



# *West*

PUBLISHED BY

**Southern Pacific**

*West* VISITS SOUTHERN ARIZONA

# "YOU'RE MIGHTY LUCKY TO LIVE ON A GUEST RANCH IN SOUTHERN ARIZONA"



"YES," the old mare continued, warming to the subject, "there are any number of your cousins who'd give anything to trade places with you."

"Why?" asked the little colt, swaying unsteadily on his thin legs.

"Well, for one thing, it's warm and comfortable here in Southern Arizona—even in the winter."

"What's winter?" asked the little colt, eager to learn.

"Winter, my son," said the old mare, gazing down at him, "is the time of year when in many places it gets cold and wet and windy. Winter is when it snows—though you've never seen snow—and when water turns to ice hard as stone. Winter, for example, is what happens in the East."

"What's the East?" asked the little colt. The old mare tossed her head impatiently. "What a one you are for asking questions," she said. But when the shy little colt hung his head between his forelegs in shame, she nipped him affectionately on the neck and began to explain.

"East, my son," she said, "is where each new day comes from. East is the place where the sun rising over the hills every morning comes from."

The little colt considered this amazing new information thoughtfully for a while. Then he found courage to ask still another question.

"What's another reason why I'm lucky to be living on a guest ranch in Southern Arizona?"

"You're a persistent one, to be sure," observed the old mare. But since it was she who started this, she knew her duty was to satisfy his curiosity.

"Well," she said, "besides being warm and comfortable in the winter-time here in Southern Arizona, you have miles and miles of beautiful hills to run in. And when you get tired and warm you can stop and rest under a tree."

"You have plenty to eat, and men are kind and gentle to you because they too feel glad about being in Southern Arizona, even if only for a winter vacation."

The little colt looked up inquiringly. The old mare knew he wanted to ask another question, but she went right on.

"Every living thing loves to be where the winter sunshine is warm and the sky is clear and blue and the good brown earth is underfoot. That's why men and women come to Southern Arizona from miles away to escape the sting of winter."

"That's why your cousin Dobbin, who pulls a milk wagon in a great city where the winter is cruel, wishes he could trade places with you."

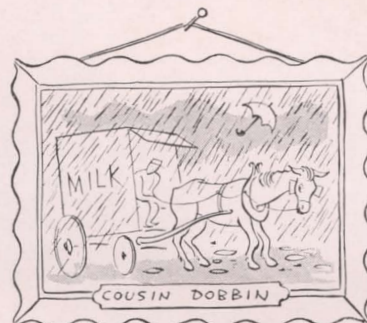
The little colt was impressed. He just stood there stock-still, listening.

"And," continued the old mare, who was full of this wonderful subject by now, "that is why your poor little cousin who hasn't even a name, but only a number, dreams about romping on Southern Arizona's rolling hills instead of pulling a carload of coal back and forth on a narrow track in a cold, dark mine."

The thought of his poor, unfortunate cousin without even a name made the little colt feel very sad and he blinked and blinked his eyes.

"Yes," said the old mare, concluding her long speech, "life at a ranch or resort in Southern Arizona is heaven on earth—especially in winter. I guess that's why it has long been a saying in our family that Southern Arizona is where all good horses go when they die."

The little colt turned and looked at the old mare with a mischievous glint in his eyes. "Instead of to the glue factory?" he suggested, jumping nimbly aside as her quick hoof just missed its mark.



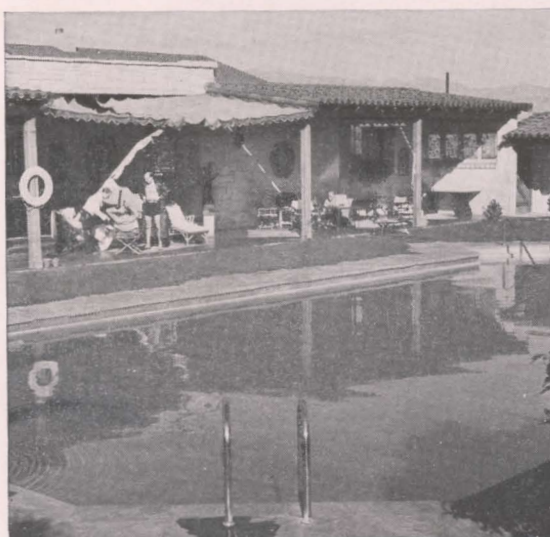
**The Horse** is the *raison d'être* of ranch life and there is a proper mount for every guest. The fine resort hotels also have horses for their guests. Picked to suit your riding ability, your horse becomes your trusted companion, the heart of most activities: the daily canter, the long, exploratory ride, the roundup, picnic, pack trip and hunting expedition.



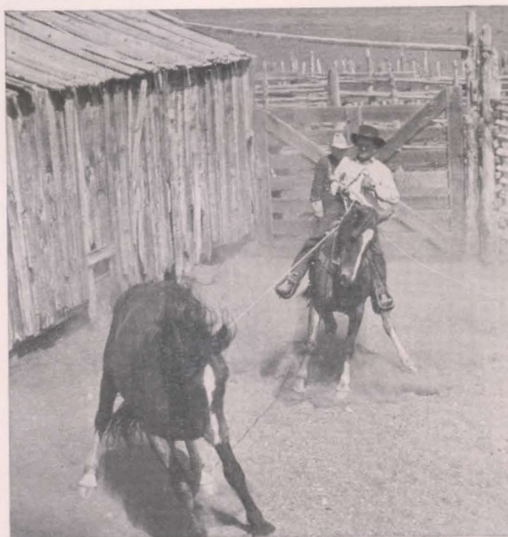
**Song-singing** and ballad-making are a living part of cowboy life. They seem to come as natural to him as washing herself does to a cat. A ballad like "The Old Chisholm Trail," with its catching *come ti yi youpy* refrain, is sung from the Canadian border to Mexico, and there are thousands of verses. Nobody ever collected them all, but nearly every cowboy knows some and if he has a knack for words he may make up a few verses himself.



**Children** take to guest ranch life like ducks to water. They eat hearty, sleep sound, have the time of their young lives. Many ranches have special facilities for children, where they learn to ride under expert guidance on horses that are safe and gentle. Some ranches have ponies. A number of ranches maintain bus service to nearby grade and high schools; others are located on regular school bus lines. A few have their own school facilities.



**In addition** to its numerous winter guest ranches, Southern Arizona also boasts a number of fashionable winter resorts (some very luxurious) at Douglas, Tucson, Nogales, Chandler, Phoenix, etc.



**Bronco bustin'** is no child's play, but rather strong man's work involving plenty of thrills, as this action photograph, taken from high atop the corral fence at a guest ranch, testifies.



**Cowboys** admire good riding and are adept teachers. If you show any aptitude at riding, chances are you'll find that under their expert tutelage you have become a first-class horseman before you leave.

**Breath-taking** are the scenic grandeur and rainbow coloring of Arizona's Apache Trail country, fabled Indian stamping ground near Phoenix.



**B**ECAUSE of its unexcelled winter climate, the principal season for Southern Arizona guest ranches and resorts is during the fall and winter months, usually from October to May. Days are warm, nights pleasantly cool. Cares and worries, war news, blitzkriegs and politics are forgotten. All that matters are the sunrises and sunsets and the fun you have in between.

Southern Pacific's Sunset and Golden State Route trains offer the only direct main line service to the heart of this Southern Arizona resort and guest ranch country where summer spends the winter: *Sunset Limited*, *Argonaut*, *Arizona Limited* (all-Pullman, extra fare streamlined train between Chicago and Tucson and Phoenix, beginning December 15). *Golden State Limited* (extra fine, no extra fare) and friendly *Californian* (famous Economy Meals, stewardess-nurse service).

For guest ranch booklet and list of guest ranches along Southern Pacific's lines, write O. P. Bartlett, 310 South Michigan Avenue, Chicago, Ill. You'll be surprised how reasonable ranch prices are.

**Starting December 15 - The Streamlined**

*Arizona Limited*

**Chicago • El Paso • Tucson • Phoenix**

Starting December 15 there will be a new, fast, streamlined train to the sunny resort and guest ranch country of El Paso, Douglas, Tucson, Chandler, Phoenix. Southern Pacific-Rock Island's *Arizona Limited* will leave Chicago every other day from December 15 to March 31, speed to Phoenix in 39 hours and 40 minutes! All-Pullman. All room. Stewardess-nurse service. \$6 extra fare.

**Every Other Day**

Westbound		Eastbound	
Lv. Chicago	8:45 p.m.	Lv. Phoenix	6:00 p.m.
Lv. Kansas City	8:05 a.m.	Lv. Chandler	6:40 p.m.
Ar. El Paso	1:25 a.m.	Lv. Tucson	8:33 p.m.
Ar. Douglas	5:58 a.m.	Lv. Douglas	11:27 p.m.
Ar. Tucson	8:49 a.m.	Lv. El Paso	4:00 a.m.
Ar. Chandler	10:42 a.m.	Ar. Kansas City	10:50 p.m.
Ar. Phoenix	11:25 a.m.	Ar. Chicago	9:30 a.m.

**Rock Island • Southern Pacific**

*Intermediate times subject to change.*

# NO OTHER RAILROAD HAS MAIN LINE TRAINS



**Fastest, cheapest** tour to the underground fairyland of Carlsbad Caverns National Park is from El Paso, on the main line of Southern Pacific's Sunset and Golden State Routes. You can arrive in El Paso in the morning, see the Caverns, leave on another S.P. train that night.



**Juarez**, picturesque Mexican town just across the storied Rio Grande from El Paso, is another reason for spending your winter vacation in the Southwest. You'll hear gay music, see many a fascinating sight.



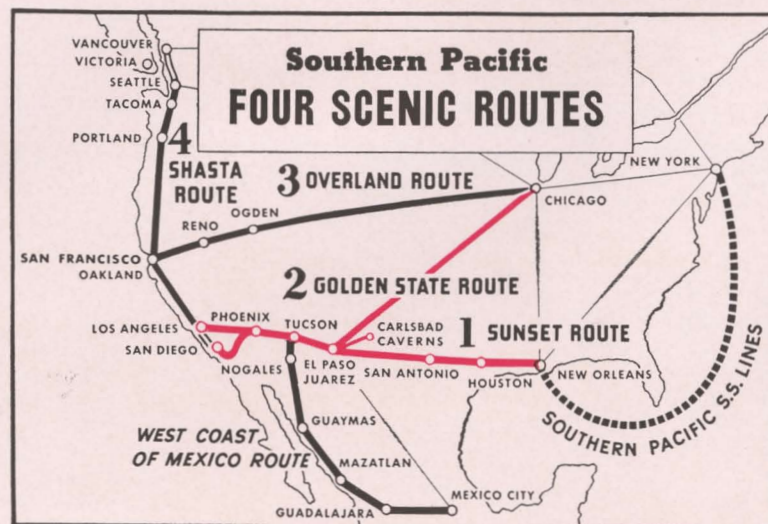
**The lounge car** on the friendly *Californian* (for chair car and tourist passengers only), tells an eloquent story of the comforts offered passengers on this Golden State Route train (Chicago-Los Angeles). This train carries one chair car for women and children exclusively.

## TO SOUTHERN ARIZONA

**S**OUTHERN PACIFIC's Golden State and Sunset Routes give direct main line service to most of the guest ranches along Southern Pacific Lines. Golden State Route, for example, the direct route between Chicago, Kansas City or St. Louis and Los Angeles or San Diego, runs via El Paso, Texas, and then through southern New Mexico and Arizona, providing the fastest service to Southern Arizona, center of winter guest ranch activities.

Sunset Route of Southern Pacific runs from New Orleans through the Old South and Texas to El Paso, and then through New Mexico and Southern Arizona to Los Angeles and San Francisco.

Through trains run directly to Douglas, Bisbee, Tucson, Chandler, Phoenix, Yuma and other Southern Arizona cities—saving many hours



to many points. In visiting western guest ranches, combine Sunset or Golden State Routes with Shasta or Overland Routes, Southern Pacific's two other scenic transcontinental routes, to provide a round trip that shows you *twice as much* of the West.

By taking advantage of Southern Pacific's choice of Four Scenic Routes to *go one way, return another*, you see twice as much of the United States as you would by going and returning the same way—for not one cent extra rail fare. Each route is crowded with travel attractions, but each has its own characteristics, and over each of these routes you have a choice of several fine, air-conditioned through trains daily. On all these trains the same spirit of Southern Pacific is found—a friendly interest in the comfort and pleasure of the traveler.



**Unique** is Southern Pacific's famous Hotel Playa de Cortés at Guaymas, Mexico, a short trip by train across the border from Tucson, Arizona. Winter season opens October 15. Loaf in the warm winter sunshine, ride, swim, play tennis. Enjoy the world's finest deep-sea fishing.

**Southern Pacific** THE ROAD OF WESTERN HOSPITALITY