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GRAND CANYON

and the
Indian Empire

INDIAN DETOUR

and the
Grand Canyon





Welcome to the INDIAN EMPIRE

Across northern New Mexico and Arizona lays an Empire. In this land of jagged mountain peaks, broad mesas and deep canyons, dwell over thirty tribes comprising the Indian Empire. It is the land of the Navajo, the Apache, the Hopi, the Taos! Here the fierce Zuni, centuries ago, inhabited the Seven Cities of Cibola, fancied land of gold. To this land, the legend brought the fearless Coronado. Then came Juan de Onate . . . who settled New Mexico in 1605 . . . many years before the Pilgrims landed on the Atlantic Coast.

Here the traveler finds the romance of the Conquistadores . . . a thousand miles of magnificent scenic beauty. Here you may travel over historic trails to new horizons where history, romance and ever changing vistas combine to make it the most interesting section of America!

We bid you welcome to the Indian Empire!

SANTA FE TRAILWAYS



THIS LAND OF ROMANCE, MYSTERY AND BEAUTY



Centuries ago meandering Mongol tribes crossed Bering Strait and wandered southward. On they swept leaving behind their racial imprint, which scientists claim today may be found among the Indian tribes of Alaska and the Northwest. Sweeping ever southward on the great Western Plain they came to rest in that section which now comprises northern New Mexico and Arizona. Here they apparently adapted themselves to the country, some tribes laboriously building cliff dwellings, others retaining their nomadic and marauding nature.

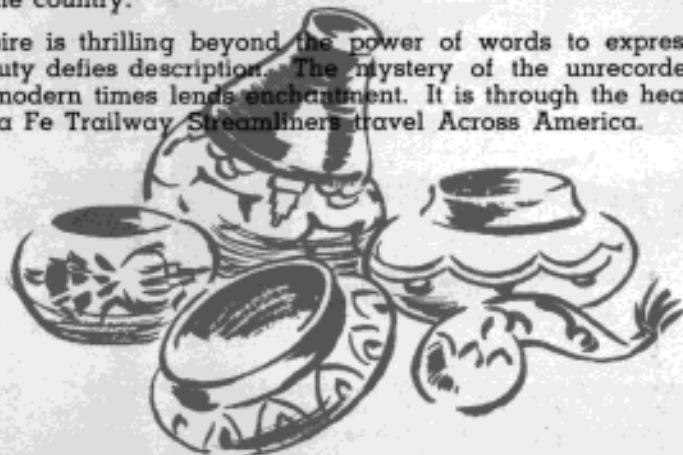
Out of the South came the intellectual Aztecs and the Basket Weavers. Northward they moved until apparently they met the Mongol tribes and stopped.

The foregoing has been gleaned by historians from the relics of ages long before the birth of Christ. That there was an intermingling of these two peoples seems to be a certainty, yet mystery still hangs over the truth about the past of the Indian Empire. Ruins of cliff dwellings of these Indians remain today in many places in this area.

Within forty years after Columbus landed on our shores, Coronado led his band west in search of the Seven Cities of Cibola . . . and today the soft Spanish one hears spoken brings visions of clanking armour of the venturesome Conquistadors. Their imprint has lasted centuries, through the settlements made by Don Juan de Onate.

Centuries passed and out of the East came the fearless "Americanos." We find the names of Kit Carson, Zebulon Pike, Ceran St. Vrain and Winfield Scott outstanding in this period of history. Over the old historic Santa Fe Trail came traders, trappers and hide hunters, as westward the course of empire took its way. There are stories of a thundering herd of buffalo forty miles long that roamed the Staked Plains of Texas, Western Kansas and New Mexico. Then came the Indian Wars and a more rapid progress in the settlement of the country.

The history of the Indian Empire is thrilling beyond the power of words to express, just as its gorgeous scenic beauty defies description. The mystery of the unrecorded past and the history of more modern times lends enchantment. It is through the heart of the Indian Empire that Santa Fe Trailway Streamliners travel Across America.



VACATION ON YOUR WAY...

To help plan vacation trips across the Indian Empire and make them more enjoyable, is the purpose of this booklet.

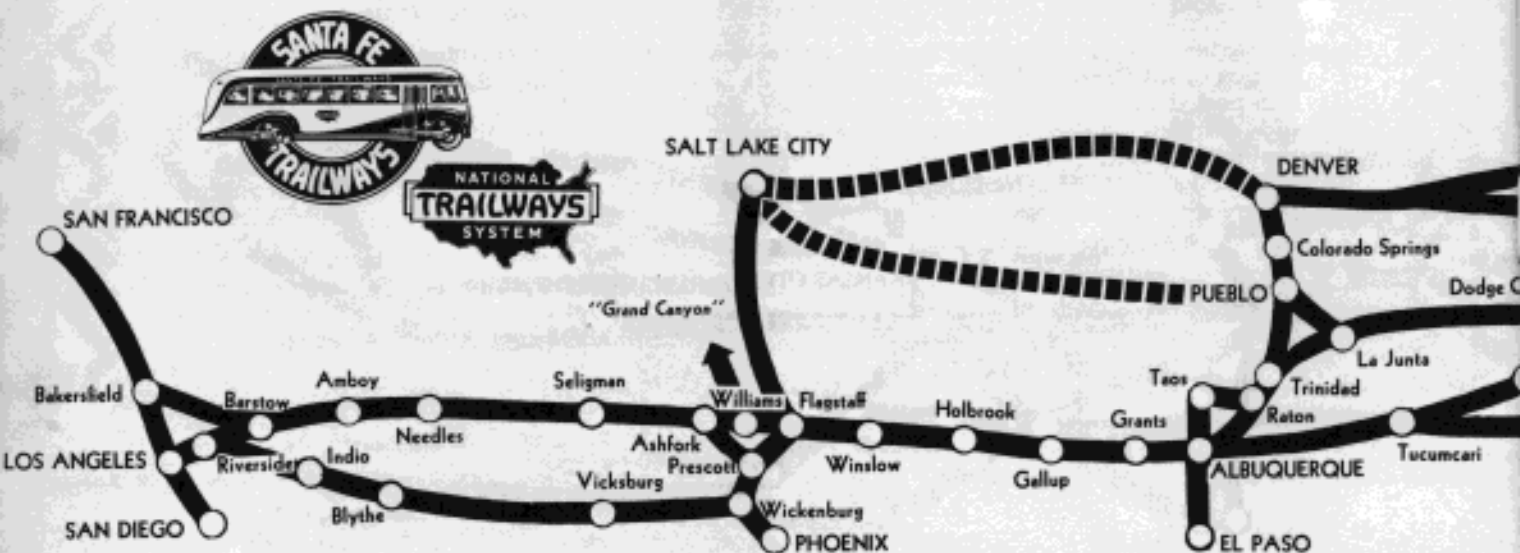
Santa Fe Trailways buses across America travel the finest of all transcontinental highways; yet a short distance off this beaten path are countless intensely interesting places to see . . . unusual things to do.

To those who seek the historic, the romantic, the beautiful and the unusual, this journey will become one of revelation. Every broad sweep of highway opens new and interesting scenes . . . on every side is the grandeur and glorious color of the Southwest.

So numerous are these interesting places that it is impossible to describe more than a few of them here. There are places where the traveler will want to remain a day . . . two days, or longer. Santa Fe Trailways tickets permit all desired stopovers without extra charge.



A Santa Fe Trailways bus ticket is the key to travel enjoyment.



Transcontinental routes of Santa Fe Trailways Buses between the Great Lakes and the Pacific. The Old Historic Santa Fe Trail is the finest and most scenic highway across America.

OFF THE BEATEN PATH

This is a vacation trip . . . make it one! Do something different . . . get off the beaten path!

Plan this trip across America carefully . . . explore the Indian Empire. Any Santa Fe Trailways ticket agent will be glad to assist you.

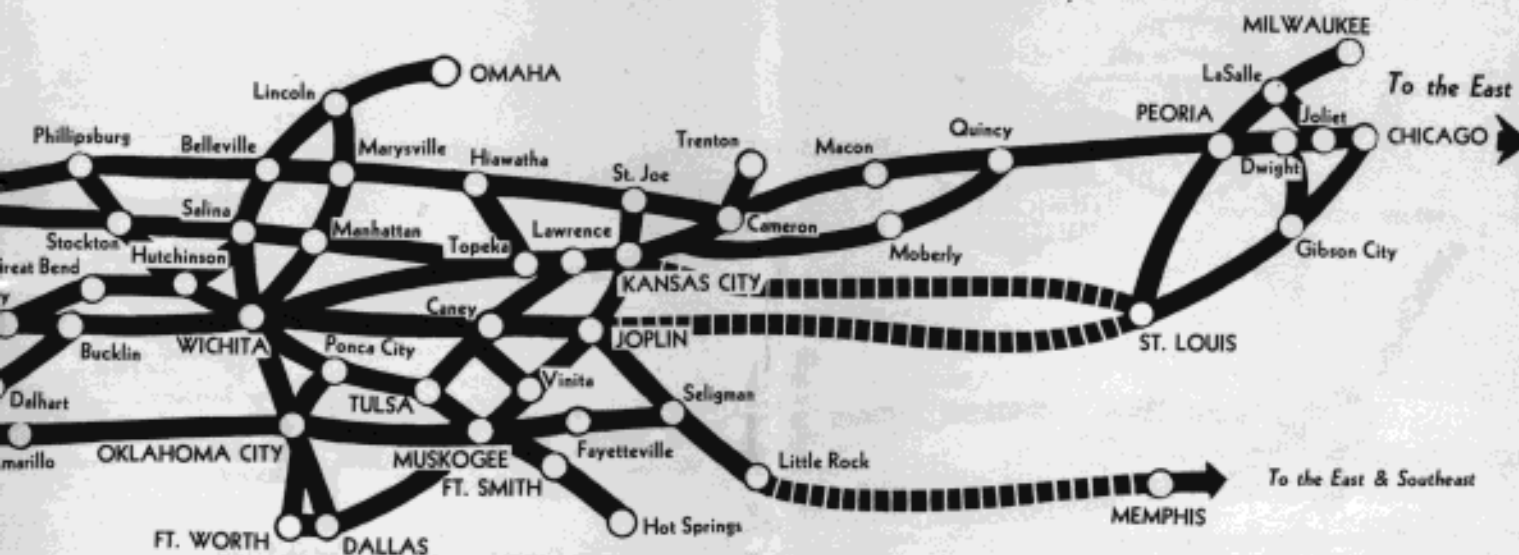
Here's a suggestion . . . take advantage of the liberal stopover privileges; see some of the interesting things going . . . see others while returning.

These trips into the byways need not be expensive . . . some of them cost nothing save a little time . . . all are enjoyable. Come back with a memory of cliff dwellings thousands of years old . . . unforgettable pictures of the Grand Canyon . . . days spent in Old Santa Fe . . . the picturesque Indians of the Southwest . . . a thrilling vacation.

Insist on riding Santa Fe Trailways buses between Chicago and California . . . for only Santa Fe Trailways buses operate over the Indian Detour via Taos . . . only Santa Fe serves the Grand Canyon and many other interesting points.



A Navajo Indian . . . a fitting symbol of The Indian Empire.





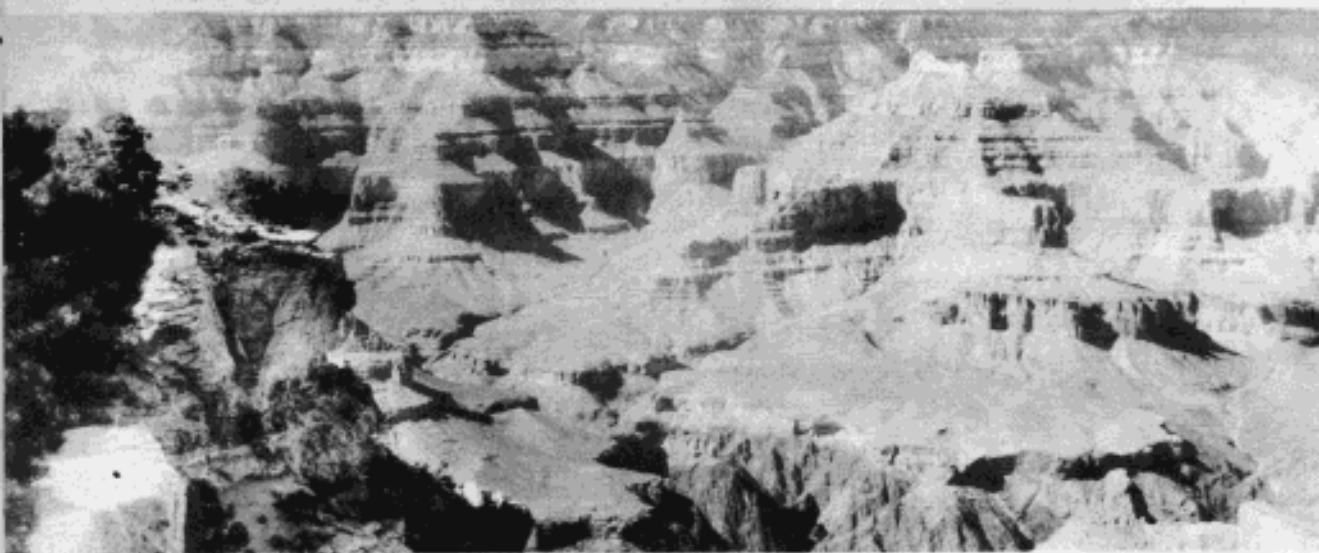
A side trip to Hopi Tower offers many different views of the Canyon.

GRAND CANYON

Since the first Spanish explorer gazed at the vast depths of the Grand Canyon, no one has ever been able to adequately describe this chasm. Nothing in imagination can define it.

From four to eighteen miles from rim to rim, it is over two hundred miles in length and a mile deep. From the tiny thread of the Colorado River at the bottom, vast walls painted in all the colors of the rainbow rise up to meet the brilliant blue of the Arizona skies above. It is a scene of superb beauty unlike anything else in the world!

Side trips around the rim and down into the Canyon start from El Tovar Hotel and Bright Angel Lodge, which afford excellent accommodations at nominal prices for those who remain over to enjoy in full this great spectacle. The Trail trip to Phantom Ranch from the rim to the Canyon floor requires



The Grand Canyon of the Colorado, America's greatest scenic wonder, defies description or photography.

AMERICA'S GREATEST SPECTACLE

a full day . . . and no trip to the Canyon is complete without it.

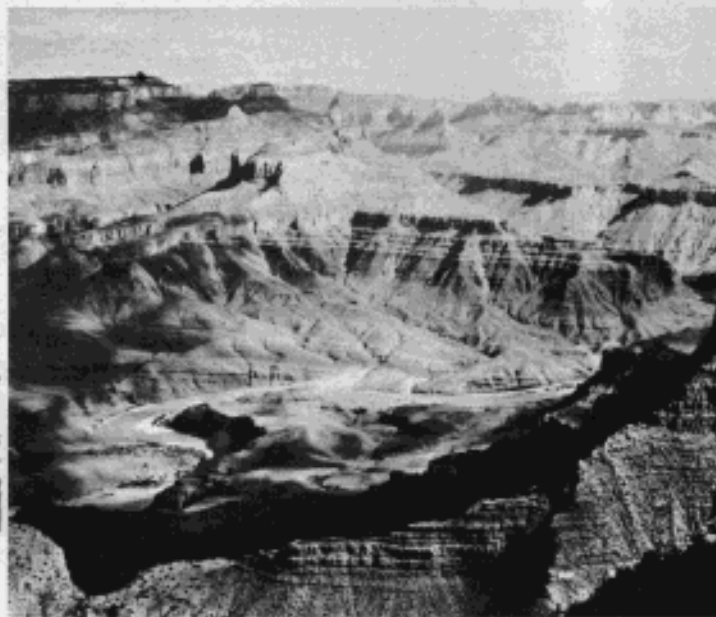
To visit the Canyon, leave the transcontinental Santa Fe Trailways bus at Williams, where direct connections are made with the bus which takes you to El Tovar and Bright Angel Lodge right on the Canyon rim. It is possible to make the side trip to the Canyon in a day . . . but if more time is desired, there is no extra cost for stopover privileges on your Santa Fe Trailways ticket.



Bright Angel Lodge and Cottages, right on the rim, offers excellent accommodations for your stopover. Rates are very reasonable. Fred Harvey operated.



Bridal Veil Falls hold a thrill for Canyon visitors.



A View of Grand Canyon and the Colorado River from Lipan Point on the South Rim

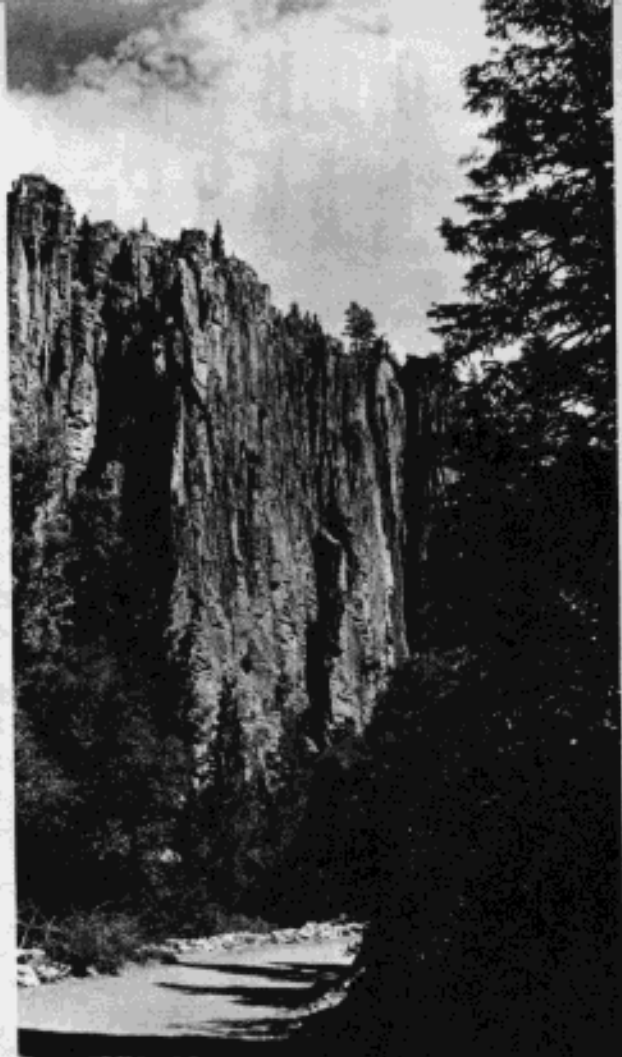


TAOS

INDIAN DETOUR...

There is no extra charge made to Santa Fe Trailways passengers for the Raton-Taos-Santa Fe Indian Detour. Going east, change buses at Santa Fe . . . going west the change is made at Raton. In either case, ahead lies the most interesting one hundred and sixty miles in all America. Northward from Santa Fe, the bus route passes along the Rio Grande Valley, winding through a canyon of amazing scenic beauty. Tesuque, first of the pueblos, is reached. It is the home of the Buffalo Dance and famous for pottery. Northward, but a short distance off the bus route, is San Ildefonso, where pottery making is an art. Next is the land of the Penitentes . . . there is a church in the village of Chimayo . . . where their large wooden crosses may be seen outlined against the sky on the hills surrounding the village. Chimayo, home and work shops of the famous weavers, is just off the bus route to the east.

Soon, gleaming snow-white against the blue of New Mexico's sky, is the massive Ranchos de Taos Church, built in 1772. It is built of adobe with walls several feet thick, covered with white stucco.



The Palisades, towering cliffs of gorgeous color are directly on the Santa Fe Trailways bus route.

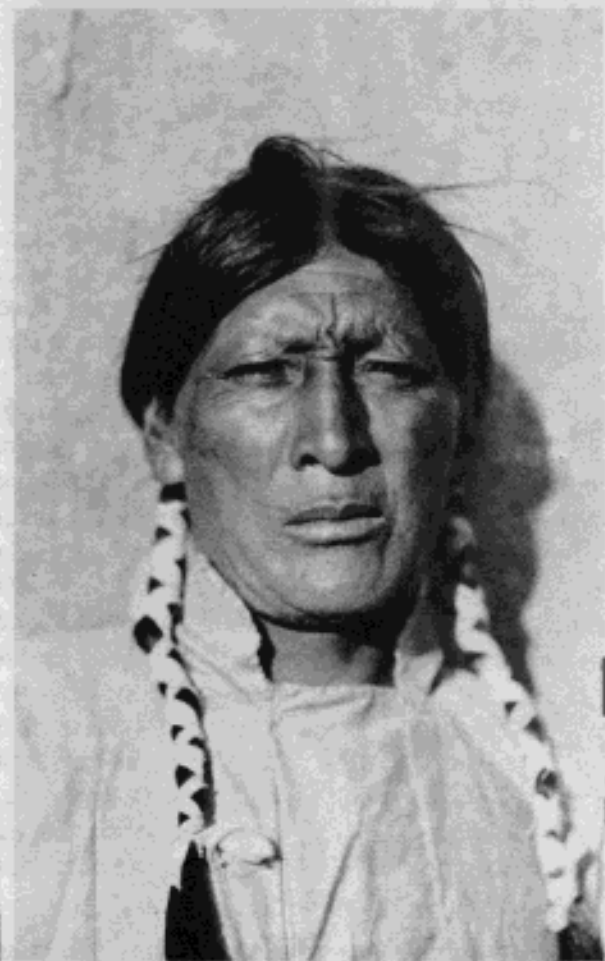


Ranchos de Taos Church, one of the earliest of the Spanish Missions.

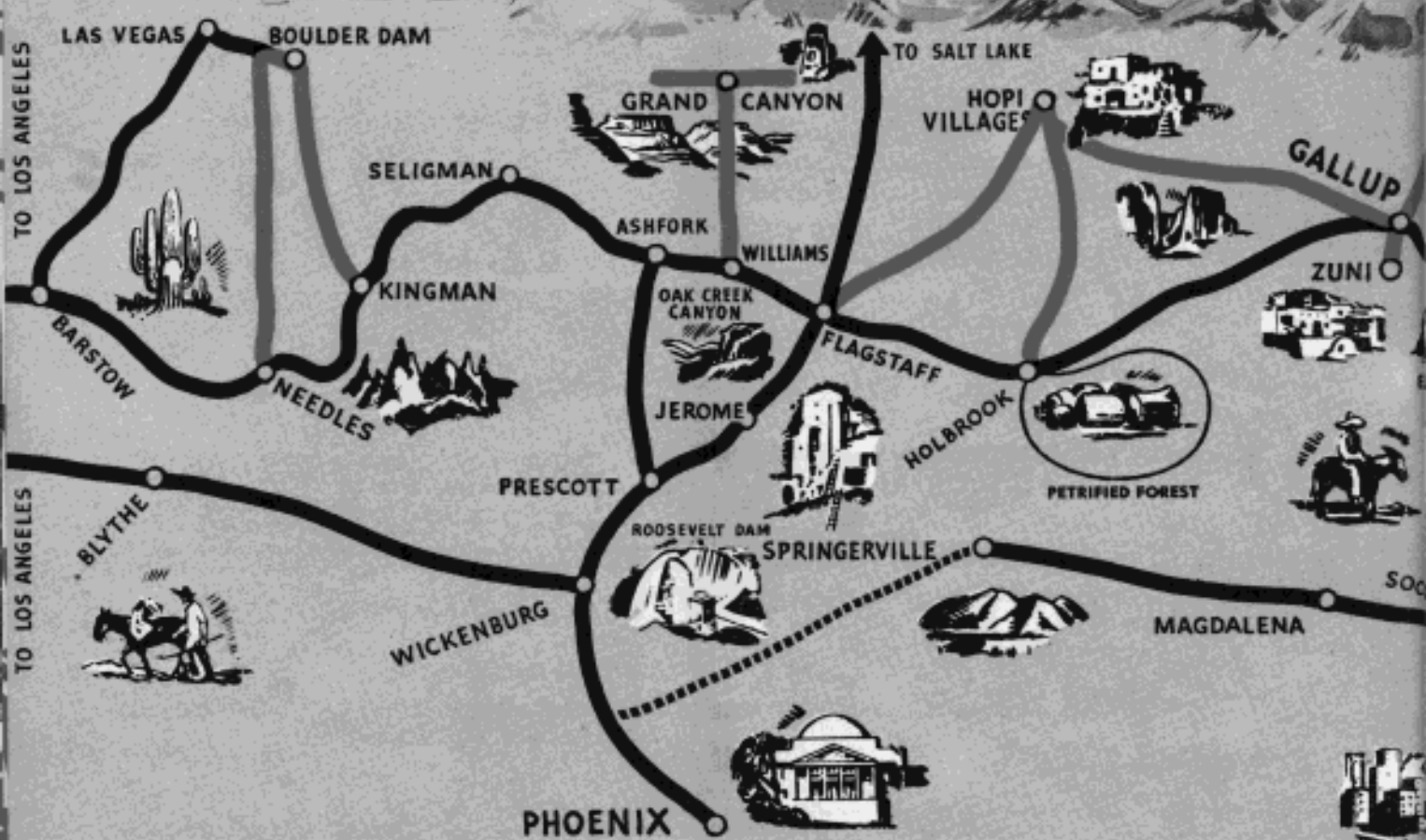
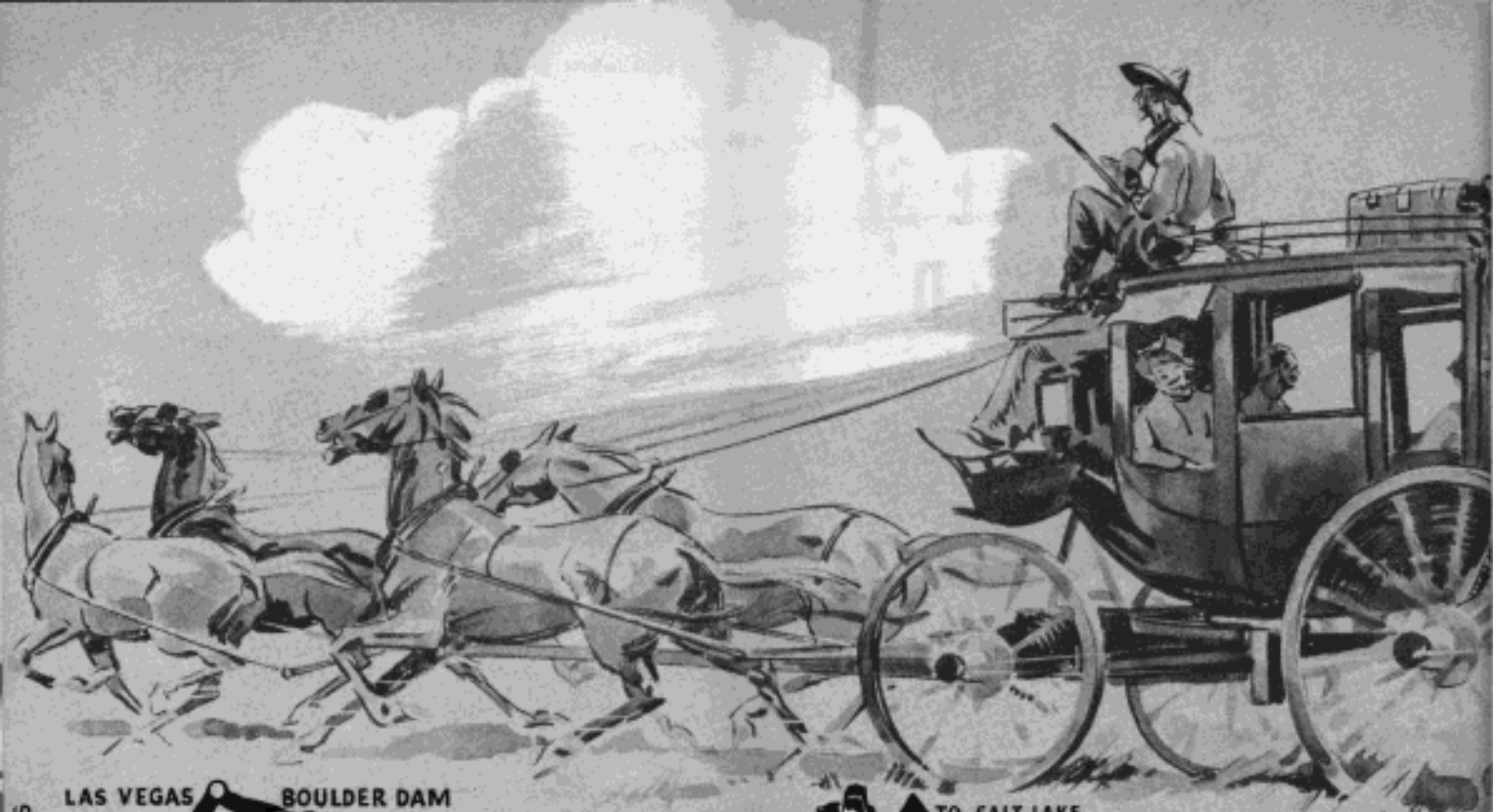
LOOKING CENTURIES BACKWARD

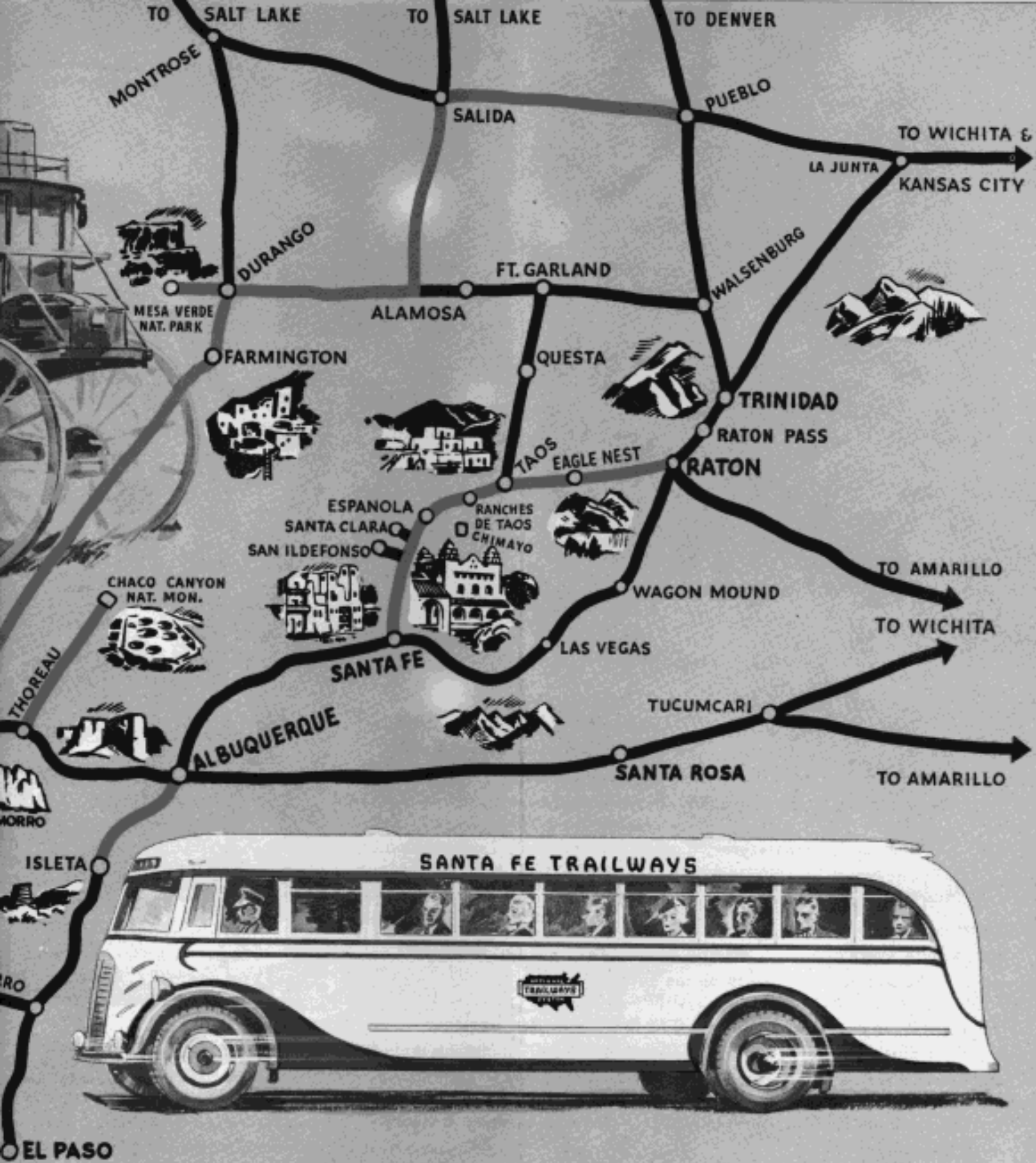
A Taos Indian, proud, intelligent, is by nature an artist.

Nearby is the village of Taos. The bus passes the home of Kit Carson, America's greatest hunter, trapper, Indian fighter. Three miles from the City is famous Taos pueblo, the largest in all the southwest. It has been continuously occupied for over 600 years. Preserved in the dry, clear New Mexico atmosphere, the pueblo appears today as to the first white man to see it four centuries ago. The Taos is the most virile of the pueblo Indians. Proud, arrogant, he clings to his ancient traditions and religions. Studios of artists dot the streets. An art museum at Taos contains some of America's finest landscape and Indian art. On to Raton—up and across Apache Pass 9,000 feet high—then Eagle Nest Lake, sportsman's paradise. The bus route follows Cimarron Canyon, winds through the Palisades where walls are tinted with crimson, yellow and green. Here at Raton is the end of the Indian Detour—offered only by Santa Fe Trailways!



A study of the south half of Taos Pueblo—America's oldest cooperative apartment house.





An interesting picture of
St. Francis Cathedral, Santa Fe.



GLORIOUS DAYS IN OLD SANTA FE



Old Santa Fe! The City of Sacred
Faith! Its narrow streets breathe his-
tory and romance . . . echo footsteps of the Conquistadores . . . the click
of castanets and tap of dancing heels of dark eyed señoritas.

Visit the Palace of Governors, erected about 1610 and seat of government
of New Spain, where Lew Wallace wrote his immortal Ben Hur. Visit the
Church of San Miguel, oldest mission in America . . . delight in the Art
Museum . . . stop at the Museum of Anthropology. Enjoy the quaint
architecture everywhere . . . colorful Indians from nearby pueblos . . .
listen to the soft Spanish spoken on the streets!

Take side trips to Chimayo, Frijoles Cliff Dwellings, San Ildefonso . . .
noted for black pottery . . . to Santa Clara and Puye'. Numerous Dude
and Guest Ranches offer interesting vacations.

No time in Santa Fe is too short to enjoy . . . No time too long to weary
of it! See it!



A glimpse of the
Santa Fe Art Museum
where many famous
paintings are hung.



A view of Albuquerque,
looking south.

ALBUQUERQUE on the RIO GRANDE



Villa Real de San Francisco de Albuquerque, founded in 1705 by Spanish

Conquistadores—now Albuquerque, metropolis of New Mexico!

Albuquerque is the gateway to all the southwest. In every direction sight seeing trips lead to scenic wonders. To the north near Bernalillo are the excavated ruins of age old Indian pueblos thought to be the villages where Coronado and his men camped through the winter of 1541. A short distance away are three interesting Indian pueblos along the bank of the Rio Grande—San Felipe, Cochiti and Santo Domingo.

South of Albuquerque the bus route passes Isleta pueblo, one of the oldest and largest pueblos in New Mexico. In the center of the pueblos stands the Mission of San Antonio de Isleta, built by Spanish priests in 1621.

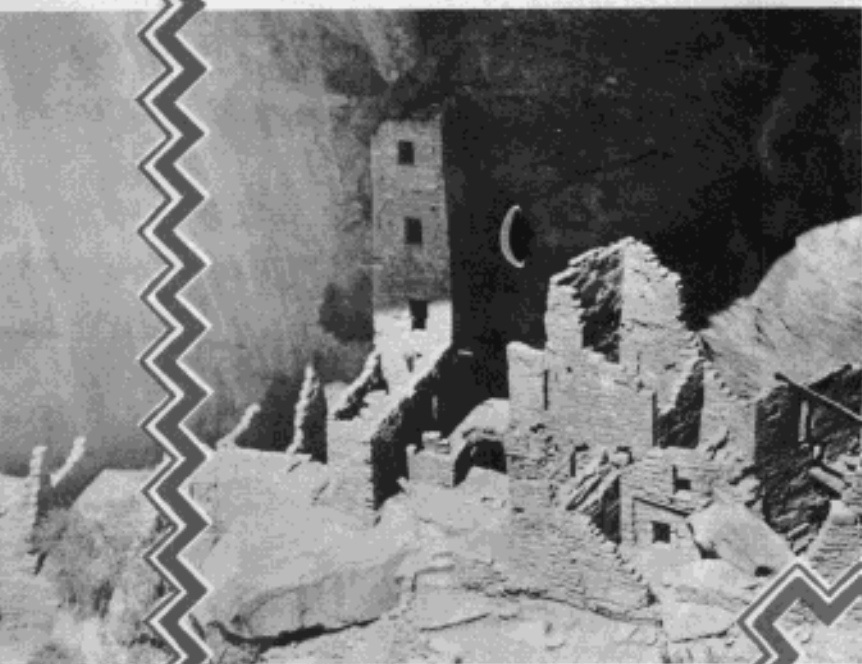
Eastward are volcanic peaks and lava flows, and to the southwest is Acoma, the sky city—a pueblo perched on a lofty mesa 400 feet above the plains. Nearby is the Enchanting Mesa, famed in Indian legend. Here is an ideal center for scenic side trips and Santa Fe Trailways tickets permit stopover privileges without extra cost.



The old church at Isleta Pueblo, a short but interesting side trip from Albuquerque.



MESA VERDE • PREHISTORIC CITIES



Square Tower House, Mesa Verde National Park. If only its walls could speak and reveal its mysteries!



Cliff Palace, former dwelling place of the "Little People" held in awe by Indians of the Southwest.

Here is a vacation wonderland that is different . . . one that is new despite the fact that it is old beyond reckoning. Mesa Verde, or "Green Table" is in the extreme southwestern corner of Colorado, 6520 feet above sea level. Canyons seam the mesa, which rises above the surrounding country.

Cliff dwelling ruins are found in nearly every canyon, ranging from Cliff Palace which is 300 feet long and contains over 200 living rooms to one room ruins never entered by a white man! Mesa Verde was first occupied by man about 1000 B.C. and was deserted about 1300 A.D. . . . before Columbus landed on our shores

Buses operated by Trailways take passengers from Durango directly to Spruce Tree Lodge in the park, which offers excellent accommodations, and every recreation. Each evening informal talks are given at campfire circle. There are Indian singers and dancers to climax every day of this trip off the beaten path. Saddle horses may be had for \$1.00 per hour.

Eastbound passengers change buses at Gallup for Durango . . . westbound passengers change at Pueblo.



PETRIFIED FOREST • A DAY TO REMEMBER

Who has not heard of the Petrified Forest? Men have long marveled at this weird, yet beautiful freak of nature.

Just a few miles off Santa Fe Trailways transcontinental bus route is the world's largest deposit of petrified wood. Here the fallen giants of forgotten forests lie brilliantly colored, their gem-like trunks gleaming and sparkling under Arizona's turquoise sky. Time was perhaps when these giant trees were engulfed by a flood. Through untold centuries nature wrought her changes and when the upheaval of the earth's crust came that created the mountainous areas, they were forced to the surface where the winds of time exposed this ancient forest, as it now appears.

For sight seeing trips through the Petrified Forest, Santa Fe Trailways buses connect at Holbrook, Arizona. The sight seeing trip visits four major units of Petrified Forest and covers a distance of 17 miles. A lengthy stop is made at an excellent museum at National Park Service Headquarters. Park rangers are eager to act as informative guides. This trip is a day well spent, and every hour is packed with interesting and informative scenery. A very unusual side trip may also be made from Holbrook to the Hopi Villages to the north. It is the home of the weird Hopi Snake Dance. At Holbrook travelers again connect with Santa Fe Trailways buses to continue journeys east or west.

To the west of Holbrook is Winslow. Here the beautiful Harvey Hotel, La Posada, invites travelers to stop over and enjoy a restful Arizona day in a beautiful semi-desert country.

A forest of a million years ago, huge tree trunks of multi-colored stone.



A fallen giant turned to stone in the Petrified Forest.



INDIAN EMPIRE

GALLUP • CAPITAL OF

Gallup, Capital of the Indian Empire, nestles among the red and gray sandstone mesas, slashed by rugged canyons. Before the days of white men, it was the meeting place of raiding Navajos. Today, both pueblo and plains Indians follow the trails to Gallup . . . more products of Indian origin are marketed here than in any other town in America. Gorgeous robes, rugs colorful blankets, silver ornaments, jewelry and pottery are always displayed.

Gallup is the home of the Intertribal Ceremonial held each year during the last week in August. Six thousand Indians from over thirty tribes gather for this brilliant, colorful, event. There are weird costumes, dances, the haunting chants of Indian singers to bring new thrills.

All transcontinental Santa Fe Trailways buses pass through Gallup . . . there are ample accommodations for visitors who use stopover privileges.

Apache Devil Dancer from San Carlos at the Gallup Intertribal Ceremonial.



A Navajo Weaver. Designs are developed as the weaver progresses. No two rugs are exactly alike.



A splendid example of a Navajo Indian.

BOULDER DAM

MAN MADE WONDER

Kingman, Arizona, is on the transcontinental Santa Fe Trailways route. Just 75 miles north is Boulder Dam—the most remarkable piece of engineering man has ever undertaken. Harnessing the mighty Colorado River, Boulder Dam has created Lake Mead the world's most extensive artificial lake, 115 miles in length with 500 miles of shoreline.

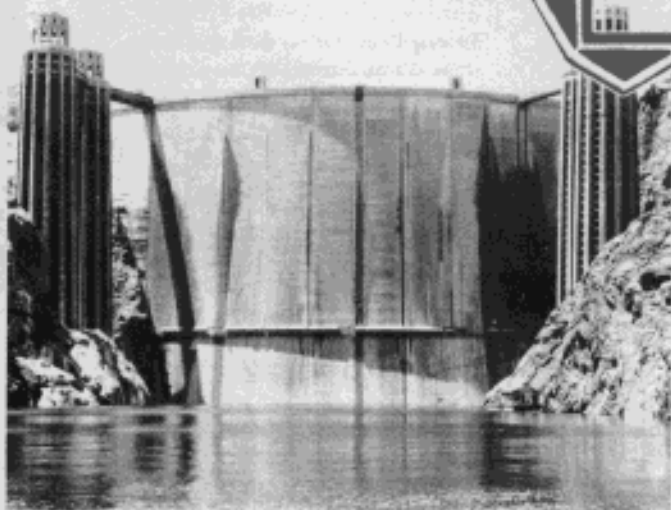
In this setting of majestic beauty Lake Mead bids fair to become one of the nation's outstanding vacation areas. Boat trips up and down the lake offer the grandeur of Norwegian Fjords. Airplane flights are offered daily over the dam and eastward to the Grand Canyon. Stop-over accommodations are available at Boulder City.

Santa Fe Trailways connections for Boulder Dam trips are made at Kingman. The side trip requires only a day, and the transcontinental passenger may take the next Santa Fe Trailways bus east or west to continue their journey.

An airplane view of Boulder Dam taken from one of the planes at Grand Canyon-Boulder Dam Tour which offers flights daily.



Binnie Barnes, famous movie star, visits Boulder Dam.



Compare the enormous height of Boulder Dam with the tiny houseboat at the base of it. At the present time the water level has risen much higher.

Through OAK CREEK CANYON to or from Phoenix

Only Santa Fe Trailways buses operate through Oak Creek Canyon, and transcontinental passengers may choose this route to or from California going by way of Wickenburg. Westbound the change of buses is made at Flagstaff.

Here, indeed, is a rival for the Grand Canyon in sheer beauty! Trailways buses skirt the canyon . . . then enter it. Strange rock formations . . . sheer cliffs rise and tower above. There are many cliff and cave dwelling ruins.

Down in the Canyon, crystal clear streams are lined with a covering of mosses, cress, lupins and columbine. Oak Creek Lodge is situated at the junction of Oak Creek and West Fork Canyons. Accommodations are excellent.

Further on the bus passes picturesque ranches . . . mining camps . . . a section of beautiful desert . . . a variety in scenic beauty unmatched elsewhere. All this costs nothing extra, any Trailways agent will be glad to arrange for this routing.



Mountain climbing is a favored sport in Oak Creek Canyon.



Swimming pool at Oak Creek Canyon Resort.

Switchbacks on the Scenic Oak Creek Canyon Road.



How inviting is this Southern California Beach! It's a land of perpetual sunshine.



CALIFORNIA THE VACATIONIST'S PARADISE!

California... from the Mexican border to its northern boundary... from its sun-kissed, palm draped beaches to its snow capped mountain peaks, is one vast playground.

The charm of California lasts throughout the entire year, for here may be found any temperature... almost any climate... any day!

The scenic beauty is supreme, varying from a lovely garden to wind swept deserts... the blue Pacific is contrasted with mountain lakes and streams.

California cities hold wonders... Los Angeles and San Francisco, are as cosmopolitan as any cities in America. Hollywood has its thrills to offer... San Diego, Long Beach, Santa Barbara, Pasadena and countless others seem to have been built for pleasure.

Resorts abound everywhere... to fit almost any vacation budget.

California vacations need not be expensive. Bus fares have never been lower and the nearest Santa Fe Trailways ticket agent will be able to make money-saving suggestions!



One of the many palm lined boulevards in Los Angeles.



Choose SANTA FE TRAILWAYS

Ultra-Modern STREAMLINED LIMITEDS Across America

- You pay no extra fare for America's finest bus service between the Great Lakes and the Pacific . . . just insist on a Santa Fe Trailways ticket! Going east or west . . . you change buses only once. Between Wichita and Los Angeles these Fast Limiteds are equipped with lavatory and rest-room facilities . . . the only buses of their kind on the highway! Full-reclining individual chairs . . . no charge for clean, soft pillows.
- Famous Fred Harvey Meals for as little as \$1.00 a day, are served where facilities permit. Harvey Hotels offer finest of accommodations at nominal prices for stop-overs enroute. There is no extra charge for stop-over privileges . . . proceed as leisurely as you wish . . . or speed straight through in comfort. Only Santa Fe offers Fred Harvey Service!
- Be sure, for a more enjoyable, comfortable trip, your ticket reads "Via Santa Fe Trailways" . . . it will pay you to insist!
- **THE CENTURY EXPRESS** . . . Daily Streamliner between Chicago and Los Angeles . . . finer, faster service.
- **THE SANTA FE TRAIL LIMITED** . . . Daily between Chicago - Los Angeles . . . a companion to the famous Century.
- **THE WESTERNER** . . . Daily between Chicago and Denver with connections for the Indian Empire and Pacific Coast.
- **THE DIXIE LIMITED** . . . Fastest daily bus service between Chicago and Dallas. Direct connections for the Southwest.

For this finer, better bus service, call any Santa Fe Trailways Agent or Write

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T. S. Reece, Passenger Traffic Manager
General Offices: WICHITA, KANSAS



America's Finest Transcontinental Bus Service