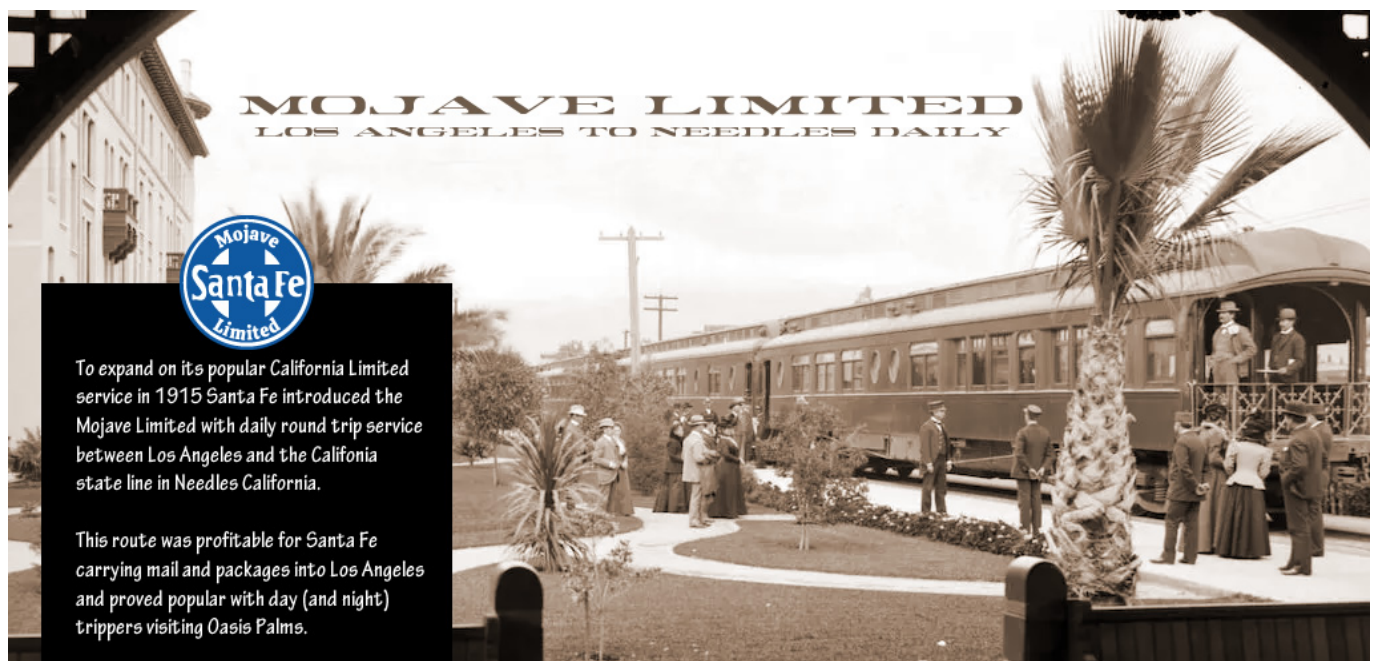


1915 – The Santa Fe Begins Mojave Limited Daily Service

As the population of California burgeoned at the turn of the century, Santa Fe responded by introducing a new daily round-trip service between Los Angeles and Needles, nestled on the California border. This innovative service ran twice daily, departing from Los Angeles in the early hours of 5 AM and again at 5 PM, seven days a week. The route encompassed key local stops, including Los Angeles, Pasadena, San Bernardino, Barstow, and Needles. Upon reaching Needles, the train reversed its course, retracing its steps and making identical stops on its return journey to Los Angeles, all within a tight 12-hour schedule. This profitable service, named the “Mojave Limited,” efficiently transported parcels, mail, and passengers across the vast expanse of southern California.



Recognizing a golden opportunity, Jackson Smith launched a vigorous campaign to entice Santa Fe into incorporating Oasis Palms as a designated stop on Desert Limited’s schedule. Jackson pledged to promote Oasis Palms as an enticing destination for “day-trip” tourism, convincingly arguing that

this addition would significantly boost Mojave Limited's passenger revenue. In no time, Los Angeles newspapers teemed with captivating advertisements and compelling editorials, all exalting the allure of Oasis Palms as a vacation destination.

Being a lifelong bachelor without other family commitments, Jackson regularly traveled back and forth from Los Angeles on the train to promote tourism in Oasis Palms. Jackson regularly wine and dined with the social elite of Los Angeles and became a fixture on the Hollywood party circuit while promoting Oasis Palms during the Roaring Twenties.

Initially, day-trip tourism to Oasis Palms enjoyed considerable popularity, but within a decade it was overshadowed by the allure of "night-trip" tourism. Here's how it unfolded: Tourists would board the train in Los Angeles at 5 PM, embarking on an adventure that led to the vibrant nightlife of Oasis Palms. The town, with its laissez-faire spirit, offered a wide-open playground for revelers, drawing them into a night of revelry and entertainment. The revelers would then return to Los Angeles the following morning, their spirits buoyed by the memories of a decadent night spent in Oasis Palms.