

A full-page photograph of a woman with dark hair, wearing a red and blue plaid shirt and blue jeans, leaning against a large saguaro cactus. She is holding a light-colored cowboy hat in her left hand. The background features a clear blue sky, bare tree branches, and a field of yellow wildflowers in the foreground.

# *West*

**SOUTHERN ARIZONA**

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**Southern Pacific**

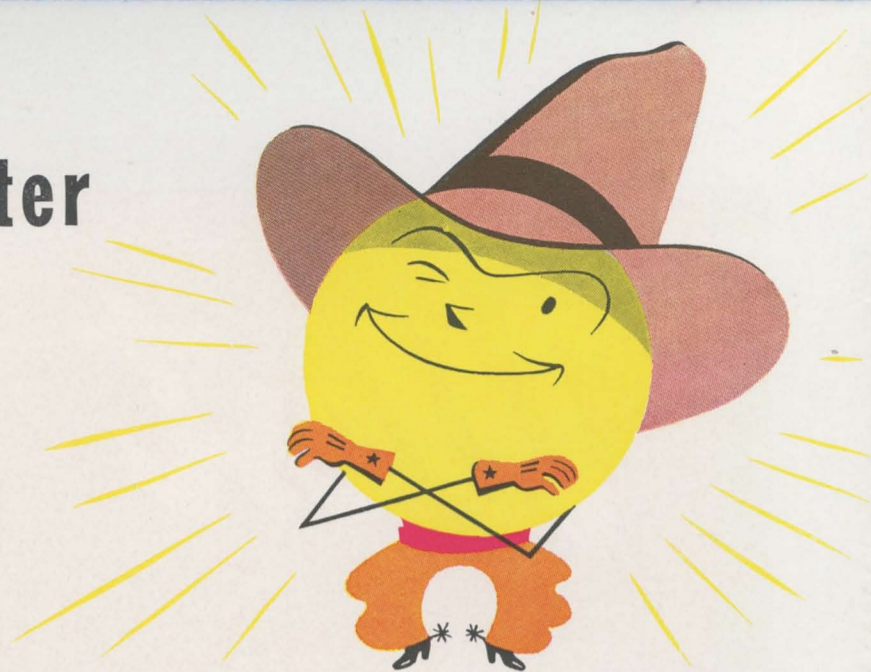
# Summer spends the winter in Southern Arizona

TIME was when the American ritual in October was to rake up the leaves, put up the shutters and hole in for the winter.

Then down in Southern Arizona, a cattle ranch that was having trouble with its mortgage decided to take in paying guests. The guests discovered what Southern Arizona folks had known right along—summer spends the winter there. The guests found out, too, that it was great fun to ride over the desert and through the mountains in the bright sunshine, sharing the healthy outdoor life of these western people. So they told their friends about Southern Arizona, and their friends came.

More ranches took in guests. Ranches were opened for guests alone. And finally resorts were built—some of the most luxurious resorts in the world, with golf courses, swimming pools, tennis courts and all the trimmings.

In these natural color photographs, *West* shows you the Southern Arizona sun country as it is today—a highly developed resort area that entertains thousands of visitors every winter.



Southern Pacific's Golden State Route (Chicago-Los Angeles) and Sunset Route (New Orleans-Los Angeles) cut right through the heart of it, serving Douglas, Tucson, Chandler, Phoenix, Nogales and many other resort and guest ranch centers.

*Our Cover Photograph:* The young lady on the cover is standing beside a giant saguaro cactus. The bloom of this desert plant is the state flower of Arizona. The saguaro grows very slowly. At 10 years, it is only four inches high, but when it attains its full growth at 100 years, it is often 40 or 50 feet high!



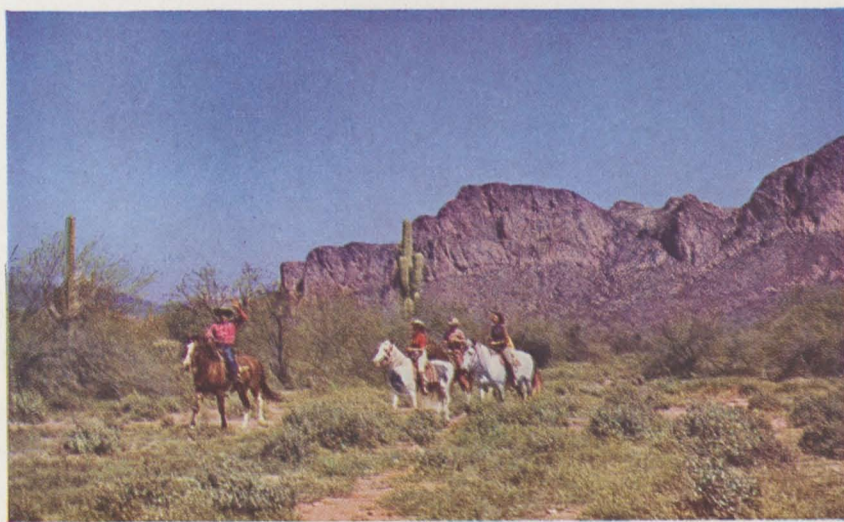
## Life on a Southern Arizona Guest Ranch



1. **Ranch day** begins with the breakfast bell, and ranch appetites are so keen that most guests are up and ready before the bell rings! Ranch food is good and plentiful, with plenty of fresh milk, cottage cheese, fruit, meat and vegetables. Guest ranch rates always include meals, usually include horse.



2. **After breakfast** you are on your own. Some guests go riding, some sit around and loaf. But the more experienced guests usually accompany the ranch hands to work cattle, brand, vaccinate or help in other ranch chores. Above we round up some horses that have been left out on the range.



3. **Here three guests** and a "wrangler" ride across the desert. At a previously announced rendezvous, they will meet other guests for a barbecue. On guest ranches, people quickly acquire informal western ways, dress cowboy-style, learn twangy cowboy talk, call each other by first names.



4. **"Chuck wagon"** sets out from the ranch with grub for the barbecue. Most ranch wagons look like they are hundreds of years old, but never seem to break down. Weather seldom interferes with picnics and barbecues in Southern Arizona. Throughout the state, sun shines 80% of the daylight hours.



5. **Nothing** tastes quite as good as a steak broiled over live coals in the out-of-doors! Ranch cooks are adept at this. Many of them have spent their lives following the round-ups, cooking for hungry cow hands. Other items on the menu: salad, homemade cake and cookies, fruit, milk, coffee, tea.



6. **Local rodeos** are a popular diversion for ranch guests. First public rodeo in the United States was at Prescott, Arizona, in 1888, is still an annual event. Among country's best are La Fiesta de los Vaqueros at Tucson and the World's Championship Rodeo at Phoenix, both in February.

## *Southern Arizona Resorts*

SINCE Arizona is our youngest state (admitted in 1912), many people still think of it as primitive Indian territory. Indians there are, to be sure—46,000 of them—but these photographs of Southern Arizona resorts should dispel any impression that the state is primitive.

We have space here for photographs of only eight resorts. There are many other famous ones, including the Adobe House (Scottsdale), El Portal (Mesa), Ingleside Inn (Phoenix), Miami Lodge (Scottsdale), Lodge on the Desert (Tucson), Vah-ki Inn (Coolidge). In addition, there are many fine hotels in Arizona cities, catering hospitably to tourists.

Season for most Southern Arizona resorts and guest ranches begins in October or November, ends in May, though some stay open throughout the year. Most establishments have schools nearby for children (ranch schools are a unique feature of the state, offering standard curricula combined with a healthy outdoor life). There are 66 guest ranches, 13 resorts and 18 ranch schools near Southern Pacific lines in Southern Arizona.



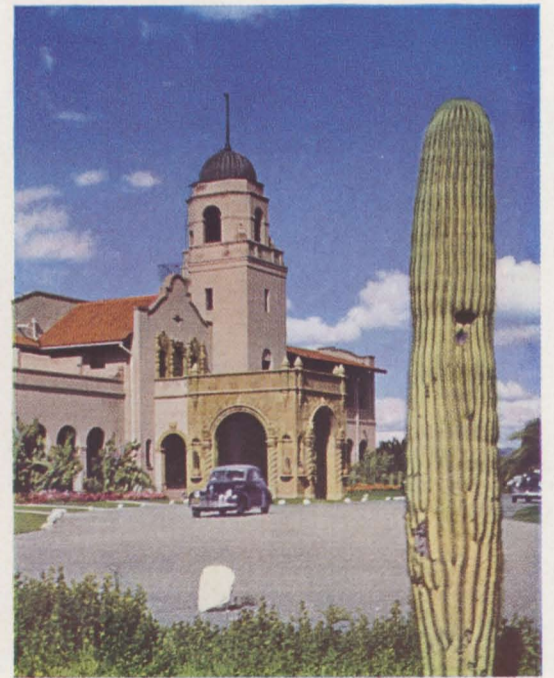
**Arizona Biltmore**, in a 1,350-acre desert tract at the foot of Squaw Peak, eight miles outside of Phoenix. The distinctive main building, designed by the famed architect, Frank Lloyd Wright, is surrounded by guest cottages.



**Arizona Inn** at Tucson is a desert resort of Spanish and Indian architecture. Buildings cluster in a circle around a beautiful patio garden.



**Rancho Grande**, a guest ranch and resort three miles north of Nogales on the Mexican border, is served exclusively by Southern Pacific.



**El Conquistador** in Tucson accommodates 125 guests in the main building and surrounding bungalows. Riding, tennis, golf, dancing, etc.



**Camelback Inn**, eleven miles from Phoenix, accommodates 125 guests in Spanish-type bungalows. Sports include (besides the warm water swimming pool shown above), riding, badminton, shuffle board, ping pong, croquet, horseshoes. Phoenix has an average of 235 clear days per year.



**The Wigwam** at Litchfield Park near Phoenix is a combined inn, hotel and guest ranch. It accommodates 100 guests from December 1 to May 1, has its own golf course, tennis courts, swimming pool. However, horseback riding is the principal sport at this and most other Southern Arizona resorts.



**Hotel San Marcos** at Chandler, between Tucson and Phoenix on Southern Pacific's main line, accommodates guests in the main building and surrounding bungalows. It has an 18-hole all-grass golf course, swimming, bicycling, tennis, badminton, riding. Good hunting and fishing nearby.



**Jokake Inn** (pronounced Jo-kahk'ee) is ten miles from Phoenix on the southern slope of Camelback Mountain. Constructed of adobe, it consists of a main building, surrounded by cottages, has its own swimming pool and tennis courts. Three excellent golf courses are in the vicinity.



## Streamlined "Arizona Limited" starts December 15



**Streamlined** in two tones of gray, the *Arizona Limited* is the very last word in Pullman service and luxury. Accommodations are private rooms only—roomettes, bedrooms, compartments, drawing rooms. A registered stewardess-nurse is in attendance. Extra fare, Chicago-Phoenix, \$6.

THE sleek gray *Arizona Limited* was such a success last winter that Southern Pacific and Rock Island are staging a repeat performance, beginning December 15.

Every other day this luxurious, all-Pullman streamliner will leave Chicago for El Paso, Douglas, Tucson, Chandler and Phoenix. As before, it will be an all-room train with stewardess-nurse service, speeding from Chicago to Phoenix in 39 hours and 40 minutes (one day and two nights). It will be the only streamlined train to Southern Arizona.

Fast daily trains from Chicago to Southern Arizona are the famed *Golden State Limited* (extra fine service for no extra fare) and money-saving *Californian*; from New Orleans, the *Sunset Limited* and *Argonaut*.

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Southern Pacific