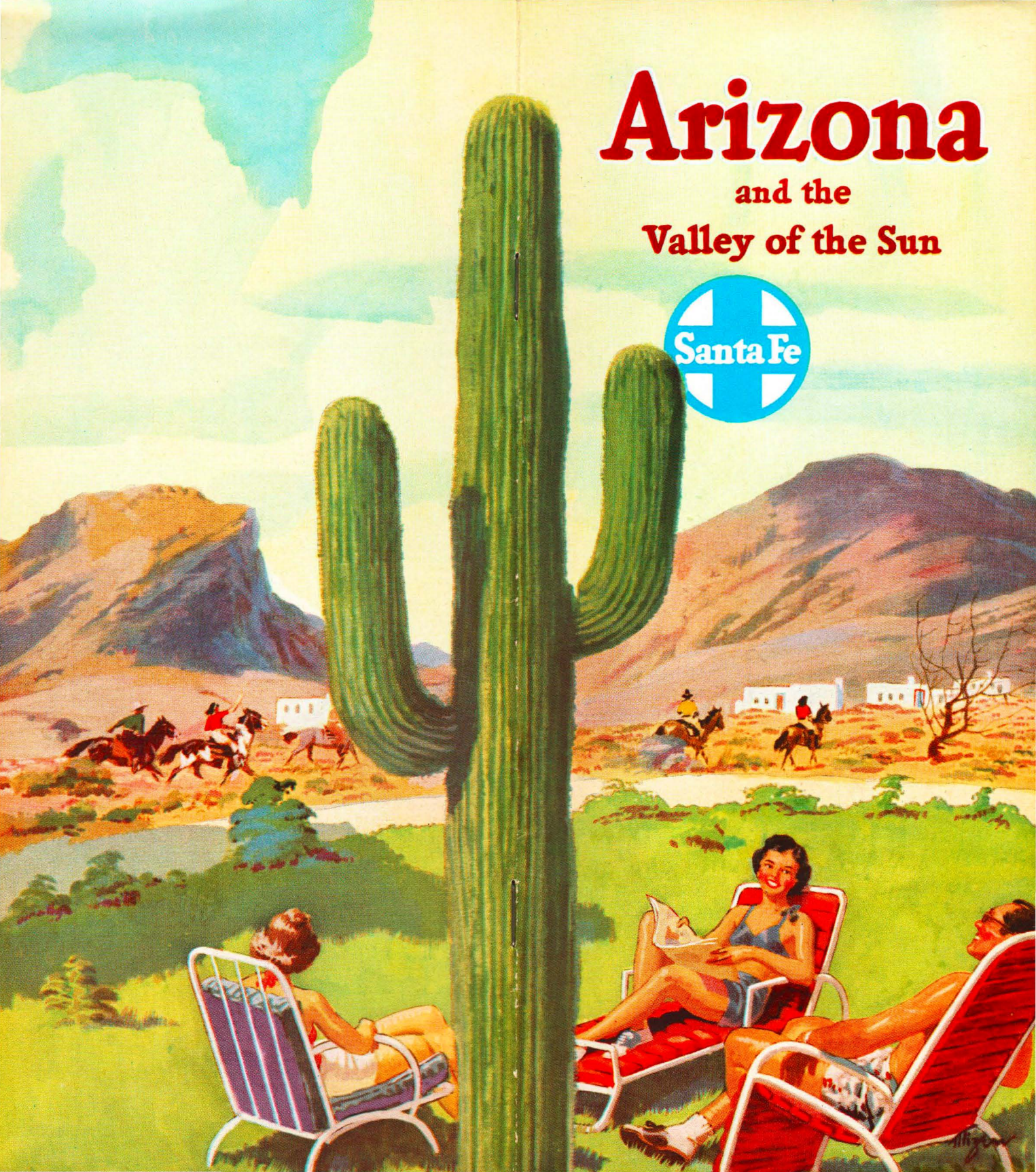


# Arizona

and the  
Valley of the Sun








follow the *SUN*  
to **Arizona**

Arizona is a land of extraordinary scenic contrast; of brilliant sunshine and invigorating climate; of elevations varying from over 12,600 feet in the pine-clad mountain areas in the northern part, to its lowest point of 100 feet in the vast saguaro-studded desert in the southern part of the state.

The winter vacationist, seeking a spot to relax contentedly under a warm and friendly sun from November to May, will find no other land offers a more delightful climate, more interesting things to do and see, or a more varied array of accommodations than the *Valley of the Sun* in southern Arizona.





# Phoenix

*friendly center of the Sun Country*

You'll like Phoenix with its wide palm-lined streets, perpetual flowers, beautiful homes and gracious hospitality. It is the capital and largest city in Arizona and is located in the heart of the *Valley of the Sun*.

In a semi-tropical setting, this metropolis oasis is surrounded by citrus groves, palms and green irrigated fields.

The center of a richly expanding field of agriculture, live stock and mining, Phoenix forms a community of over 225,000 people. It offers all the conveniences and advantages of a metropolis combined with the charm, beauty and healthful aspects of a resort city.

All winter long in Phoenix and throughout the *Valley of the Sun* visitors can enjoy a varied program of colorful events, from rodeos to golf tournaments.

As for winter accommodations . . . there are ranches and resorts scattered

*You will like the smart shops, theaters and friendly activities of downtown Phoenix*



about the *Valley of the Sun*, and fine hotels, apartments and furnished rooms are available in Phoenix and the smaller communities nearby.

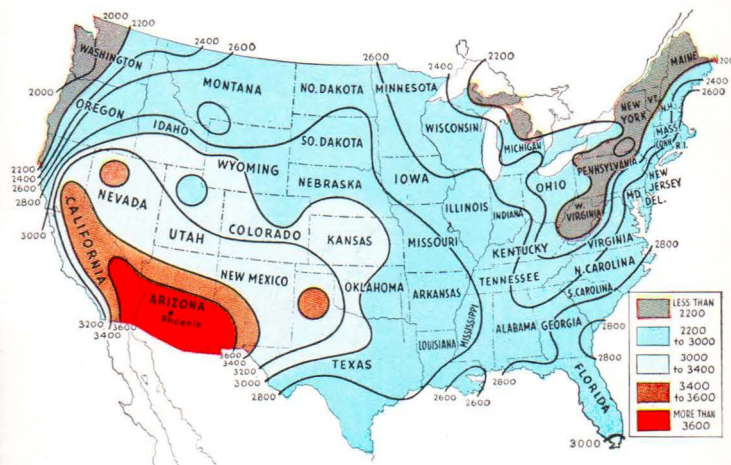
Phoenix is peaceful and healthful, yet it is a city of fun and gaiety and a delightful host to visitors who come to the *Valley of the Sun*.



*Arizona's colorful state capitol is located in Phoenix*



*Phoenix is a city of fine homes and palm-lined streets*



*This map indicates mean annual amount of sunshine, in hours, for the United States*

## **Winter Sunshine Center of America**

You can count on 80% of possible sunshine . . . an average winter temperature of 68° . . . pure atmosphere . . . low humidity . . . and less than 8 inches of annual rainfall when you follow the sun to southern Arizona.

The above map, reproduced from the Official U. S. Weather Bureau map issued by the Department of Commerce-Weather Bureau, shows the mean annual amount of sunshine in hours. Phoenix and the *Valley of the Sun* average 3600 hours of sunshine per year—one of the sunniest sections of the U.S.A!





*A lazy, sunny way of life is what you will enjoy at Castle Hot Springs*



*Even the guests may take part in rodeos out Wickenburg way*



## **Wickenburg Castle Hot Springs**

*pleasure spots in the Valley of the Sun*

**Wickenburg**—54 miles northwest of Phoenix on the Santa Fe Railway, is known as the “Dude Ranch Capital of the World.”

Formerly an old mining town, Wickenburg today sparkles with sun-seeking ranch and resort guests who find this area a delightful place to enjoy their stay in the *Valley of the Sun*.

**Castle Hot Springs** is another popular resort area located along the Santa Fe Railway in the *Valley of the Sun*.

Here, visitors can enjoy a western life of carefree relaxation or take part in a variety of outdoor activities.

The mineral baths at Castle Hot Springs are renowned for their excellent curative qualities.



*Join the desert Caballeros on one of their popular rides from Wickenburg*





## **Resorts and Hotels**

*are comfortable, friendly and  
inviting in the Valley of the Sun*

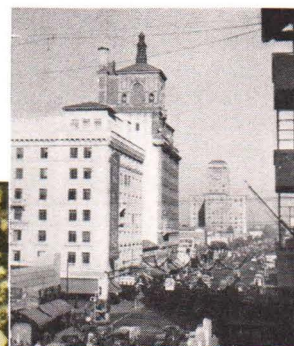
The hotels and resorts located in Arizona's *Valley of the Sun*, have long been outstanding among winter resorts for their true hospitality, modern accom-

modations, and charming architecture.

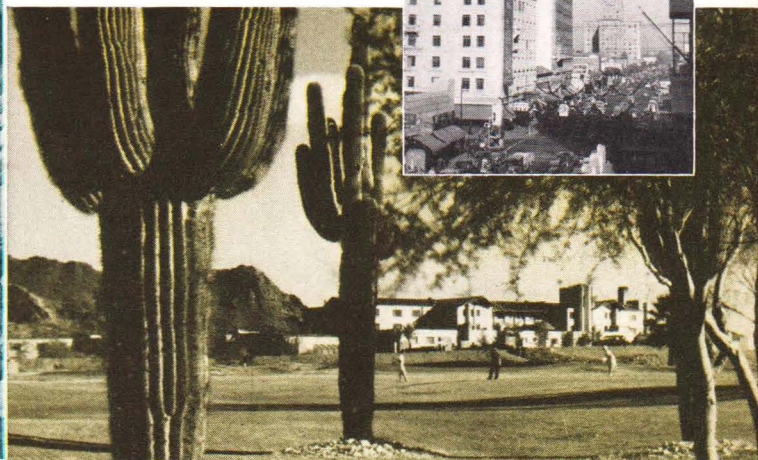
Many guests come to these Arizona winter resorts just to spend their vacations in deck chairs, soaking in the health-building and invigorating sun, as they lazily watch the rest of the world go by. The more active guests can take part in programs consisting of everything from athletic contests to moonlight rides on the desert. But no matter how you choose to spend your time at these friendly places, you will find life there is casual, unhurried and definitely informal.

The children, too, are given special attention at the hotels and resorts in the *Valley of the Sun*. At several of the resorts they have their own dining room, private school, and playground, with trained supervision.

*Many visitors prefer to  
stay in one of the fine  
hotels in downtown Phoenix*

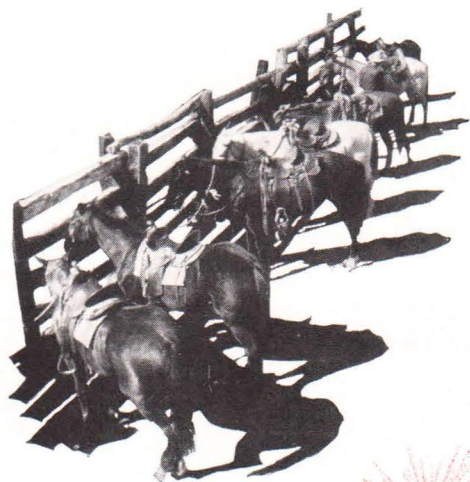


*You can do as you please and everything is for your  
pleasure at famous Arizona resorts*



*Golf courses and many other facilities are planned  
for your enjoyment at spacious resorts*





## Dude Ranches

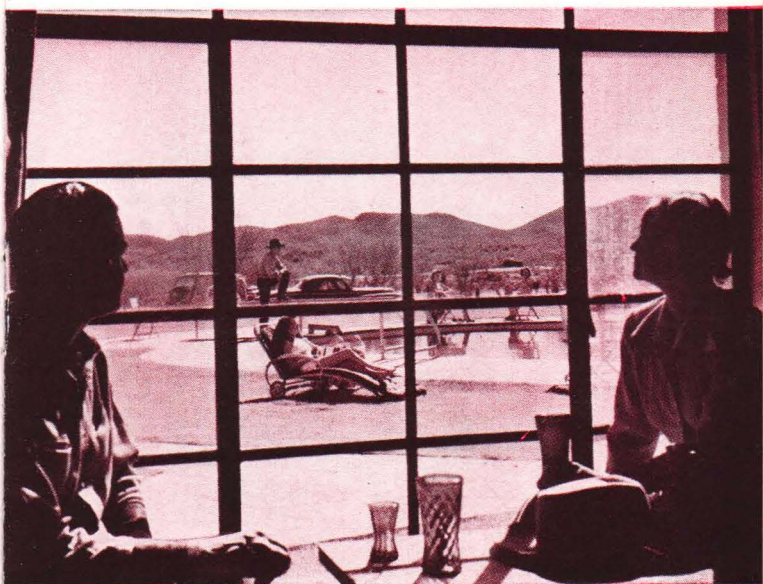
*are a carefree, outdoor way  
to spend your winter in the sun*

Southern Arizona, a land where the climate is made to order for an informal and healthful outdoor life in the saddle, leads all other areas in the number of winter dude ranches.

You'll find the Arizona winter ranches on the great desert expanses, and among the winding cow trails around Phoenix,



*Saddle up pardner—Arizona is real riding country*



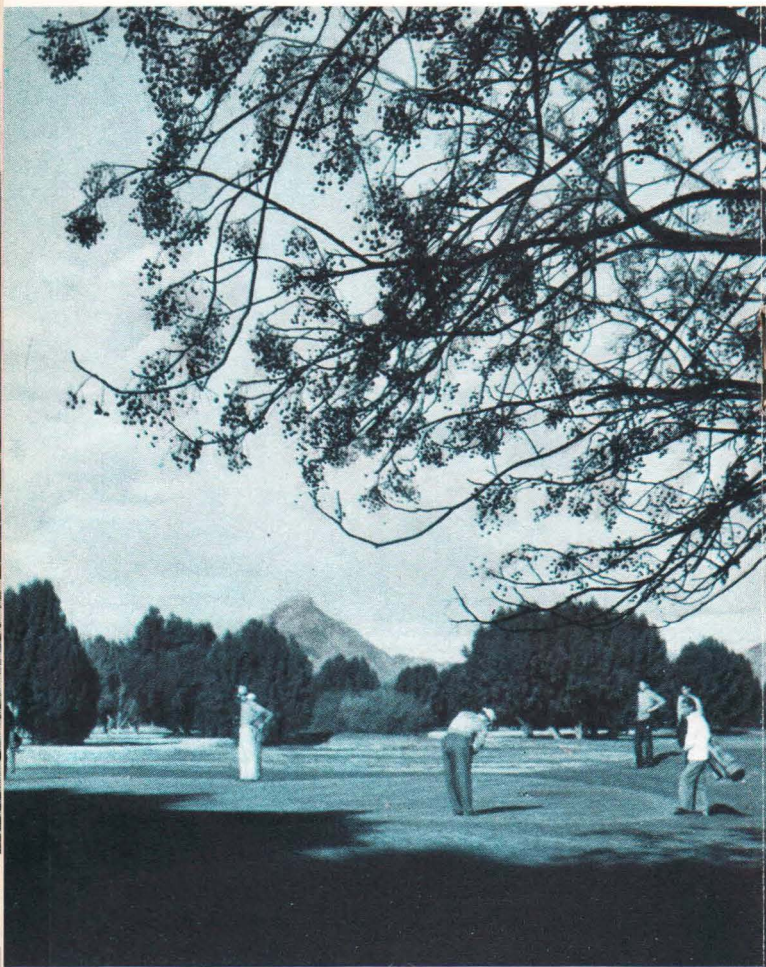
*Wide windows, sunny patios, and sparkling swimming pools set the style of ranches in Arizona*

Wickenburg, Castle Hot Springs, and in the Verde Valley.

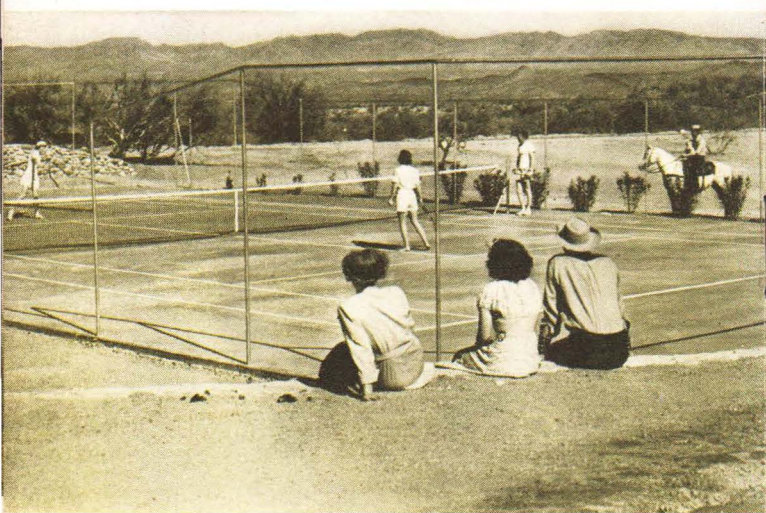
All Southern and Central Arizona winter ranches have five things in common . . . good horses, a wonderful riding country right at your door, comfort, good wholesome food, and friendliness. Yet each ranch has its own distinctive charm. Some are sumptuous establishments, ornately equipped with every convenience the most exacting guest could command . . . some are modest places, where you may live a life more nearly that of the working cattle ranch. Some accommodate threescore guests; some are "full up" with ten.

The big Santa Fe Winter Ranch and Resort booklet will give you a world of information about these Arizona ranches. Ask any Santa Fe ticket office, or travel agent, to give you a copy.





*Keep up your golf all winter long on beautiful Arizona courses*



*Tennis courts are "standard equipment" at most ranches and resorts*

## Relax or Play

*either way you'll enjoy  
your stay in the Valley of the Sun*

Every sport awaits the outdoor enthusiast who seeks exercise—mild, medium, or active—while soaking up the invigorating rays of Arizona's winter sunshine. There's golf on sporty all-green 18-hole courses . . . swimming in beautifully tiled outdoor pools. . . horseback riding . . . polo, baseball, tennis, badminton, archery and bowling. . . Whatever your game, that sparkling Arizona sunshine and climate puts new zest into it!

If you want to add skiing to your Arizona activities, then a trip to the slopes of the San Francisco Peaks near Flagstaff will give you the best of thrills of this popular snow sport.



*San Francisco Peaks near Flagstaff, Arizona, is good ski country*



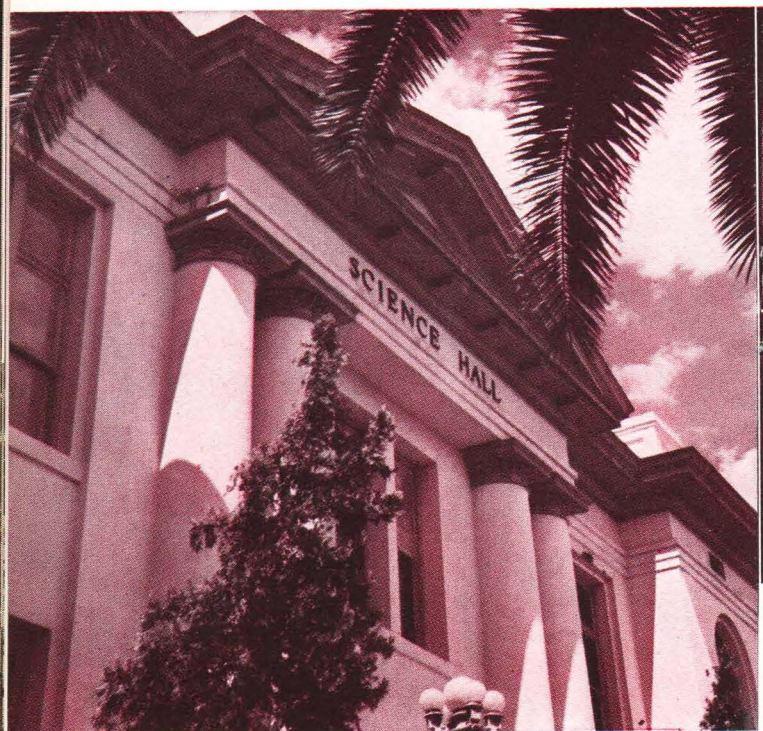


## Winter Schools

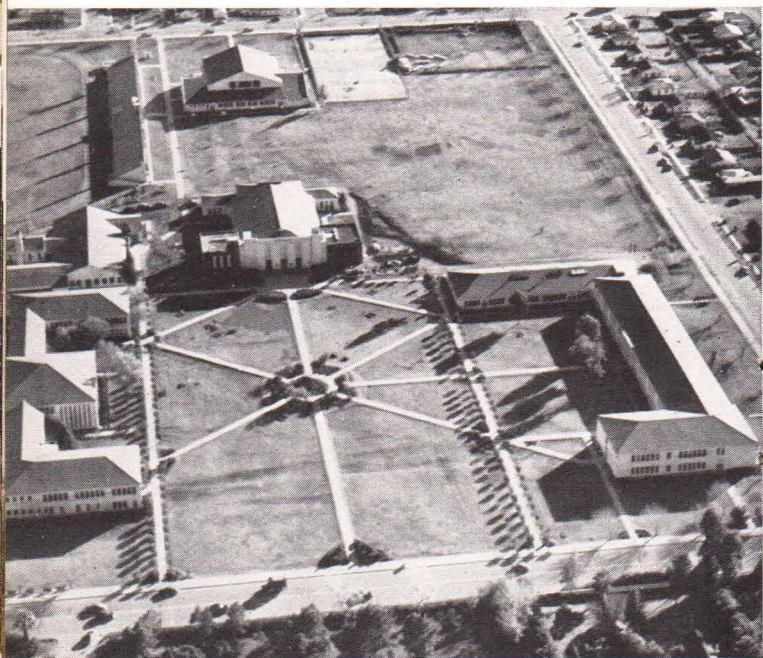
*combine sunshine and studies*

Children of school age who spend a part, or the entire winter, in the *Valley of the Sun*, may enjoy splendid educational advantages provided by Arizona's public schools. Or they may attend one of the several accredited private schools for boys or girls, where the curricula include many hours of outdoor activity in the warm healthful sunshine.

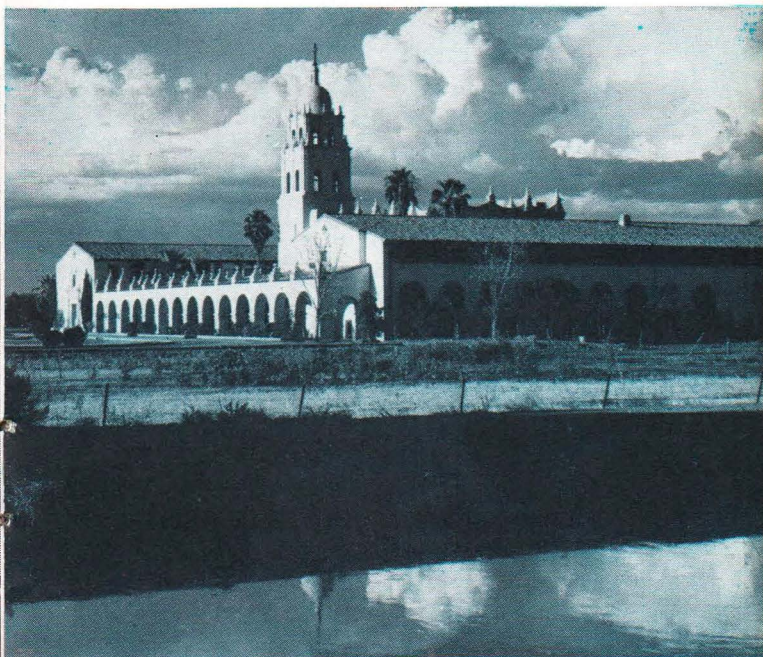
For details about Arizona schools, write to the Superintendent of Schools in the community where your children will spend their vacation this winter.



*Arizona's schools rank with the finest in the nation*



*North Phoenix High School is one of many well-planned schools in the Valley of the Sun*



*The Spanish-Southwest influence sets the architecture of beautiful St. Francis School in Phoenix*



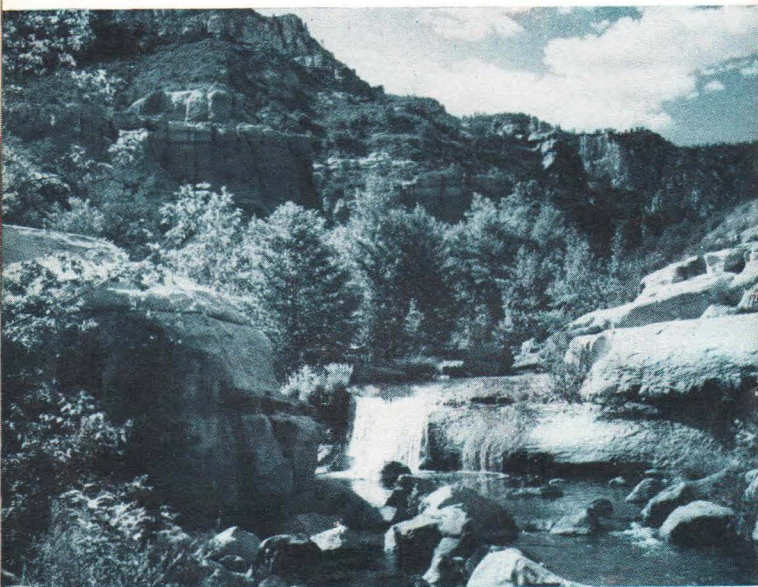


## Oak Creek Canyon

*a vari-colored fairyland of towering cliffs, trees and flowers*

South of Flagstaff in the Coconino National Forest is this beautiful canyon with its towering vermillion cliffs covered with evergreen, interspersed with maple, oak, aspen and sumac that burst into brilliant color in the fall. At the bottom of the canyon flows a sparkling clear stream.

This colorful and scenic canyon is not far from the resort and ranch centers in the *Valley of the Sun*. Be sure to visit this beautiful country before you end your Arizona holiday.



*Oak Creek Falls, one of many scenic spots in beautiful Oak Creek Canyon*



*Oak Creek Canyon is a scenic fairyland*





*Follow the trails through the palo verde in the Verde Valley cattle and dude ranch country*



*Verde River adds beauty to enchanting Verde Valley*

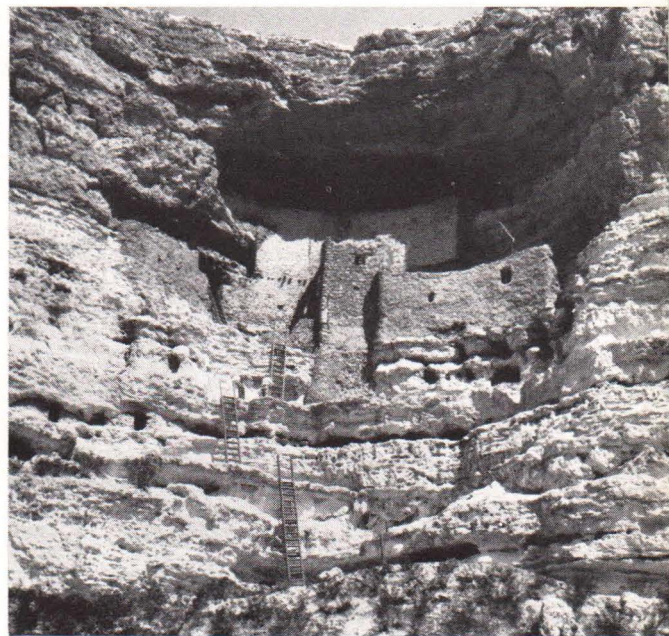
## **Verde Valley**

*an enchanting valley of beauty  
and prehistoric interest*

South of Flagstaff and near the village of Sedona is Verde Valley, a vast panorama of rock cliffs where contrasting red, pink, orange, purple and golden colors form one of the most brilliant scenes in Arizona. Because of its beauty it is often used as a motion picture location.

There are many interesting national monuments and prehistoric sites that can be seen in Verde Valley. One of these is Montezuma's Castle, best preserved cliff dwellings in the Southwest.

Verde Valley is another of the many delightful scenic areas that you should include in your Arizona vacation.



*Montezuma's Castle is one of the prehistoric ruins you should see in the Verde Valley*





*Granite Dells near Prescott is fine for boating, fishing and swimming*



## **Prescott**

*scenic spot of the Southwest*

Located in the heart of one of the finest scenic regions in the Southwest, Prescott is hemmed in on three sides by mountains and almost surrounded by the Prescott National Forest which includes part of the largest known area of virgin pine timber in the world.

Popular as a year 'round guest ranch area, Prescott is frequently called the "Cowboy Capital of the World." Here, Arizona visitors will find delightful places to stay and a number of activities planned for their enjoyment.

Prescott is the home of the Smoki people who have gained renown for their unique pageantry of Indian ceremonies. Another popular event is the Frontier Day celebration that ranks with the famous rodeos held each year in Cheyenne and Pendleton.



*The mountains are not far away and the trees are all around you in Prescott*



# Grand Canyon

*nature's supreme spectacle in scenic  
beauty and silent grandeur*

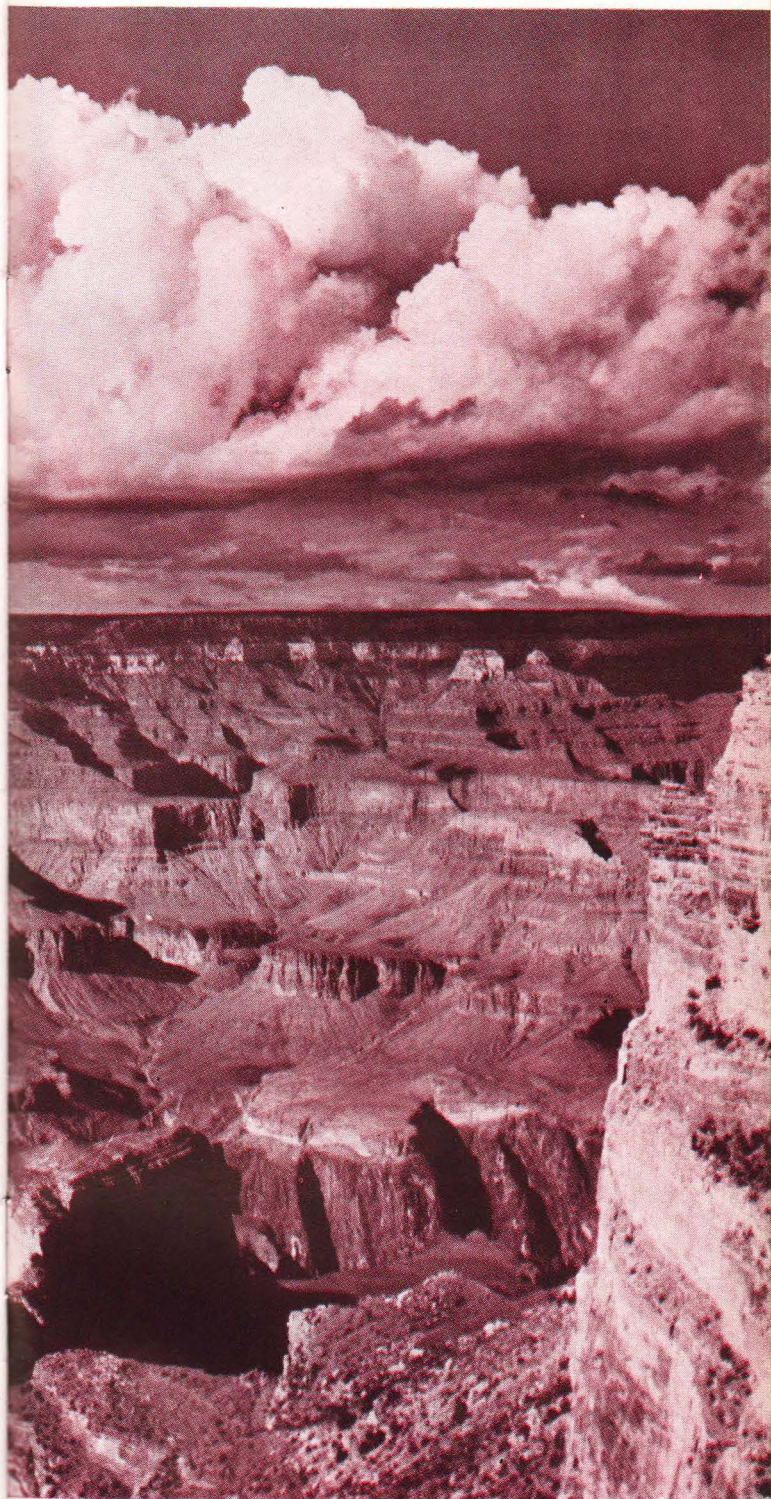
Be sure to see Grand Canyon!

This advice is always given Arizona visitors, for everyone agrees that Grand Canyon National Park is the outstanding scenic attraction of the entire world.

Arizona visitors can enjoy a trip direct to the South Rim of the Canyon in Santa Fe Pullmans that leave Chicago, Los Angeles and points in the Southwest every day throughout the year. Ask for a copy of the Santa Fe Railway folder giving complete information about Grand Canyon trips.



*No Grand Canyon trip is complete unless you take  
a trip by mule down the Canyon trail*



*What a view! Grand Canyon as seen from  
the South Rim near El Tovar Hotel*



# Santa Fe Service

convenient and direct to the  
Valley of the Sun

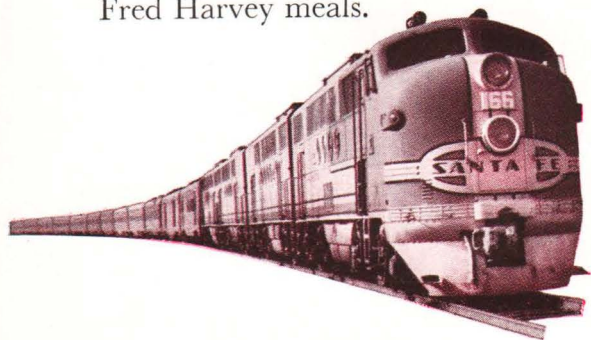
From Chicago, Kansas City and east—the streamlined Santa Fe Chief provides a popular route of travel to and from the *Valley of the Sun*—with morning arrival at Phoenix. This modern all-Pullman streamliner carries a through car daily between Chicago, Phoenix, and the popular ranch and resort centers in the *Valley of the Sun*.

For economy-minded travelers Santa Fe's all-coach-fare streamliner El Capitan provides swift daily service between Chicago and Ash Fork for direct connections with Phoenix trains.

From Denver and Colorado areas there is a through Pullman daily to and from Phoenix on the Grand Canyon.

From California passengers can enjoy daily overnight service between Los Angeles and Phoenix and convenient connecting service between San Francisco and Phoenix via the California Limited.

Remember, too, on your trip via Santa Fe you can enjoy those famous Fred Harvey meals.



## call or write

one of these Santa Fe offices or  
your local travel agent for help  
in planning your Arizona trip.



Albuquerque, N. M.	Santa Fe Station
Alhambra, Calif.	106 W. Main St.
Amarillo, Tex.	Santa Fe Bldg.
Atchison, Kan.	201 Masonic Bldg.
Atlanta 3, Ga.	1314 Rhodes-Haverty Bldg.
Bakersfield, Calif.	Santa Fe Station
Beaumont, Tex.	413 Perlstein Bldg.
Berkeley 4, Calif.	2140 Center St.
Beverly Hills, Calif.	9429 Wilshire Blvd.
Boston 16, Mass.	Rooms 4-5 Little Bldg.
Buffalo 2, N. Y.	1408 Liberty Bank Bldg.
Chicago 4, Ill.	179 W. Jackson Blvd.
Chicago 4, Ill.	238 So. Michigan Ave.
Cincinnati 2, Ohio	701 Dixie Terminal Bldg.
Cleveland 14, Ohio	750 Union Commerce Bldg.
Colorado Springs, Colo.	Santa Fe Station
Dallas 1, Tex.	1315 Commerce St.
Denver 2, Colo.	524—17th Street
Des Moines 9, Iowa	601 Equitable Bldg.
Detroit 26, Mich.	1225 Lafayette Bldg.
El Paso, Tex.	Sheldon and El Paso Sts.
Fort Worth 2, Tex.	808 Houston St.
Fresno 1, Calif.	Santa Fe Station
Galveston, Tex.	411—22nd St.
Glendale 4, Calif.	107 So. Brand Blvd.
Hollywood 28, Calif.	1551 North Vine St.
Houston 2, Tex.	800 Travis St.
Huntington Park, Calif.	7136 Pacific Blvd.
Indianapolis 4, Ind.	210 Guaranty Bldg.
Inglewood, Calif.	314 E. Hillcrest Blvd.
Kansas City 6, Mo.	1100 Baltimore Ave.
Leavenworth, Kan.	781 Shawnee St.
Long Beach 2, Calif.	117 Pine Ave.
Los Angeles 14, Calif.	601 So. Hill St.
Lubbock, Tex.	Santa Fe Station
Mexico City, Mex.	Bolivar 22-B
Milwaukee 3, Wis.	401 Majestic Bldg.
Minneapolis 2, Minn.	1286-1290 Northwestern Bank Bldg.
New Orleans 12, La.	307 Pere Marquette Bldg.
New York 18, N. Y.	500 Fifth Ave.
Oakland 12, Calif.	401 Fourteenth St.
Oklahoma City 2, Okla.	112 N. Robinson St.
Palm Springs, Calif.	404 N. Palm Canyon Drive
Pasadena 2, Calif.	Santa Fe Station
Peoria 2, Ill.	211 Jefferson Bldg.
Philadelphia 7, Pa.	1416-18 Lincoln-Liberty Bldg.
Phoenix, Ariz.	102 N. First Ave.
Pittsburgh 19, Pa.	1222 Gulf Bldg.
Pomona, Calif.	Santa Fe Station
Portland 5, Ore.	1201 American Bank Bldg.
Pueblo, Colo.	401 N. Union Ave.
Riverside, Calif.	Santa Fe Station
Sacramento 14, Calif.	1000—10th St.
St. Joseph 2, Mo.	505 Francis St.
St. Louis 1, Mo.	296 Arcade Bldg.
Salt Lake City 1, Utah	811 Continental Bank Bldg.
San Angelo, Tex.	204 P. & S. F. Station
San Antonio 5, Tex.	1115 Majestic Bldg.
San Bernardino, Calif.	Santa Fe Station
San Diego 1, Calif.	Corner of 5th Ave and B St.
San Francisco 8, Calif.	136 Geary St.
San Jose, Calif.	700 Commercial Bldg.
San Pedro, Calif.	1016 So. Pacific Ave.
Santa Ana, Calif.	Santa Fe Station
Santa Barbara, Calif.	29 W. Carrillo St.
Santa Fe, N. M.	101 E. San Francisco St.
Santa Monica, Calif.	430 Santa Monica Blvd.
Santa Rosa, Calif.	456 Tenth St.
Seattle 1, Wash.	The 1411 Fourth Ave. Bldg.
Stockton 3, Calif.	101 E. Weber Ave.
Topeka, Kans.	Santa Fe Bldg.
Tulsa 3, Okla.	417 S. Boston Ave.
Washington 5, D. C.	525 Shoreham Bldg.
Whittier, Calif.	148 N. Greenleaf Ave.
Wichita 2, Kan.	200 S. Broadway
Wichita Falls, Tex.	608 Staley Bldg.

R. T. ANDERSON, General Passenger Traffic Manager, Chicago 4, Ill.

C. C. THOMPSON, Passenger Traffic Manager	Los Angeles 14
GEO. F. SHERMAN, Passenger Traffic Manager	Topeka
A. C. ATER, Passenger Traffic Manager	Galveston
H. C. VINCENT, Traffic Manager	Amarillo
G. C. LYMAN, General Freight and Passenger Agent	Albuquerque
T. H. MURRAY, General Freight and Passenger Agent	Phoenix
L. R. EVERETT, Western General Passenger Agent	San Francisco 8
D. P. ROONEY, Eastern General Passenger Agent	New York City 18