

California: Vacation Paradise

A vacation paradise that combines the excitement of the French Riviera and the proximity of Southern California could be only one destination—Santa Catalina Island.

Catalina, as it is familiarly referred to by fans of this offshore California vacation Shangri-la, was first discovered in 1542 by

an adventurous Spanish mariner, one Don Juan Rodriguez Cabrillo.

Cabrillo, who apparently fell short when it came to imaginative thinking, named the newly found island after his flagship, the San Salvador.

Some 60 years later, the island was rediscovered by another enterprising Spanish gentleman, Don Sebastian Vizcaino.

The romantically inclined Don Sebastian anchored at Catalina on Nov. 24, 1602, on the eve of the feast of St. Catherine of Alexandria and appropriately named the tiny isle Santa Catalina in her honor.

A series of owners, as colorful as Southern California history itself, helped shape what is today one of the most intriguing vacation destinations this side of the Atlantic Ocean.

Recent history records the imprint of Wm. Wrigley Jr., of chewing gum fame, who in 1919 purchased controlling interest in the Santa Catalina Company. This marked the start of Catalina's real development as a world class vacation playground.

A visitor arriving on the frequent ferry boat service from Long Beach or San Pedro crosses approximately 26 miles of often fog-shrouded Pacific Ocean.

Approaching Avalon, the largest population centre on the island, by sea is like sailing into some seaport on the shores of the blue Mediterranean.

Standing guard over the picturesque harbor, like some stalwart sentinel, is the now inoperative gambling casino.

This outstanding example of beautiful gothic architecture remains a tribute to Catalina's colorful past, as well as being a leading visitor attraction.

The island's broad sandy beaches are ringed by groves of towering palm trees that provide welcome shade on a warm sunny afternoon.

Rising from the coastal area are spectacular mountain peaks, which tower over 2,000 feet above the blue waters of the sparkling Pacific Ocean.

Although not large geographically speaking (21 miles long and eight miles wide at its widest point) the island has a large variety of attractions and activities to offer visitors.

Some of the most outstanding are the glass bottom boat rides, which provide a look at the aquatic life in the clear blue waters surrounding Catalina.

The Scenic Terrace Drive, high above the picturesque community and sparkling bay, provides magnificent views and also a visit to Mt. Ada, the residence of the late Wm. Wrigley Jr.

Another outstanding attraction is Catalina's world famous trademark, the Casino. A walking tour of this spectacular building is like a trip back into a bygone era. One almost expects to see Clark Gable and Carole Lombard waltzing the night away in the Casino's grand ballroom where the big bands still play on occasion.

The interior of this incongruous piece of California is home to buffalo herds, wild boar, goats, deer and a fantastic array of bird life, all roaming as free as the balmy ocean breezes.

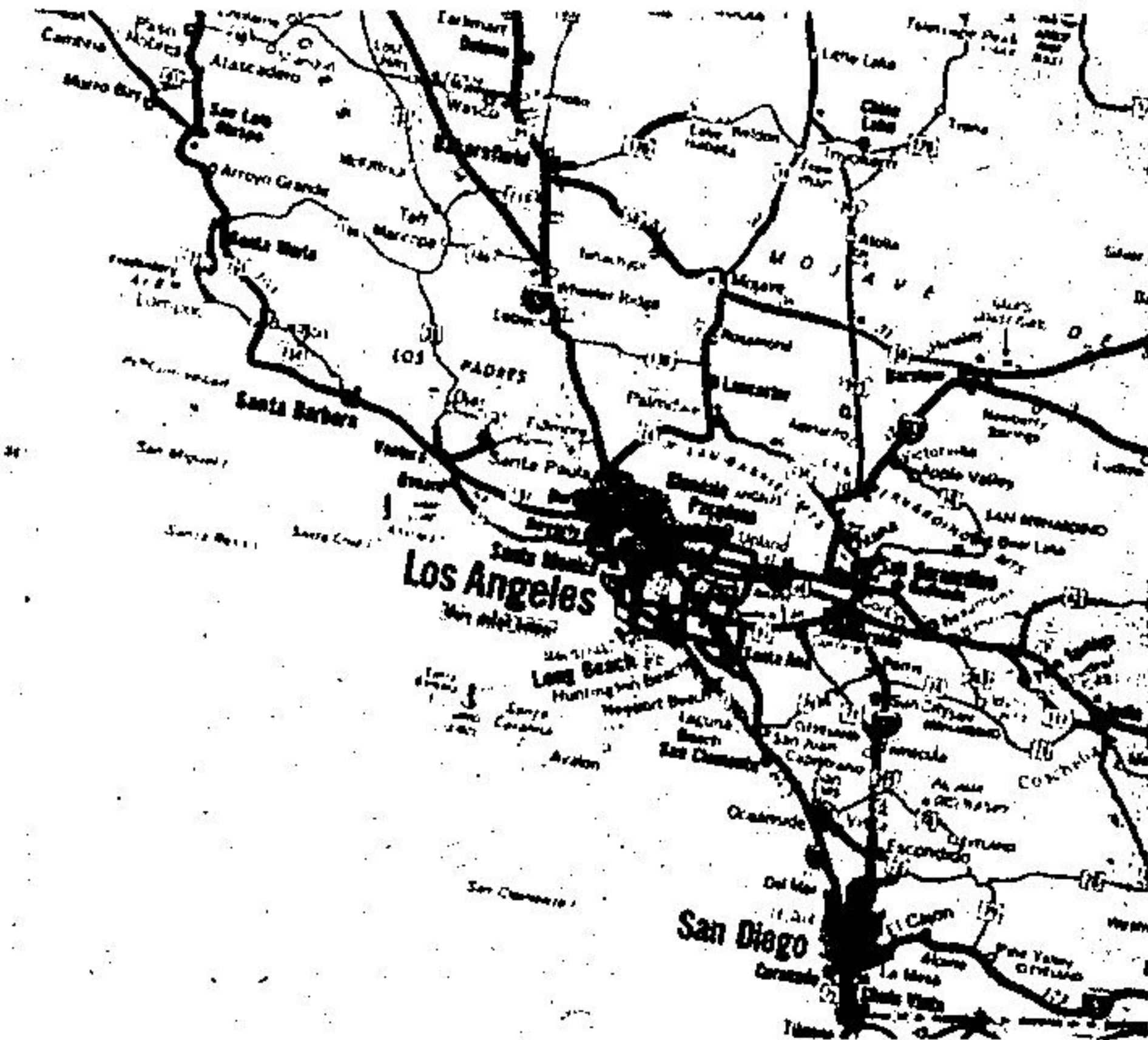
Travel Information

Travellers from this area can take advantage of Air Canada's reasonable Charter Class fares from Toronto to Los Angeles.

Visitors arriving by water can take Catalina Island Cruises from Long Beach to Avalon. This service operates twice daily throughout the summer months.

For an exceptional thrill, try Catalina Airline's helicopter service to the island—you will find it an unusual and unforgettable experience.

For additional information on a Catalina vacation, contact Roos Travel, Georgetown Marketplace, 877-0138.



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