

Santa Fe

DUDE RANCH
COUNTRY





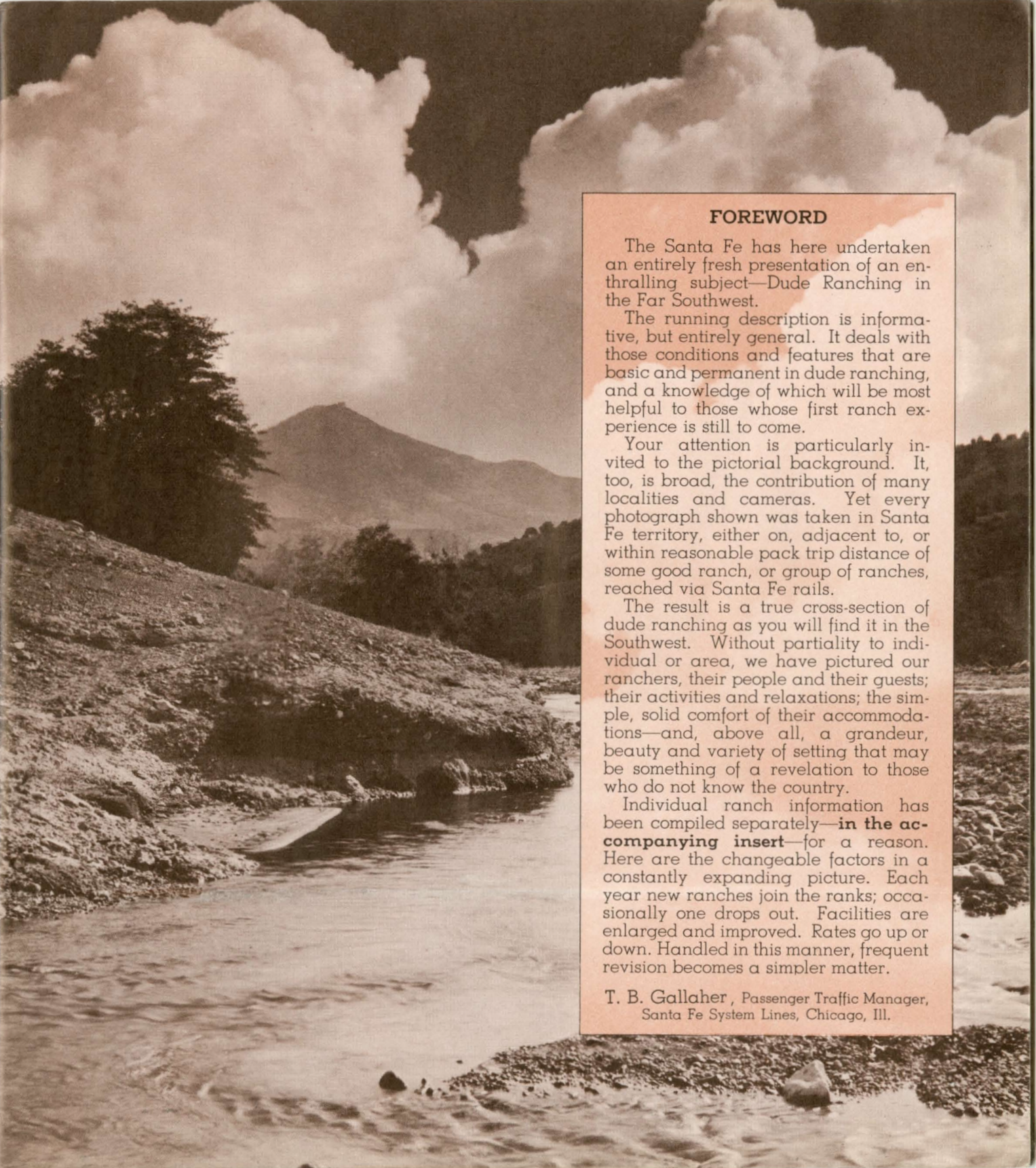
Santa Fe

DUDE
RANCH
COUNTRY

BEING PRINCIPALLY IN NEW MEXICO AND ARIZONA,
WITH SOME NATURAL EXTENSION INTO
SOUTHERN COLORADO AND CALIFORNIA







FOREWORD

The Santa Fe has here undertaken an entirely fresh presentation of an enthralling subject—Dude Ranching in the Far Southwest.

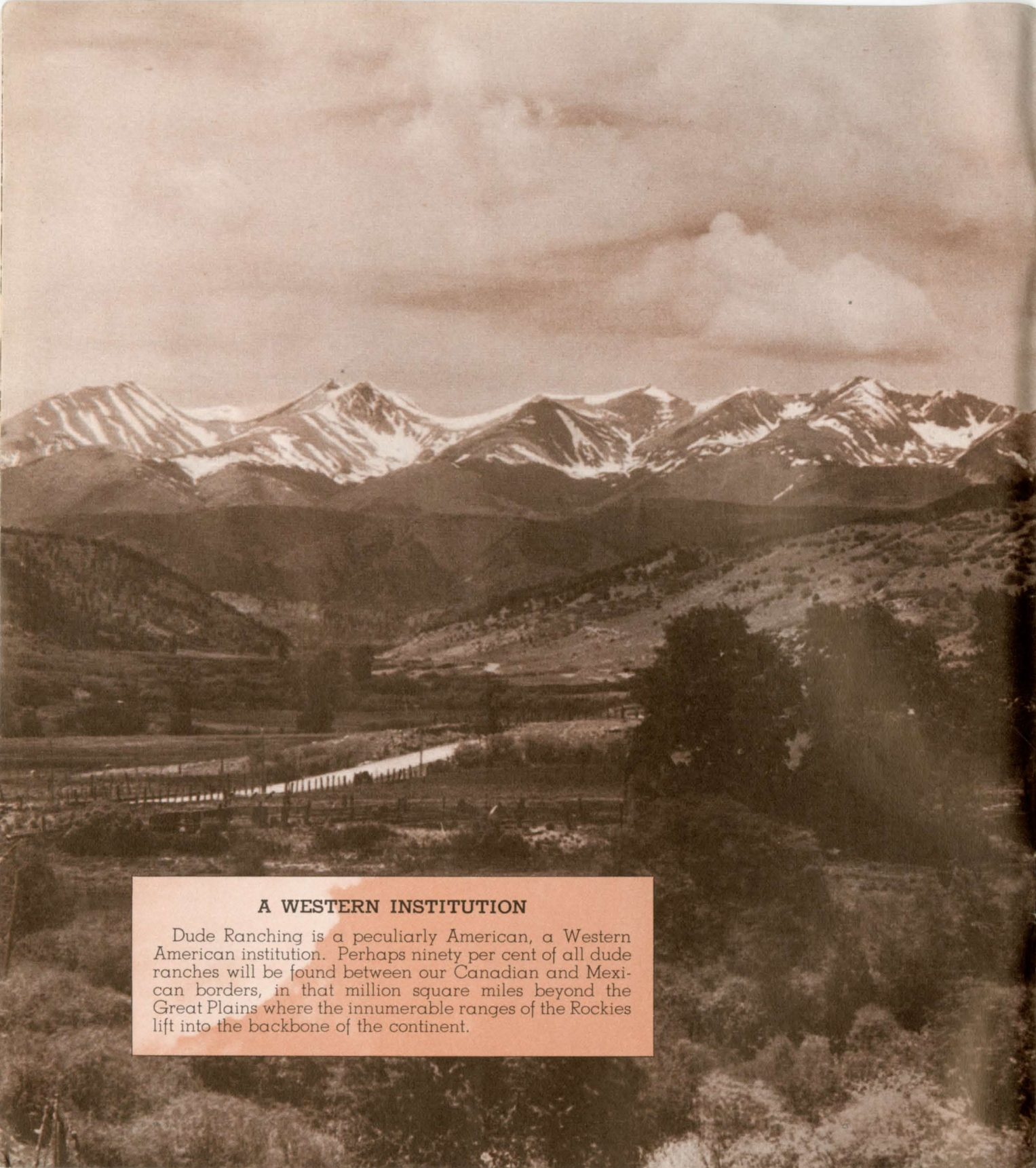
The running description is informative, but entirely general. It deals with those conditions and features that are basic and permanent in dude ranching, and a knowledge of which will be most helpful to those whose first ranch experience is still to come.

Your attention is particularly invited to the pictorial background. It, too, is broad, the contribution of many localities and cameras. Yet every photograph shown was taken in Santa Fe territory, either on, adjacent to, or within reasonable pack trip distance of some good ranch, or group of ranches, reached via Santa Fe rails.

The result is a true cross-section of dude ranching as you will find it in the Southwest. Without partiality to individual or area, we have pictured our ranchers, their people and their guests; their activities and relaxations; the simple, solid comfort of their accommodations—and, above all, a grandeur, beauty and variety of setting that may be something of a revelation to those who do not know the country.

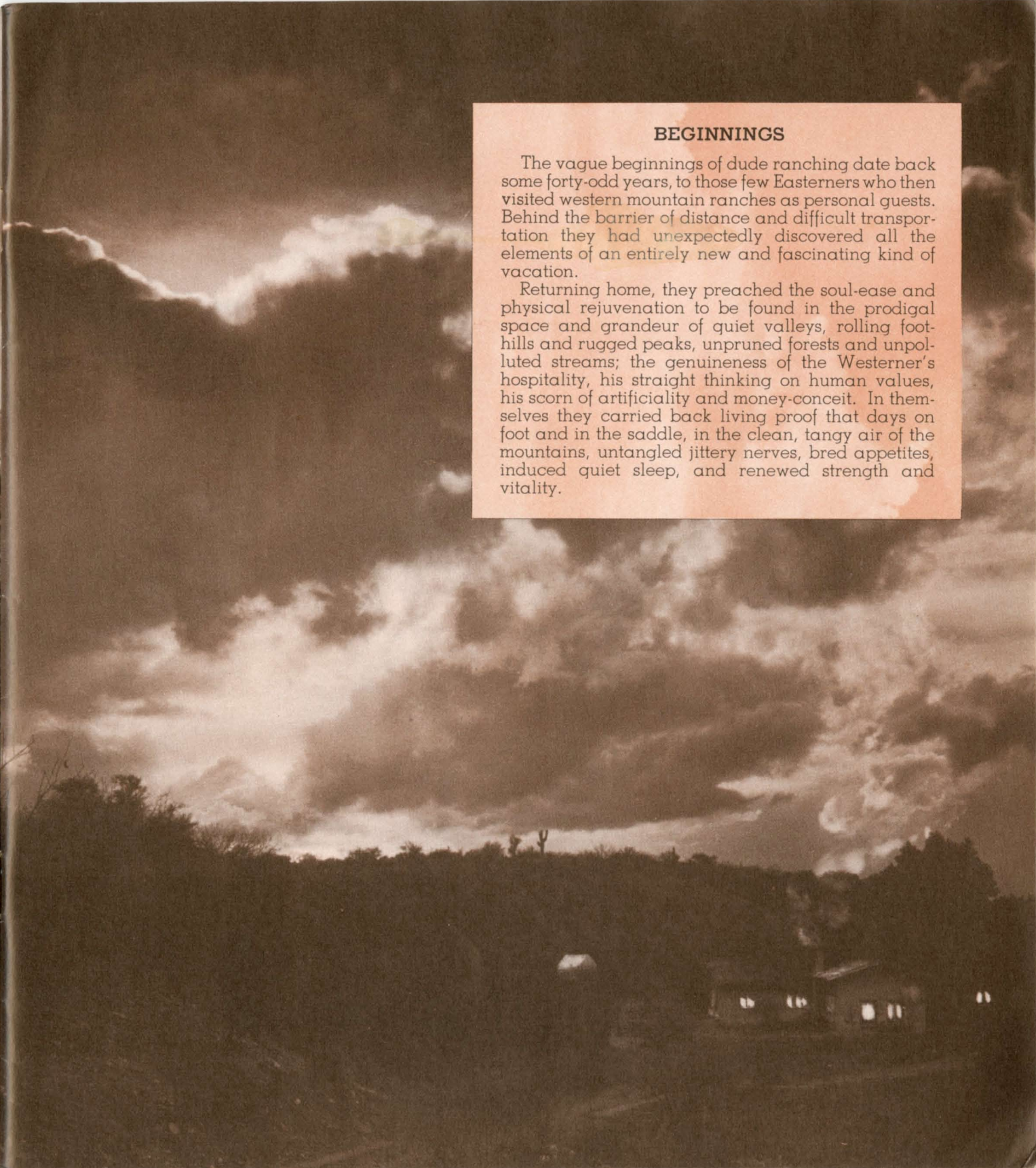
Individual ranch information has been compiled separately—in the **accompanying insert**—for a reason. Here are the changeable factors in a constantly expanding picture. Each year new ranches join the ranks; occasionally one drops out. Facilities are enlarged and improved. Rates go up or down. Handled in this manner, frequent revision becomes a simpler matter.

T. B. Gallaher, Passenger Traffic Manager,
Santa Fe System Lines, Chicago, Ill.



A WESTERN INSTITUTION

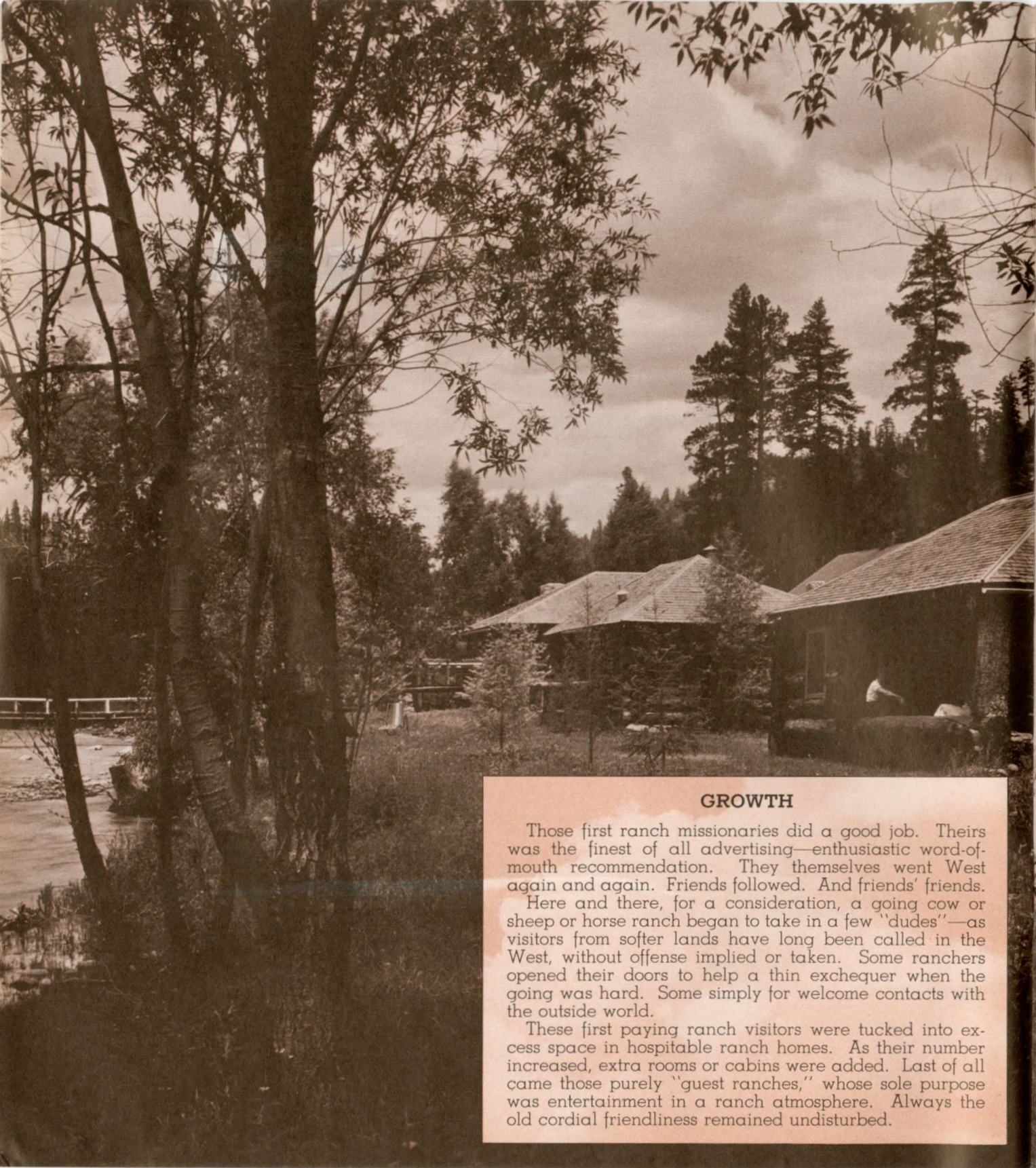
Dude Ranching is a peculiarly American, a Western American institution. Perhaps ninety per cent of all dude ranches will be found between our Canadian and Mexican borders, in that million square miles beyond the Great Plains where the innumerable ranges of the Rockies lift into the backbone of the continent.



BEGINNINGS

The vague beginnings of dude ranching date back some forty-odd years, to those few Easterners who then visited western mountain ranches as personal guests. Behind the barrier of distance and difficult transportation they had unexpectedly discovered all the elements of an entirely new and fascinating kind of vacation.

Returning home, they preached the soul-ease and physical rejuvenation to be found in the prodigal space and grandeur of quiet valleys, rolling foothills and rugged peaks, unpruned forests and unpolluted streams; the genuineness of the Westerner's hospitality, his straight thinking on human values, his scorn of artificiality and money-conceit. In themselves they carried back living proof that days on foot and in the saddle, in the clean, tangy air of the mountains, untangled jittery nerves, bred appetites, induced quiet sleep, and renewed strength and vitality.



GROWTH

Those first ranch missionaries did a good job. Theirs was the finest of all advertising—enthusiastic word-of-mouth recommendation. They themselves went West again and again. Friends followed. And friends' friends.

Here and there, for a consideration, a going cow or sheep or horse ranch began to take in a few "dudes"—as visitors from softer lands have long been called in the West, without offense implied or taken. Some ranchers opened their doors to help a thin exchequer when the going was hard. Some simply for welcome contacts with the outside world.

These first paying ranch visitors were tucked into excess space in hospitable ranch homes. As their number increased, extra rooms or cabins were added. Last of all came those purely "guest ranches," whose sole purpose was entertainment in a ranch atmosphere. Always the old cordial friendliness remained undisturbed.

SOUTHWARD

In the dude ranch country there have been two main centers of development. One is in the north, in Montana and Wyoming, where dude ranching originated. Later, many ranches, old and new, hung out their welcome signs among the magnificent peaks of Colorado. An almost universal handicap was the limitation of season due to long cold winters. A spread still further southward was therefore inevitable.

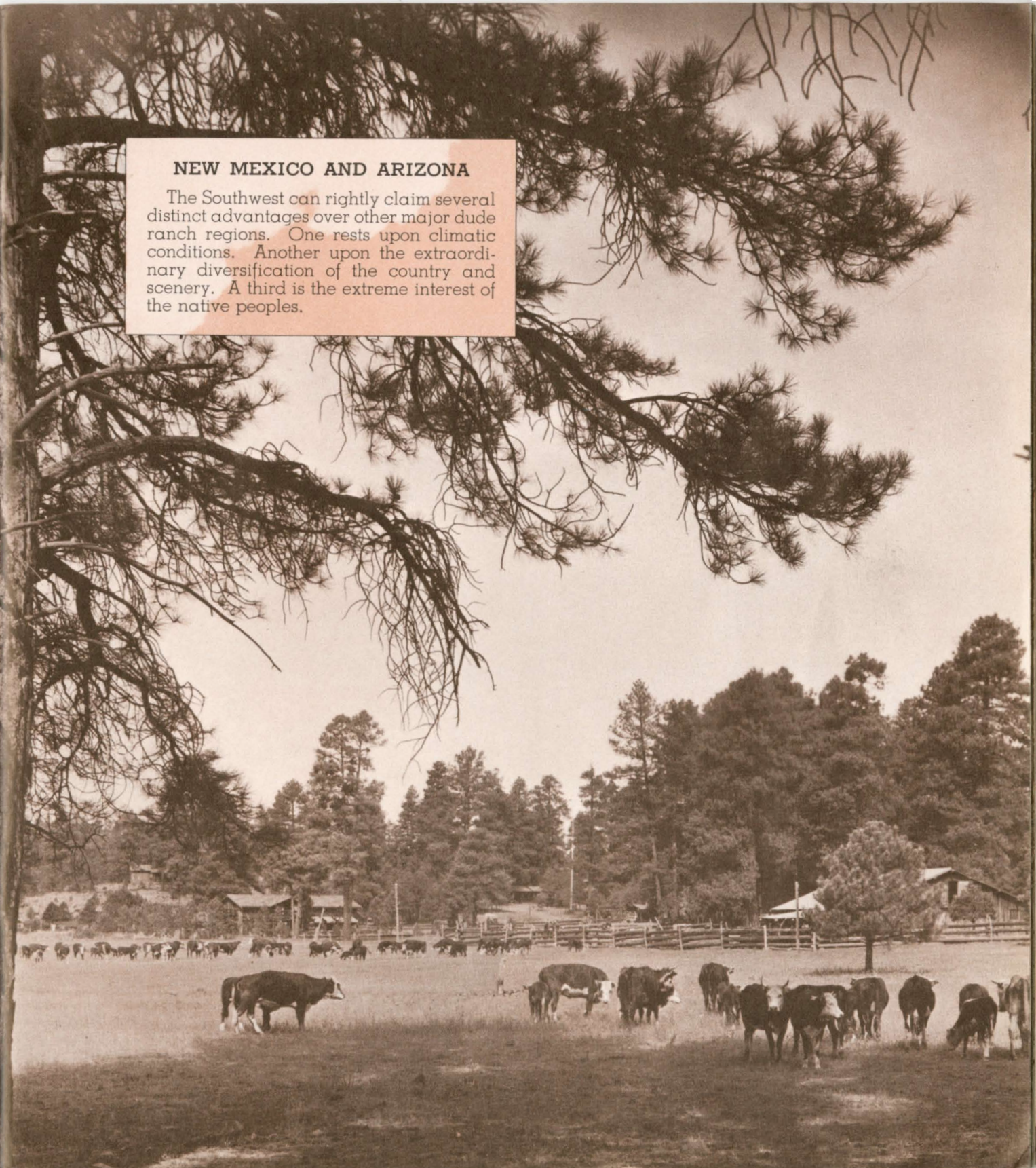
The last and greatest step was into New Mexico and Arizona. There Nature had provided every essential for dude ranching at its best, on a great scale, and in every month of the year. It is the greater part of this favored area, Santa Fe territory since the days of Geronimo the Apache, that primarily is reflected in these pages. Several fine places in southern Colorado; and roundabout famous Palm Springs, and elsewhere in California—all served by our lines—are natural additions.





NEW MEXICO AND ARIZONA

The Southwest can rightly claim several distinct advantages over other major dude ranch regions. One rests upon climatic conditions. Another upon the extraordinary diversification of the country and scenery. A third is the extreme interest of the native peoples.







CLIMATE

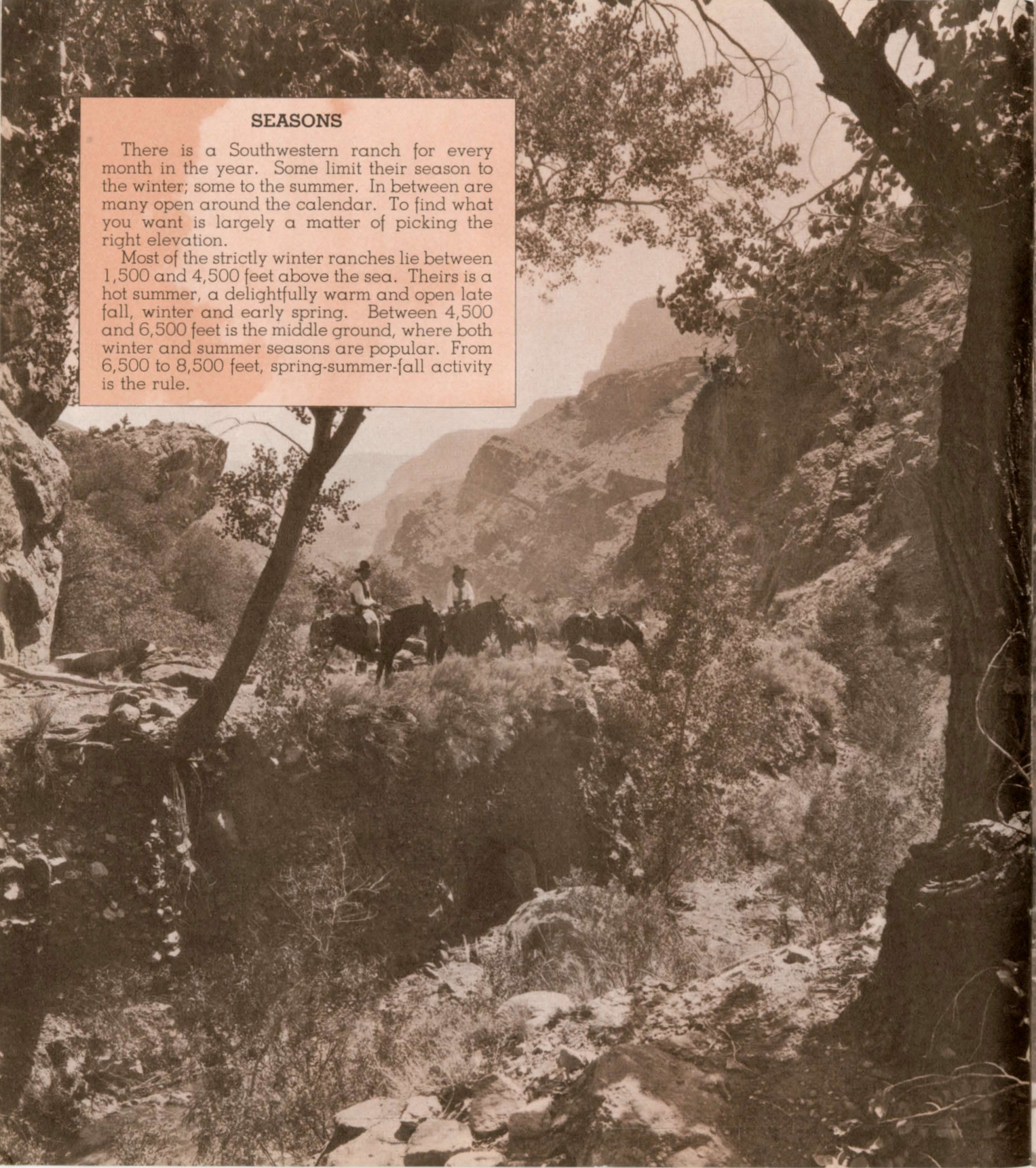
The healthfulness of the Southwest is proverbial. From border to border of its dude ranch country there is from 70 to 80 per cent of the possible annual sunshine. In certain seasons and sections the figure is even higher.

The moisture content of the air is very low; i.e., there is little humidity. Heat does not enervate, cold does not carry the marrow-bite of damper regions. There is little precipitation in spring or fall. Summer storms are normally short and highly local. Long overcast periods are rare. Fog is news. The mercury tumbles with the sun, and throughout the uplands the crisp coolness of even mid-summer nights is a source of delight. Conditions are well-nigh perfect for enjoyment of the out-of-doors.

SEASONS

There is a Southwestern ranch for every month in the year. Some limit their season to the winter; some to the summer. In between are many open around the calendar. To find what you want is largely a matter of picking the right elevation.

Most of the strictly winter ranches lie between 1,500 and 4,500 feet above the sea. Theirs is a hot summer, a delightfully warm and open late fall, winter and early spring. Between 4,500 and 6,500 feet is the middle ground, where both winter and summer seasons are popular. From 6,500 to 8,500 feet, spring-summer-fall activity is the rule.





CONSIDER THE OFF-SEASON

Comparatively few ranches ever actually close up shop at any time. Their official seasons are naturally set for months when they can expect enough guests to justify heavy running expenses. But there are usually slack periods at both ends of peak seasons when scattered guests are welcome, the weather delightful, and liberal rate reductions gladly made.

So if you don't need a crowd around to have a good time; if you want to save money; if you can get away—consider the off-season.



COUNTRY

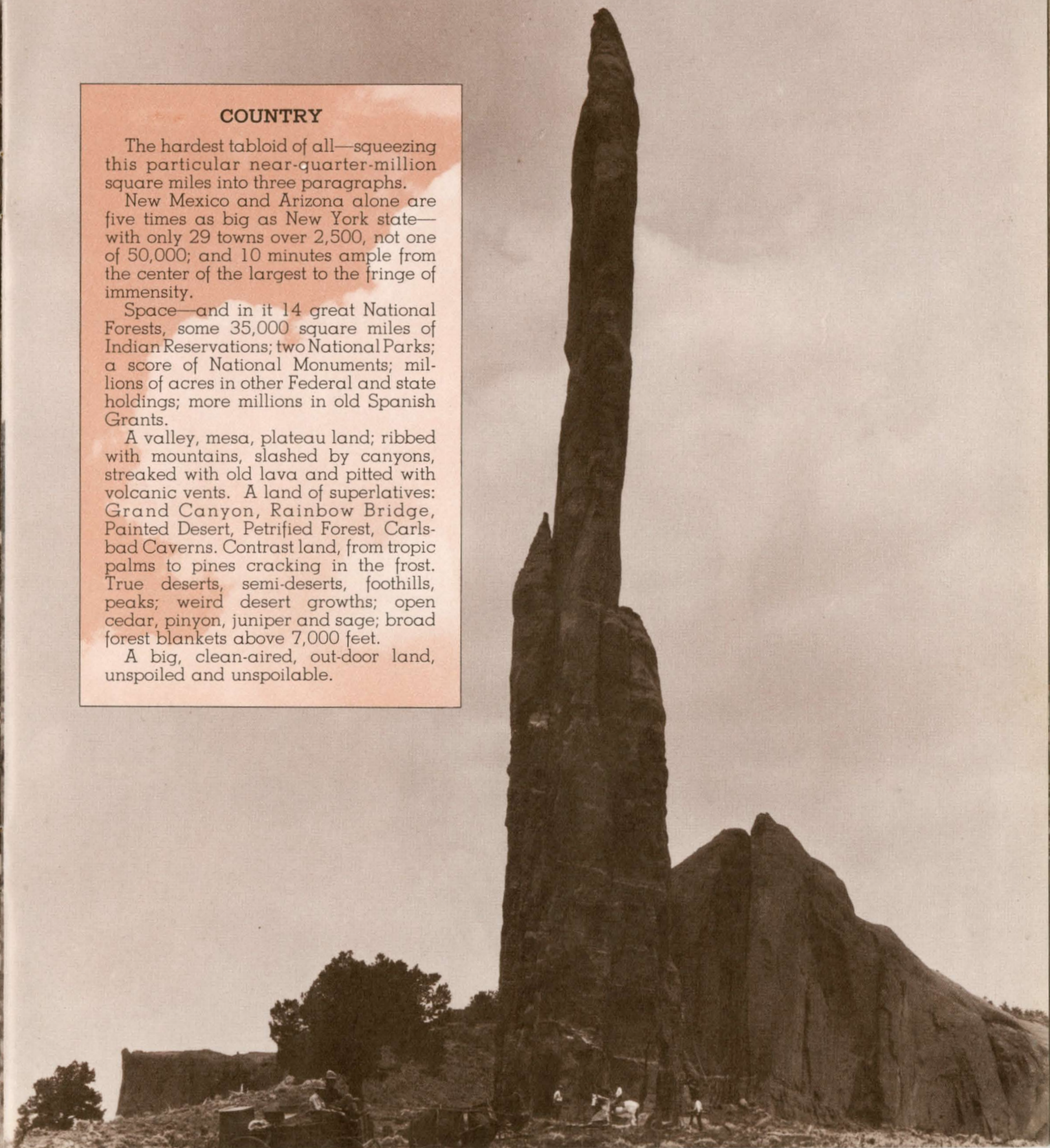
The hardest tabloid of all—squeezing this particular near-quarter-million square miles into three paragraphs.

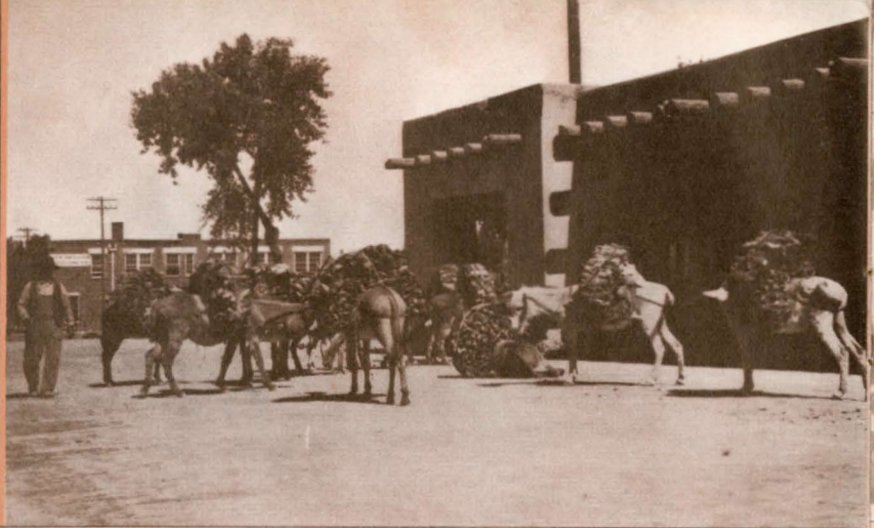
New Mexico and Arizona alone are five times as big as New York state—with only 29 towns over 2,500, not one of 50,000; and 10 minutes ample from the center of the largest to the fringe of immensity.

Space—and in it 14 great National Forests, some 35,000 square miles of Indian Reservations; two National Parks; a score of National Monuments; millions of acres in other Federal and state holdings; more millions in old Spanish Grants.

A valley, mesa, plateau land; ribbed with mountains, slashed by canyons, streaked with old lava and pitted with volcanic vents. A land of superlatives: Grand Canyon, Rainbow Bridge, Painted Desert, Petrified Forest, Carlsbad Caverns. Contrast land, from tropic palms to pines cracking in the frost. True deserts, semi-deserts, foothills, peaks; weird desert growths; open cedar, pinyon, juniper and sage; broad forest blankets above 7,000 feet.

A big, clean-aired, out-door land, unspoiled and unspoilable.



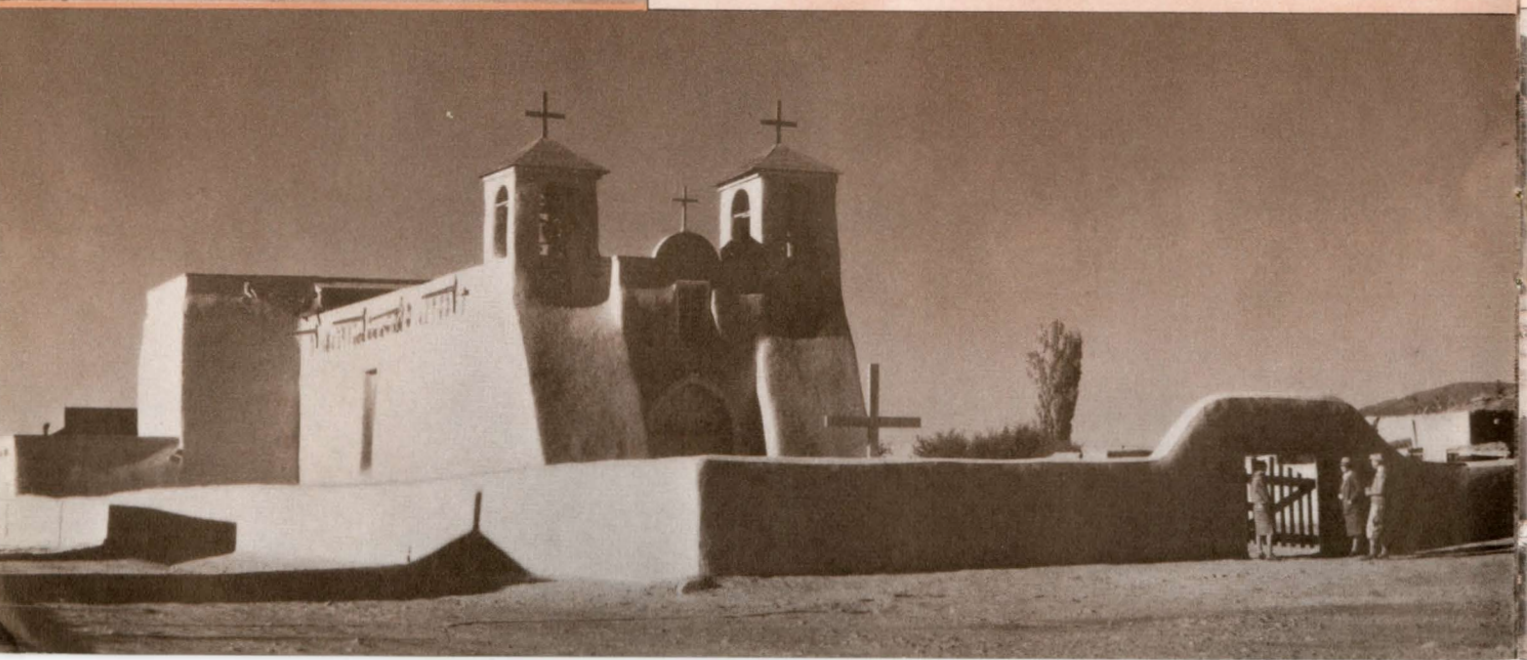


SPANISH-INDIAN

No thumb-nail picture of the Far Southwest is complete without mention of its native peoples. Over great areas Spain and the Indian have laid an indelible impress upon the land. In history, place names, arts and crafts, in picturesque present-day life, their influences are everywhere evident.

Throughout northern New Mexico, in and about Old Santa Fé particularly, colonial Spain lives on through the sunny centuries, dominating the life, language and architecture of innumerable communities. Quaint missions and chapels in the mountain villages antedate those of California by 150 years.

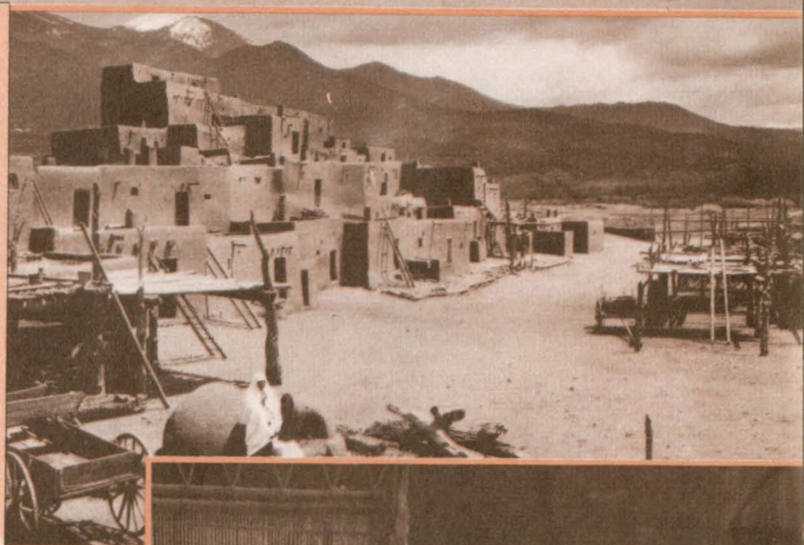
Ranch guests from great distances attend the fascinating and historic three-day Fiesta in Old Santa Fé that ushers in September.

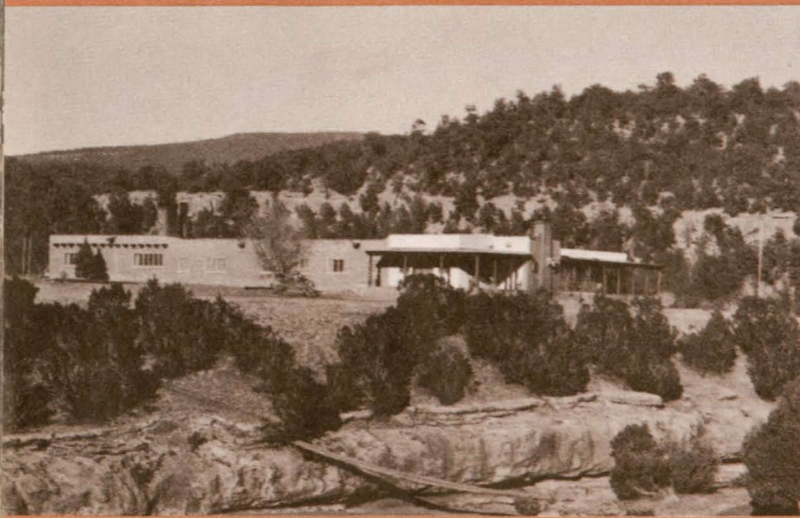




This, too, is our greatest and truest Indian land. There are probably 60,000 Indians, of many tribes, occupying dozens of reservations. The nomadic, growing Navajos alone number near 40,000, occupy 15,000,000 acres of painted wilderness. In sharp contrast are the Pueblo villages, the mountain Apaches and others. In number and variety, in color and rhythm, their deeply religious and symbolic dances are unsurpassed by the aboriginal ceremonial of any country. There are literally thousands of prehistoric ruins.

The Gallup (New Mexico) Inter-Tribal Indian Ceremonial at the end of August is the most gripping and authentic spectacle of its kind in America. Its Indian dances, arts, crafts, sports, racing and wild riding, attract hundreds of dude ranch guests.



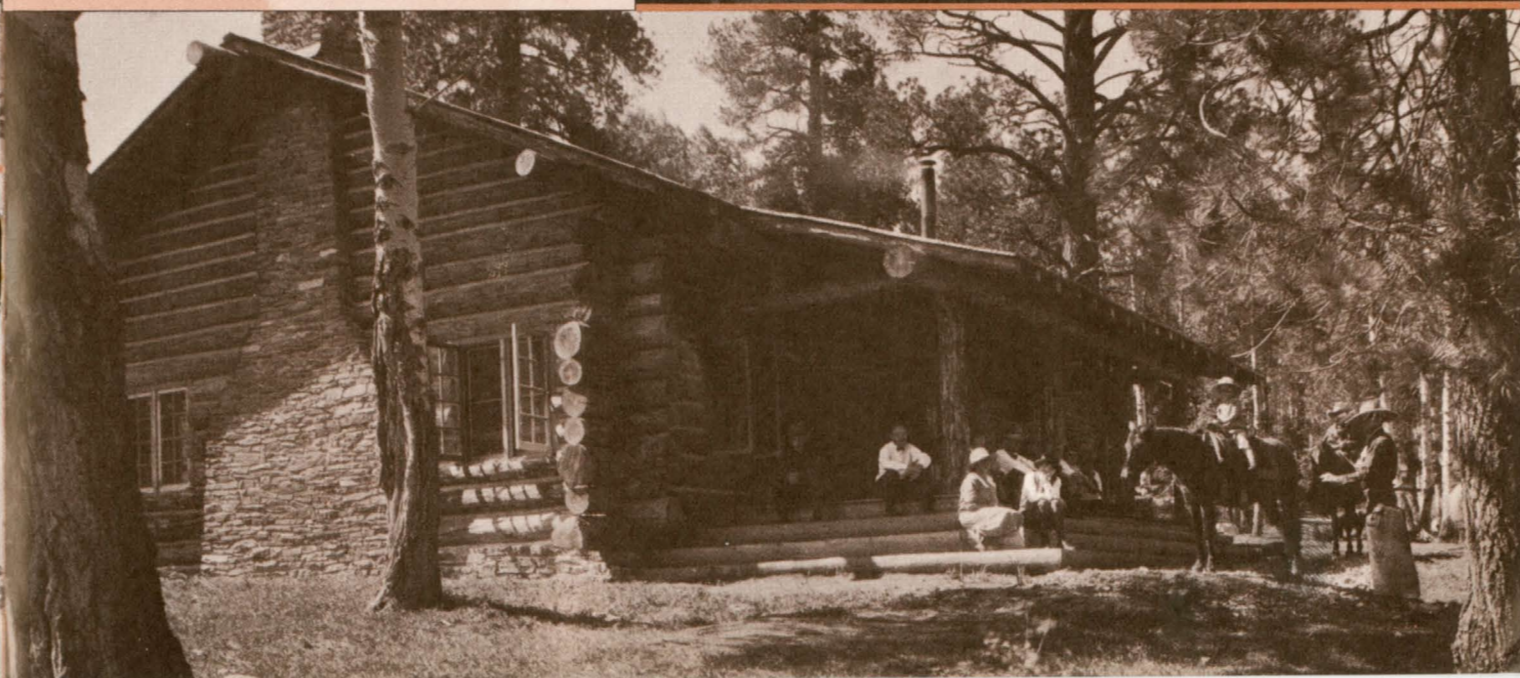
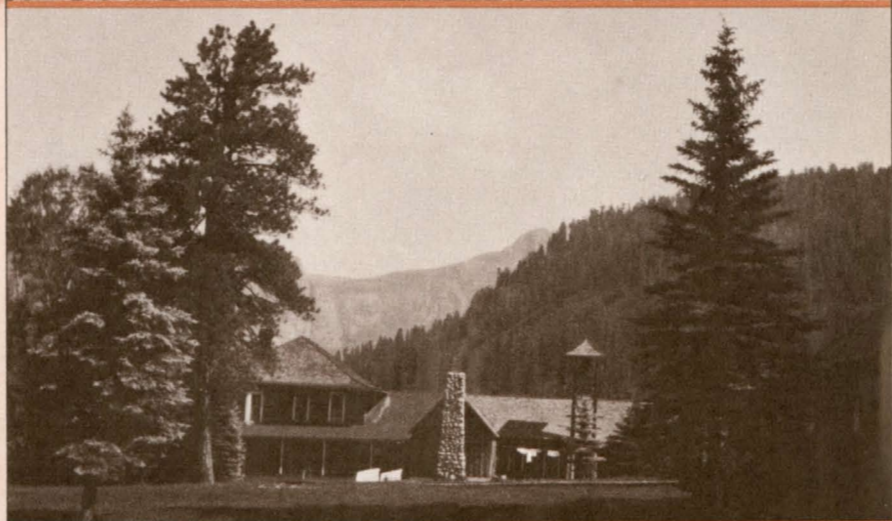




RANCHES

The Southwest's ranches are as individual as their owners. They may be built of logs, stone or adobe. At least one is 140 miles from a railroad. Others are actually within the corporate limits of some town. This one ranges stock over scores of square miles of patented or leased land; another is set on half a dozen acres. One is simplicity itself; another cost a small fortune. Some are going stock ranches, many were built entirely for guests.

Yet certain things there are in common. Horses—and wonderful riding country at the door. An appreciation that most of us like to take even our West in comfort. Hence ever-multiplying baths, showers; good beds; food of surprising variety, often based on home grown milk, cream, eggs, chickens, vegetables and fruit. And always friendliness.





RANCH RATES

In general, ranch rates have been greatly reduced from pre-depression levels. With a few exceptions, present quoted range is between \$25 and \$70 per week per person, affording wide selection. There is often some reduction where two persons occupy a double room; for a protracted stay; or for off-season visits.

Practically all Southwestern ranch rates are based on American Plan—that is, meals and lodging. Frequently other things are included, like transportation to and from stations, horses, or horses and guides. Our Ranch Supplement is as detailed on this subject as we have been able to make it. But if some specific information you want is missing, we will try to get it for you. Better still, write direct to the ranch under consideration.



BETTER GO BY RAIL


The logical ranch approach is by rail. The majority of ranch guests live in the East, Southeast, Middle-West, or in other parts of this country or Canada where the roundtrip to and from the ranch country is from 1,500 to 3,000 miles, or more.

It is uneconomical to drive one's car out and back under such conditions. Driving wastes precious days, takes a lot out of car and driver; involves uncertainties of road and weather, food and accommodations en route. Dollar cost is high, and unfigurable in advance. The long drive home comes as a tiring anti-climax.

Train travel is safer, more economical and certain, swifter; and, with AIR-CONDITIONING now a commonplace of Santa Fe service, infinitely more comfortable.

In the enclosed supplement giving individual ranch information there is shown, in each case, the most convenient Santa Fe station. Any of our Santa Fe people anywhere, any other railroad ticket agent or tourist bureau representative, will gladly give you a clear statement of trains, connections, and rail and Pullman cost; and then arrange every detail of the rail trip, if you wish.





STATION TO RANCH

All ranches provide motor transportation to and from rail stations. Adequate advance notice to the ranch is essential however. And in giving that notice, make allowance, if you can, for possible delays. There is not always daily mail delivery. Some ranches do not have telephones. Others depend upon Forest Service lines, which do not always function. Telegrams, therefore, may be mailed on from the nearest telegraph office. So let your rancher know, as far ahead as your plans permit, just where and when to meet you. He'll be there.

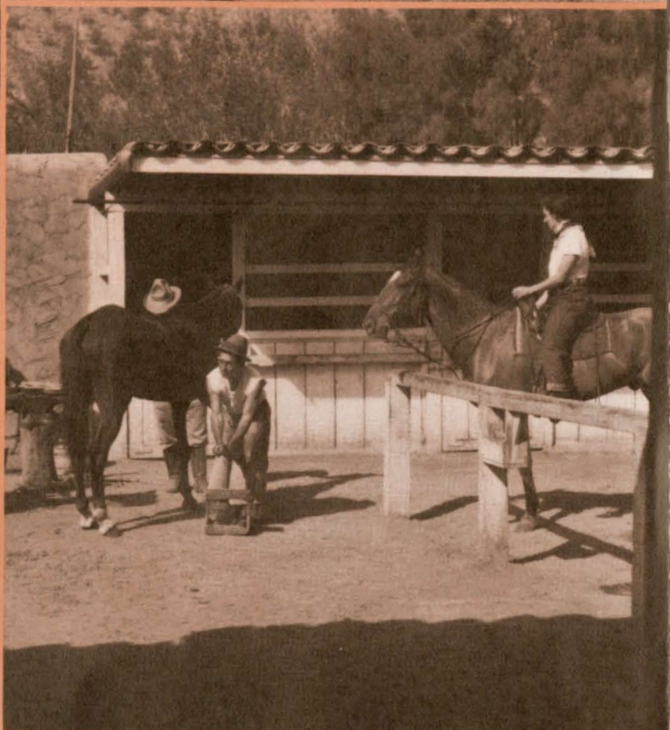
Some ranches ask nothing for this service. Some charge so much for the car, regardless of the number in the party; some on a per capita basis; some only for heavy luggage. If an extra charge is made, you will usually find it more than reasonable.



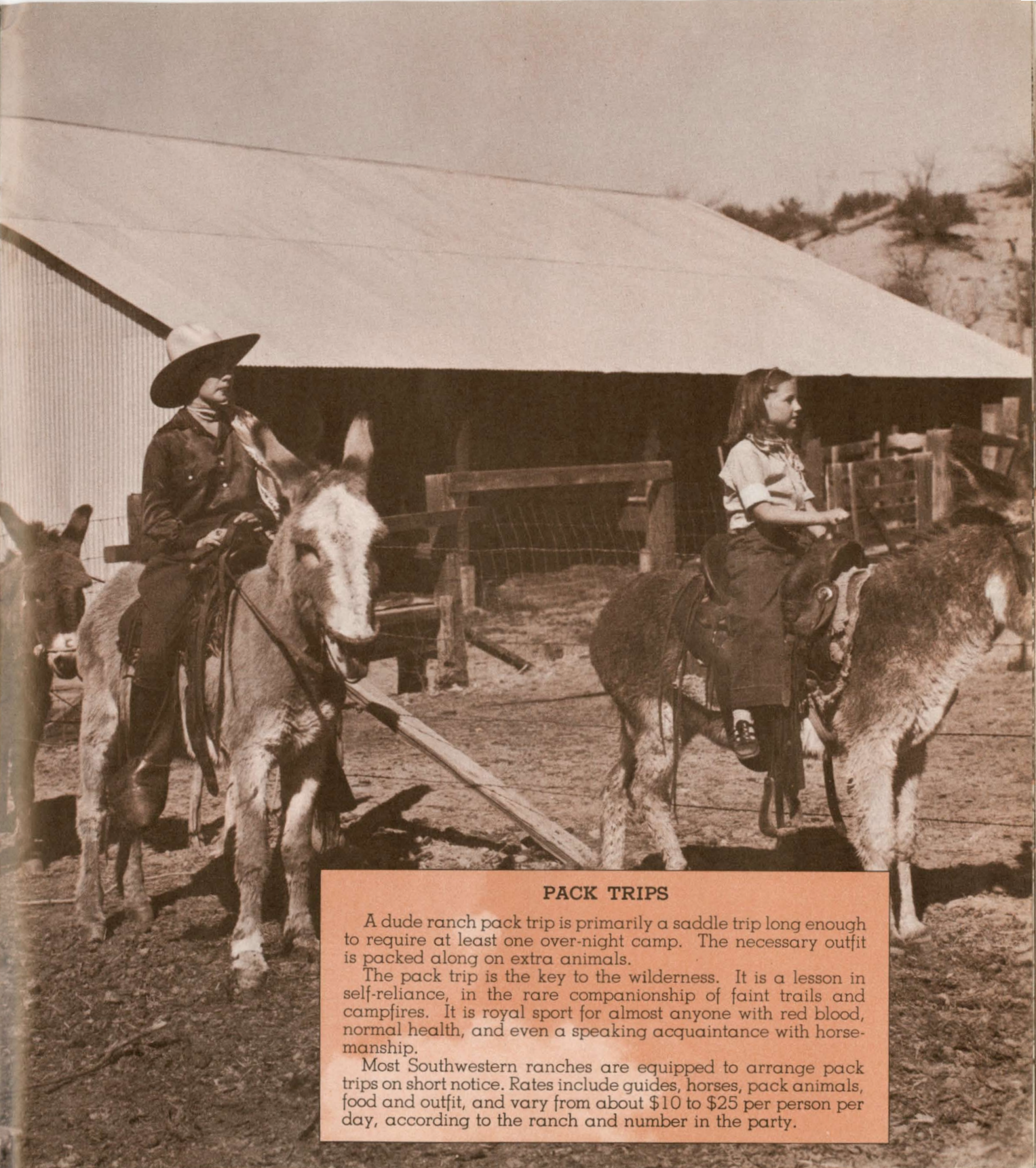
RIDING

Horses may be your middle name. But possibly you have never sat in a saddle. No matter. Riding is the common denominator of all ranch entertainment. The chances are 10 to 1 you will be on four legs within a dozen hours after arrival. And will you enjoy it. And the youngsters, if any. Don't worry about not getting a horse gentle enough for inexperience. The cowboys will see to that. They know and love horses, and want you to do likewise. They are splendid teachers and you will be surprising yourself before you realize it.

Some ranches include use of a horse in their regular rates. Some charge extra. The Ranch Supplement gives all the answers.





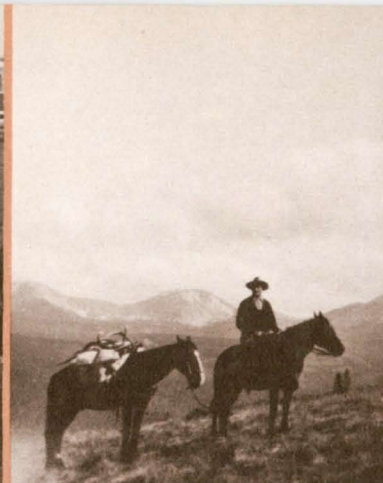


PACK TRIPS

A dude ranch pack trip is primarily a saddle trip long enough to require at least one over-night camp. The necessary outfit is packed along on extra animals.

The pack trip is the key to the wilderness. It is a lesson in self-reliance, in the rare companionship of faint trails and campfires. It is royal sport for almost anyone with red blood, normal health, and even a speaking acquaintance with horsemanship.

Most Southwestern ranches are equipped to arrange pack trips on short notice. Rates include guides, horses, pack animals, food and outfit, and vary from about \$10 to \$25 per person per day, according to the ranch and number in the party.



HUNTING

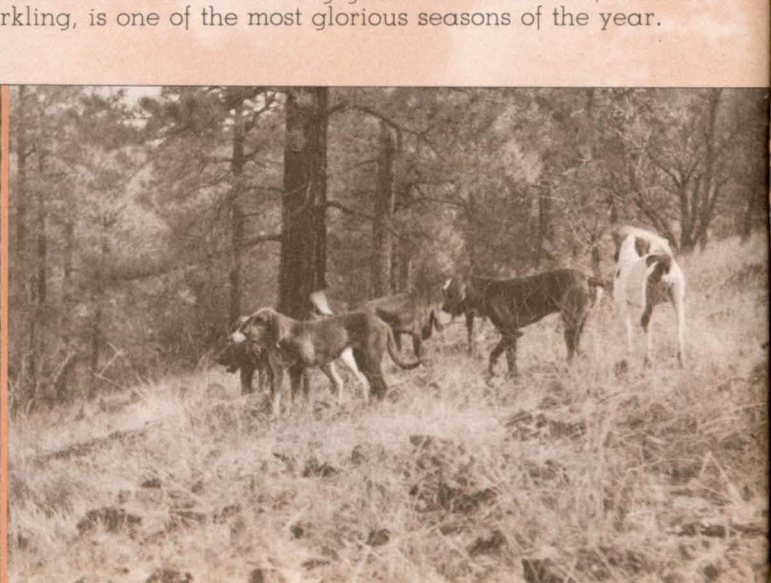
It is a frank statement of fact that only a small percentage of guests go to Southwestern ranches to hunt. Some do not care for hunting, some find the necessary effort too strenuous or expensive. Obviously, many others are unable to time vacations to the local open seasons.

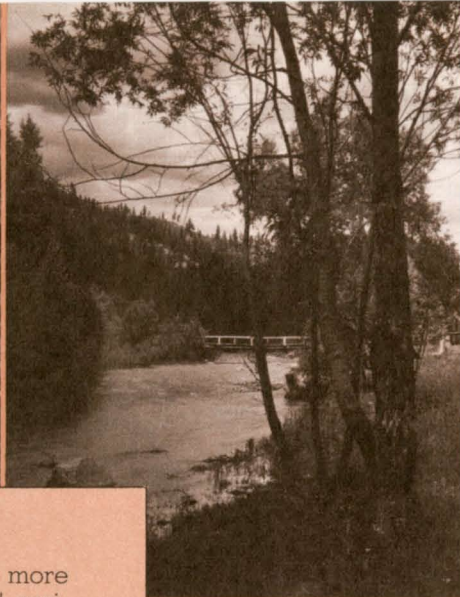
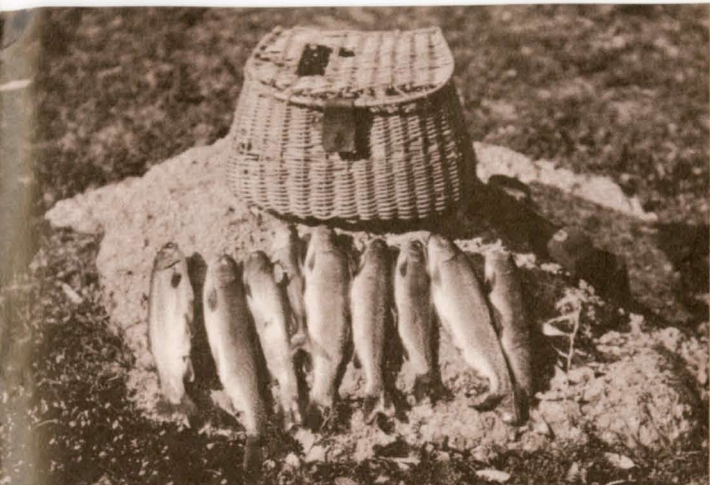
But the hunting is very much there for those who seek it. Big game and spectacular big game country abounds. Deer and wild turkey head the list. Bear and elk and antelope are steadily increasing. There is no closed season on the big cats and coyotes. There is a fine array of upland game birds. In great areas ducks and wild geese are abundant.

New Mexico's deer and turkey season is October 25—November 15; Arizona's, October 16—November 15. New Mexico's non-resident big game license is \$25.25; Arizona's general fishing and hunting license, \$25.00. Elk and antelope are governed by special seasons and permits.

Practically every ranch in Santa Fe territory (open in season) will arrange hunting trips, supply guides. Several ranches make a specialty of hunting parties. A number have fine packs of lion and bear dogs.

Note: In the Southwest's big game areas the Fall, keen and sparkling, is one of the most glorious seasons of the year.





FISHING

Without recourse to statistics, it is our guess that more ranch guest Waltons than Nimrods take their sport seriously. At least they have two important advantages. Non-resident fishing licenses cost less; open seasons are much longer.

There is excellent fishing somewhere in every section of the Southwestern dude ranch area. Trout—probably Native Cutthroats, Eastern Brooks, Rainbows, or Loch Levens—will be found wherever there are white-water streams in the tangled mountains. There are trout in many lakes, also; but there, in general, bass reign supreme, ably supported, especially in the southern waters, by perch, crappie, bream and catfish.

Some ranches have fair fly fishing within sight of their doors. At others a real hike or ride is in order. But no true fisherman needs to be told, where trout are concerned, that the finest streams are often the hardest to reach, and for that very reason, a pack trip is the only key to many a stream deep in the wilderness.

New Mexico's trout season is May 20th to November 15th; bass, April 1st to November 30th. In Arizona, trout are taken June 1st to September 30th; other fish the year around. Non-resident fishing licenses are the same in both states—\$3.00.

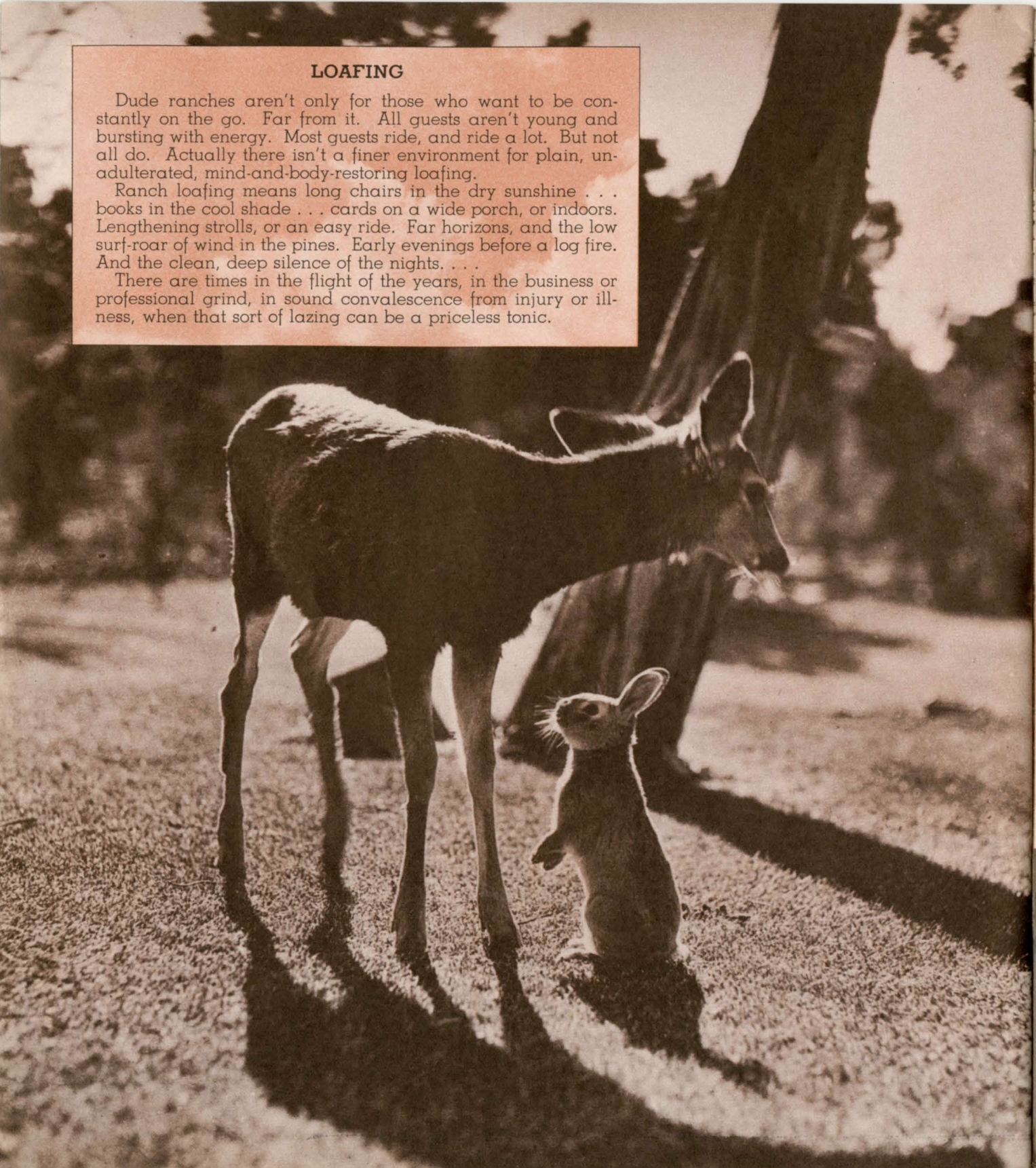


LOAFING

Dude ranches aren't only for those who want to be constantly on the go. Far from it. All guests aren't young and bursting with energy. Most guests ride, and ride a lot. But not all do. Actually there isn't a finer environment for plain, unadulterated, mind-and-body-restoring loafing.

Ranch loafing means long chairs in the dry sunshine . . . books in the cool shade . . . cards on a wide porch, or indoors. Lengthening strolls, or an easy ride. Far horizons, and the low surf-roar of wind in the pines. Early evenings before a log fire. And the clean, deep silence of the nights. . . .

There are times in the flight of the years, in the business or professional grind, in sound convalescence from injury or illness, when that sort of lazing can be a priceless tonic.

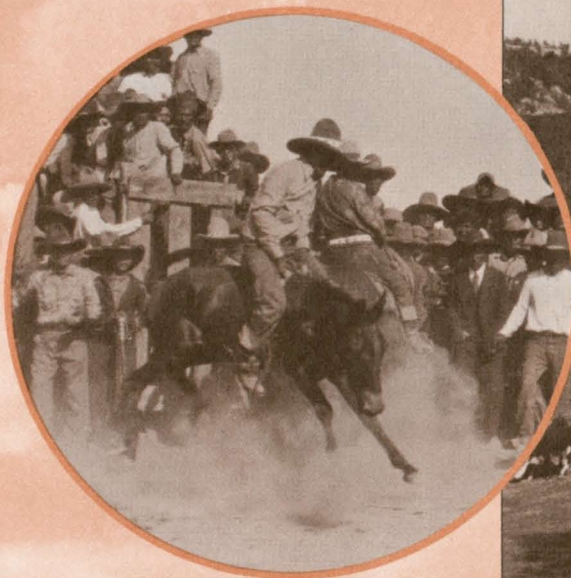




OTHER THINGS TO DO

Riding, packing, hunting, fishing, loafing—to these add other amusements, old and new, to fill out the ranch entertainment picture.

Sing-songs and firelight picnics. Dancing. Cowboy boots are no bar to a world of fun at a neighborhood ranch affair, a native baile, or on the floor of the main house of one's own ranch. Indian ceremonials. Rodeos, big and little. Occasional tennis courts. Swimming pools are becoming more common. There is more than one private polo field. Here and there creditable short golf courses are included in the equipment of places on the borderland between ranch and resort.



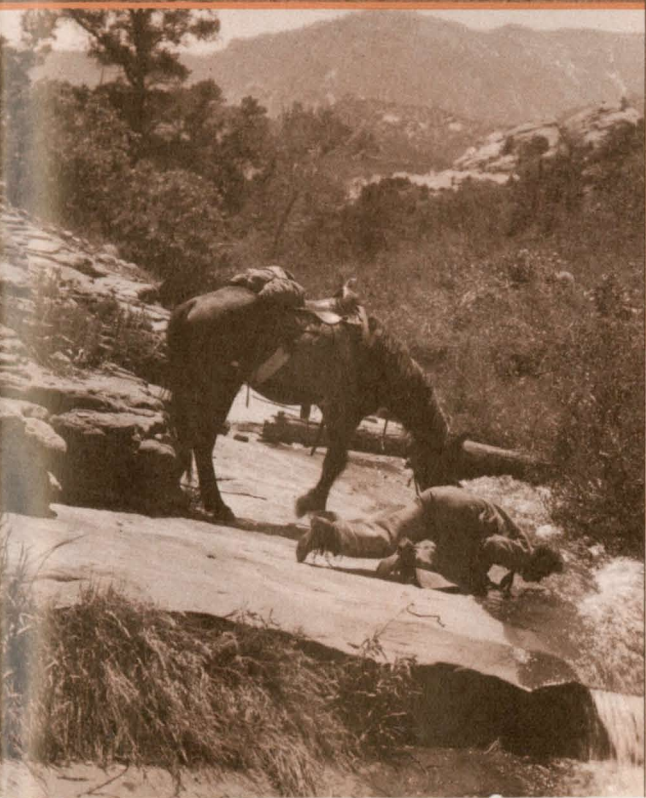
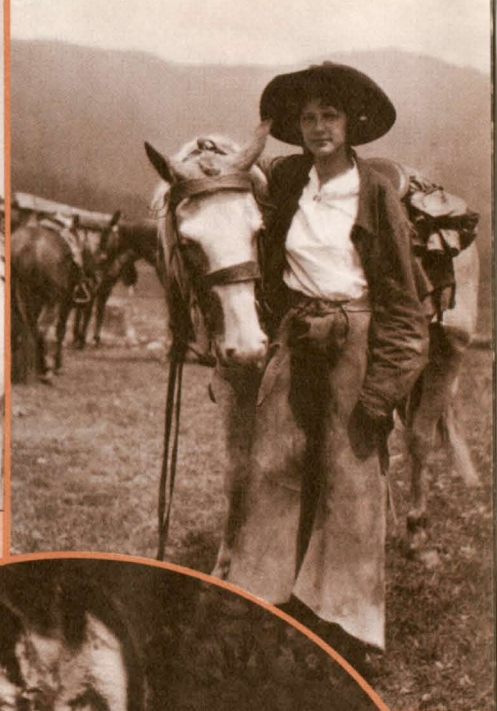
CLOTHES

Simplicity, utility, comfort. Tune the ranch wardrobe to those keynotes and you cannot go far wrong. Everything needed can be secured at home at good sporting goods or department stores. Or you can buy nearly all the real essentials, after reaching the ranch, at the nearest trading post or little town.

Suggestions: Walking shoes; hiking, riding, or 12-inch cowboy boots; waist-high blue denim overalls, two pairs; a strong leather belt; half a dozen pairs of cotton socks, and a couple more of wool; half a dozen shirts, including one woolen; a neckerchief or two; stout leather gloves; a light and a heavier sweater; 5-gallon hat, if desired; a slicker; a topcoat; a sports outfit or so for traveling and evenings. A leather jacket or mackinaw comes in handy. Men wear blue jeans or breeches for riding. Women use the same, or jodhpurs, or short divided leather or gabardine skirts.

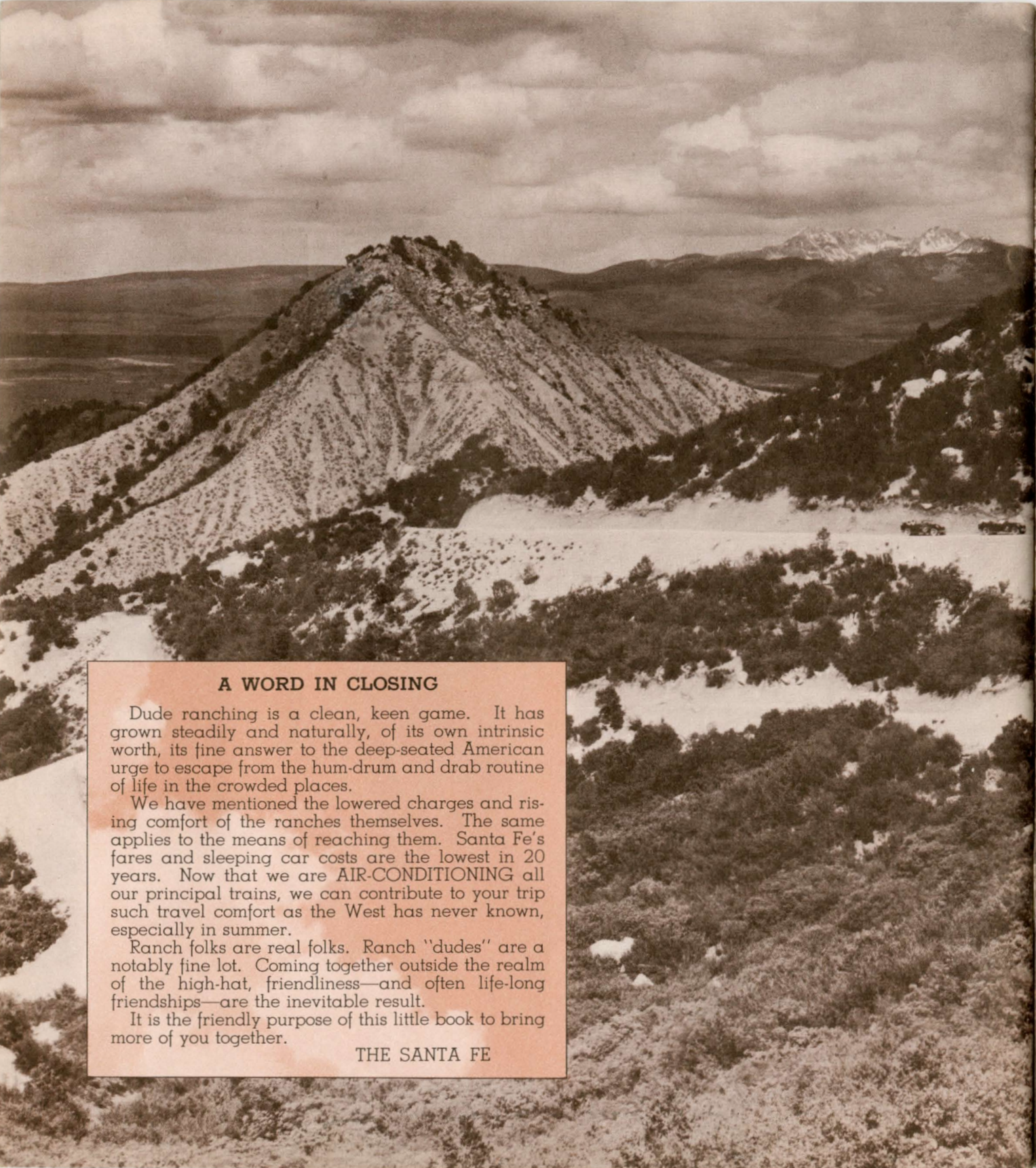
Southwestern mountain nights are always crisp and cool, even in mid-summer. For fall or winter, increase the warmth of your clothing.





COUNTING UP THE TRIP COST

A pleasant feature of ranch vacations is the possibility of closely figuring expense in advance. Rail fares and Pullman charges are readily ascertainable. Train meals are easily estimated. Transportation cost between station and ranch, if any, is definite. Ranch rates, and what they cover, are known. The range of essential incidentals is comparatively narrow. It is entirely up to you how much—or how little—you care to spend on your outing rig.



A WORD IN CLOSING

Dude ranching is a clean, keen game. It has grown steadily and naturally, of its own intrinsic worth, its fine answer to the deep-seated American urge to escape from the hum-drum and drab routine of life in the crowded places.

We have mentioned the lowered charges and rising comfort of the ranches themselves. The same applies to the means of reaching them. Santa Fe's fares and sleeping car costs are the lowest in 20 years. Now that we are AIR-CONDITIONING all our principal trains, we can contribute to your trip such travel comfort as the West has never known, especially in summer.

Ranch folks are real folks. Ranch "dudes" are a notably fine lot. Coming together outside the realm of the high-hat, friendliness—and often life-long friendships—are the inevitable result.

It is the friendly purpose of this little book to bring more of you together.

THE SANTA FE



INFORMATION

For Pullman rates, train schedules, rail fares, and other information helpful in arranging any western trip via the Santa Fe, turn to your local ticket agent, or to these Santa Fe officials and offices:

PASSENGER DEPARTMENT OFFICIALS

T. B. Gallaher, Passenger Traffic Manager
Santa Fe System Lines, Railway Exchange, Chicago

C. C. Thompson, Gen. Pass.
Agent, A. T. & S. F. Ry.—Coast
Lines, Los Angeles, Calif.

R. T. Anderson, Gen. Pass.
Agent, A. T. & S. F. Ry.
Topeka, Kan.

A. C. Ater, Gen'l Pass. Agent,
G. C. & S. F. Ry., Galveston,
Tex.

H. C. Vincent, Gen'l Pass.
Agent, Panhandle and Santa
Fe, Ry., Amarillo, Tex.

L. R. Everett, Asst. Gen'l Pass.
Agent, A. T. & S. F. Ry.—Coast
Lines, San Francisco, Calif.

T. H. Murray, Asst. Gen'l Pass.
Agent, A. T. & S. F. Ry.—
Coast Lines, Phoenix, Ariz.

SANTA FE RAILWAY AGENCIES

Amarillo, Tex., General Office Bldg.
Atlanta, Ga., 815 Rhodes-Haverty Bldg.
Beaumont, Tex., 643 Orleans St.
Berkeley, Calif., 98 Shattuck Square.
Boston, Mass., Rooms 4 & 5 Little Bldg.,
80 Boylston St.
Buffalo, N. Y., 201 Ellicott Sq. Bldg.
Chicago, Ill., 179 W. Jackson Blvd.
Cincinnati, Ohio, 703 Dixie Terminal Bldg.
Cleveland, Ohio, 1105 Terminal Tower
Bldg.
Colorado Springs, Colo., Santa Fe Sta-
tion.
Dallas, Tex., 1116 Commerce St.
Denver, Colo., 524 17th St.
Des Moines, Ia., 601 Equitable Bldg.
Detroit, Mich., 504 Transport'n Bldg.
El Paso, Tex., San Francisco St., and Pio-
neer Plaza.
Fort Worth, Tex., 808 Houston St.
Galveston, Tex., 411 22d St.
Hollywood, Calif., 6405 Hollywood
Blvd.
Houston, Tex., 605 Fannin St.
Indianapolis, Ind., 311 Merchants Bank
Bldg.
Kansas City, Mo., 1100 Baltimore Ave.
Leavenworth, Kan., 781 Shawnee St.
Long Beach, Calif., 117 Pine Ave.
Los Angeles, Calif., 743 S. Hill St.
Mexico City, Mex., Bolivar No. 22-B.
Milwaukee, Wis., 401 Majestic Bldg.
Minneapolis, Minn., 211 Metropolitan
Life Bldg.
New Orleans, La., 627 Whitney Bldg.

New York City, 500 Fifth Ave.
Oakland, Calif., 432 13th St.
Oklahoma City, Okla., 6 So. Robinson St.
Pasadena, Calif., Santa Fe Station.
Peoria, Ill., 211 Jefferson Bldg.
Philadelphia, Pa., 302-303 Franklin
Trust Bldg.
Phoenix, Ariz., 149 N. Central Ave.
Pittsburgh, Pa., 1222 Gulf Bldg.
Portland, Ore., 1015 American Bank Bldg.
Pueblo, Colo., 401 N. Union Ave.
Riverside, Calif., Santa Fe Station.
Sacramento, Calif., 1000 10th St.
St. Joseph, Mo., 505 Francis Street.
St. Louis, Mo., 296 Arcade Bldg.
Salt Lake City, Utah, 606-7 McCormick
Bldg.
San Antonio, Tex., 1119 Majestic Bldg.
San Bernardino, Calif., Santa Fe Station.
San Diego, Calif., Corner of Fifth Ave.,
and B St.
San Francisco, Calif., 235 Geary St.
San Jose, Calif., 115 So. First St.
San Pedro, Calif., 819 So. Pacific Ave.
Santa Ana, Calif., 301 N. Main.
Santa Barbara, Calif., 915 State St.
Santa Fe, N. M., On the Plaza.
Santa Rosa, Calif., 217 Fourth St.
Seattle Wash., The 1411 Fourth Ave.
Bldg.
Tulsa, Okla., 417 So. Boston Ave.
Washington, D. C., 525 Shoreham Bldg.
Wichita, Kan., 314 Union National Bank
Bldg.
Wichita Falls, Tex., 608 Staley Bldg.





