 miles from Africa on the other. Olive trees are silver-green, orange blossoms perfume the place, the bright-colored carts with plumed donkeys rattle over the cobbles, and it's warm enough to cool off with a cassata, Sicily's fruit-flecked ice cream. The CIAT buses make a circle tour of the island in winter stopping at Agrigento to see the magnificent lemon-colored Greek temples, at Syracuse to see the Greek theatre. Pictured here is Taormina. one of the world's great resorts, stuck on a hilltop looking across to the snow-crested bulk of unpredicatable Etna.