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The

ALVARADO

ALBUQUERQUE

NEW MEXICO



The Harvey
HOTEL



Old Mission Church in Isleta Indian Pueblo near Albuquerque.



Garden Detail



"La Cocina Cantina"
(Spanish Cocktail Lounge).

THE ALVARADO, famous among hotels of the Southwest for its Old World charm and traditional atmosphere, is one of the outstanding establishments of the Fred Harvey System. It was named after Hernando de Alvarado, Commander of Artillery in Coronado's great expedition. Its rambling structure of Spanish mission architecture boasts wide verandas, overlooking beautiful sunny patios and pools; it invites cheerfulness and relaxation in its spacious halls and secluded gardens. The traveler en route or the visitor who plans an extended stay will find the Alvarado a perfect place for repose and recreation. It provides excellent headquarters for motor trips into the colorful surrounding Indian country. Conducted tours in limousine or de luxe bus may be arranged on request.

FACILITIES: Restful bedrooms, spacious Lounge; Coffee Shop; Dining Room; Private Dining Rooms; Spanish Cocktail Lounge ("La Cocina Cantina"); "La Placita" (high-walled outdoor dining place); News Stand, large Sample Rooms, Barber Shop and Beauty Shop.

THE FRED HARVEY INDIAN BUILDING, adjoining the hotel, displays world-famous collections of Indian and Mexican handiwork. Native craftsmen may be seen making articles similar to those on exhibition.

Trips to take around Albuquerque

Three Volcanoes show against the sky line across the Rio Grande. At their base unique lava flow formations may be seen.

The Skyline Drive through the nearby Sandia Mountains offers splendid scenic sights climaxed by a marvelous view from the towering Sandia Crest (over 10,000 feet).

Isleta Pueblo is a picturesque old Indian village, a half hour's drive from the Alvarado. Visitors are often fortunate enough to witness one of the colorful ceremonial dances.

Acama, "The Sky City," an Indian Pueblo atop a towering rock fortress that thrusts up nearly four hundred feet from the surrounding mesa, is one of the most interesting settlements of the Indian country.

The Jemez Country, an unspoiled area of canyons, forests and mountains, offers some of the Southwest's finest hunting and fishing.

From the wall decorations of the Private Dining Room in the Alvarado Hotel. Based on authentic drawings from the 16th Century, these most interesting decorations depict Coronado's Entrada into New Mexico, and the part played by his Captain of Artillery, Don Hernando de Alvarado.



HOW TO GET TO THE ALVARADO: Albuquerque is located on U. S. Highways 66 (Will Rogers Memorial Highway) and 85 (see map on back cover). It is a division point of the Atchison, Topeka and Santa Fe Railway (through line Chicago-Los Angeles and San Francisco). It has a T.W.A. airport (8 scheduled stops each day).

SPORTS: An all-grass eighteen-hole golf course at the Country Club is available to guests of the Alvarado. The Municipal Golf Courses, adjacent to the University grounds (one eighteen-hole and one nine-hole course) are also open to the public. A modern municipal beach offers good swimming. Tennis, horseback riding, fishing, hunting, archery and other sports may be arranged. During winter months, excellent conditions for skiing are to be found in the nearby Sandia Mountains, a half hour's drive from the hotel.

ALBUQUERQUE, in the Rio Grande Valley, is the largest city in New Mexico. (Population 62,288. Altitude 4,953 feet.) Founded in 1705 when New Mexico was a province of Spain, the town still shelters interesting reminders of those early days. The mission church of San Felipe de Neri still stands much as originally erected about 1735. Albuquerque is the home of the University of New Mexico and the site of an important U. S. Army air base. The delightful year-round climate and the lively trade activity of the city attract many visitors.

FRED HARVEY HOTELS in New Mexico and Arizona

"LA FONDA"
in OLD SANTA FE, New Mexico, colorful center of "the most interesting hundred-mile square in America."

"EL NAVAJO"
in GALLUP, New Mexico, the heart of the Navajo Indian Country.

"LA POSADA"
in WINSLOW, Arizona, gateway to the Petrified Forest and Hopi Indian Villages.

"EL TOVAR, BRIGHT ANGEL LODGE and GRAND CANYON AUTO CABINS"
on the rim of the GRAND CANYON of Arizona, America's greatest scenic wonder.

"These and other Fred Harvey Hotels in the Southwest will gladly furnish complete information regarding trips and outings."



The

ALVARADO

ALBUQUERQUE

NEW MEXICO

CENTRAL AVENUE AT FIRST STREET
(Within a block of main business district)

FAMOUS
FRED HARVEY
CUISINE

DINING ROOM

COFFEE SHOP

"LA COCINA
CANTINA"
COCKTAIL
LOUNGE

"LA PLACITA"
OUTDOOR
DINING
PLACE



RATES—EUROPEAN PLAN

SINGLE ROOM	
With Bath	2.50 to 5.00
Without Bath	1.50 to 2.00
DOUBLE ROOM	
With Bath	3.50 to 5.00
Without Bath	2.00 to 2.50
DOUBLE ROOM, TWIN BEDS	
With Bath	4.50 to 8.00
Without Bath	3.00

MEALS

Moderately Priced Table d'Hôte
and a la Carte Service

All Prices Subject to Change
Without Notice



Fred Harvey
"HOST OF THE SOUTHWEST"