

# ARIZONA



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# ARIZONA

*"The Egypt of America"*



in word and picture by the  
CONOCO TRAVEL BUREAU  
Denver, Colorado



*The Grand Canyon of the Colorado—One of the Wonders of the World*

Breath-taking scenery, colorful gashes of canyons, beautiful deserts, picturesque Indians, huge irrigation projects, romantic history . . . Arizona!

Mysterious with vestiges of a dim people who reached the height of their civilization long before Columbus was born, it is fascinating to him who has the slightest interest in the vanished glories of the past; scenic with its wild plateau and canyon region, wooded mountains, and spectacular desert, it is intriguing to the lover of beauty. A land steeped in sunshine—possessing an equable climate—Arizona has a universal appeal.

It is the fifth largest state,—the youngest in point of statehood and one of the oldest in point of history. It was visited by Francisco Vasquez de Coronado with his barquebus and crossbow equipped band in 1540, organized as a territory in 1863, and admitted into the Union as a state February 14, 1912.

It is a country of paradoxes. A family of Indians speeds home in the latest model Ford or Cadillac to perform crop-assuring prayer dances to their Rain Gods. Within a few miles of a skilled workman grinding optical lenses with latest scientific technique, an Indian woman fashions her primitive but beautiful pottery from clay gathered at the river bank, rolled into long ribbons between her palms, and coiled into shape without the aid even of a potter's wheel. And the nickname of Arizona is the "Apache" state, but "Apache" means "enemy", and Arizona's warm-hearted hospitality is known throughout the world.

Each American citizen is a shareholder in two-thirds of the State of Arizona, set aside as government land and including the Grand Can-



yon National Park, twelve national monuments, nine national forests, and reservations for the nation's most colorful group of Indian tribes—Hopis, Pimas, Papagos, Maricopas, Yumas, Havasupais, Yaquis, Navajos, Hualpais, Cocopahs, Mojaves, Chemehuevis, Apaches, and Paiutes.

The majority of these scenic spots are reached by splendid roads. Modern resorts, guest ranches, inns, hotels and cottage camps offer every comfort and convenience to the visitor.

Every Conoco station is a branch of the Conoco Travel Bureau, and men in charge will be glad to give directions to any particular place the tourist may wish to visit.

#### GRAND CANYON REGION

The Grand Canyon of the Colorado—one of the wonders of the World—is the outstanding feature of the great 45,000 square mile plateau in northern Arizona—a plateau of rolling landscapes, with superb canyons, sunken deserts, bold buttes, picturesque mesas, and rare but verdant valleys.

The incomparable Canyon, characterized by government folders as "the greatest example of erosion ever discovered and the most sublime spectacle in the world", is more than a mile deep, ten to thirteen miles wide, and 167 miles long. On either rim lies a narrow strip of land heavily forested on the north and rich with flowering vegetation on the south. The canyon itself cannot be described—be it enough to say that it is a terrific trough worn by the Colorado River, containing hundreds of mountains and peaks larger than any east of the Rockies,—the whole

thing painted by constantly changing colors undreamed-of and unimaginable until the spectacle is actually seen.

To the north spreads the great Kaibab plateau which forms the northern rim, the Geologist's Paradise, cloaked by the Kaibab National Forest—800,000 acres of game and forest preserve, and teeming with the nation's largest herd of deer,—more than 13,000 head. The new auto bridge at Lee's Ferry leads you right into the Kaibab Forest and over wonderful roads to Southern Utah's scenic wonderland, Bryce's Canyon, Zion National Park, etc.

West, in a tributary of the Grand Canyon—Havasu Canyon—dwell the sequestered Havasupai Indians in the "Land of the Sky Blue Waters." Unmatched in the Southwest in setting and beauty, a series of lofty waterfalls from a blue spring-fed stream make one of the most romantic spots in the country.

### NAVAJO LAND

Northeast of the Grand Canyon, and lying in the strange region of Navajo and Hopi Land, is the Navajo National Monument—three tracts set aside to protect three large areas of ruins, of which Inscription House, Betatikin, and Kit Sil are outstanding. Farther south, perched on top of their three easily defensible mesas, are the picturesque Hopi villages, at one of which the world famous rain-beseeching Snake Dance is held each fall.

In this colorful Navajo country also are the remarkable Grand Falls of the Little Colorado River, grotesque Monument Valley, and the formerly hard of access Canyons de Chelly and del Muerto (Canyon of Death) with their many prehistoric ruins and sheer cliffs.

Rainbow Bridge in Southern Utah—the largest and one of the most beautiful natural bridges in the world—is reached most easily through Northern Arizona.

The Painted Desert—a term applied to almost the whole of the northeast corner of the state—is a topsy-turvy melange of what appear to be solidified sand hills, beautifully colored, of all

Apparently barren, but cool in summer and warm in winter are the Hopi pueblos in the Black Mesa country.



Northern Arizona provides much of this sort of scenery—mountains and mesas green with juniper and sage.



Shattered remnants in the Petrified Forest of what were once mighty monarchs of the forest—but there are whole trunks, too, some with the bark and roots still visible.

sizes and descriptions. Purples, violets, scarlets, ebones, pinks, yellows, creams, and whites—studded with fantastically carved escarpments.

Hundreds of fallen tree trunks, some with the bark and roots still showing, each made from the purest carnelian, onyx, jasper, or agate—rainbow hues—showers of jewel chips cascaded over the ground—and a background of millions of years . . . this is the Petrified Forest. Giant trunks and small trunks, once wood, government geologists say, in the misty ages before dinosaurs wallowed in the slime, but now turned to vari-colored stone by the action of the millenniums. Three adjacent areas covering thousands of acres are under government supervision.

The queer Meteor Crater—a huge hole 600 feet deep and a mile wide, with an encircling rim 200 feet high—is located near the thriving town of Winslow. The crater, geologists say, was formed thousands of years ago when a gigantic meteor hit the earth with terrific impact. Winslow is also a gateway to Hopi land, Navajo Indian reservation, Painted Desert, and Petrified Forest. Extinct volcanoes and other worth-while sights are located near Holbrook.

### MOUNTAIN REGION

Of surpassing interest to the sportsman and sightseer is the mountain region, 70 to 150 miles in width, filled with short ranges of mountains running parallel with the edge of the plateau and separated from it by an abrupt slope that crosses the whole state from east to west.







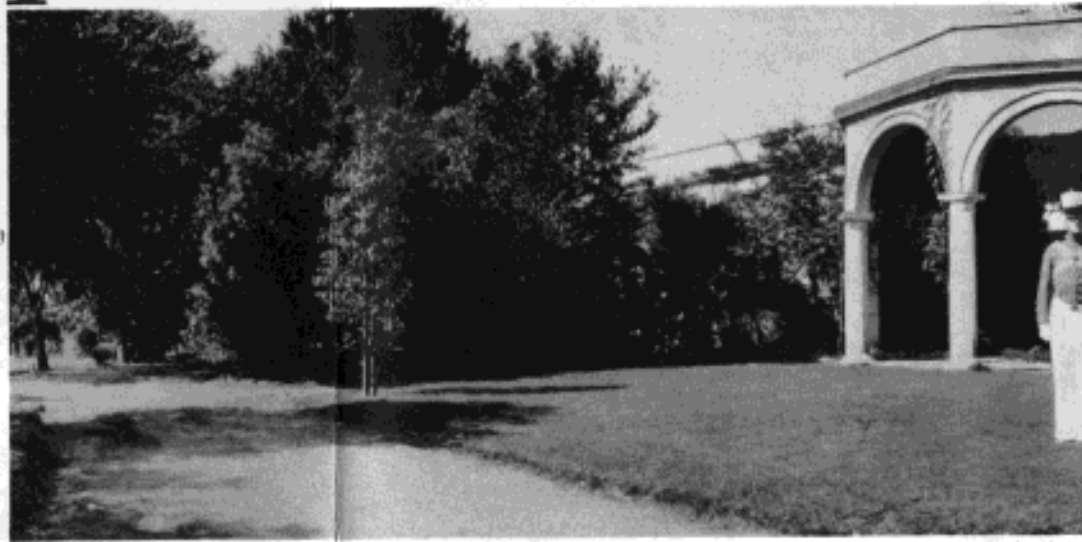
Verdilion Cliffs and Cathedral Rock near Marble Canyon in the Painted Desert. Only a master's brush could do justice to the wonderful colorings throughout the whole region.

The noted Lowell Observatory, where the new planet Pluto was discovered recently, is located at Flagstaff at the base of the towering San Francisco peaks, from the summits of which five states—Arizona, New Mexico, Colorado, Utah, and Nevada—can be seen. Nearby are Wupatki National Monument and Walnut Canyon, both containing many pueblo ruins. To the west is Kingman with its important mines and stock-raising region.

The widely heralded cowboy contest "Frontier Days" are repeated each year in Prescott, usually about July 4. Another famous attraction of the "Cowboy Capital of the World" is the group of Indian dances realistically performed each year by the "Smoki Indians", a fraternity of Prescott business men.



The giant saguaro cactus rears its formidable arms to the cobalt sky in the enchanting deserts of southern Arizona.



View of sweetly overgrown desert in the magnificent

To the east is Montezuma's Castle, said to be the best preserved cliff dwelling in North America.

The White Mountain section offers a million acres of forest and mountain scenery traversed by more than 300 miles of trout streams. Resorts and campsites are numerous. Wherever the tourist sees the sign of the Red Triangle,—there is a field branch of the Conoco Travel Bureau. Those in charge will be pleased to point out interesting places to go to make the trip more enjoyable.

### DESERT REGION

Just south of the mountains rolls away the Desert Flower Garden—the beautiful cactus country. Not just sand and heat, but strange wild forms of spectacular cacti—cholla (in which the Indians used to throw captives for torture), Mammillaria, saguaro (Giant Tree cactus), and the bisnaga or barrel cactus, which, when the spiky top has been cut off and the pulpy inside mashed, yields water which has sluiced many a wanderer's parched throat in the old days when travel was a squeaking horror of ungreaased wagon wheels jolting over miniature Grand Canyons and Rockies rather than roads.

Multitudes of different shrubs and flowers flare into bloom at different seasons; rain transforms the desert into a fairyland of blossoms and grasses—some of which are quite independent of any rainfall.

Centered in the luxuriant oasis of the Salt River Valley surrounded by purple mountains and topaz desert is Phoenix, the city of sunshine, palms, and roses, the capital of Arizona. It is a lovely city with a metropolitan population of 93,000, owing its prosperity to the Roosevelt and an extensive system of other dams. The valley and river are not and never have been salt—it is a semi-tropical land (but with a dry, healthful atmosphere) green with waving date palms, orange and grapefruit groves, lettuce, alfalfa, and cotton fields. Also in the rich Salt River Valley are Mesa, with its Mormon Temple and fine homes, and other lovely towns.

On the way to stupendous Roosevelt Dam are thousands of acres of virgin desert covered with every conceivable variety of cactus and desert flora. It is remindful of the fact that Arizona contains the greatest variety of plant life, even including ferns, of any state in the Union. The Tonto National Monument contains cliff dwellings



open up before the mo-  
Kahab National Forest.

of much interest and Tonto Natural Bridge.

Near the eastern entrance of the famous Apache Trail highway which runs through the country of the Indians' Last Stand are the picturesque copper mining and smelting cities of Globe and Miami. The largest multiple-domed dam in the world—Coolidge Dam—and the fertile irrigated Gila Valley lie to the west. This valley numbers progressive towns such as Safford, and other attractions.

Casa Grande (Great House), the largest prehistoric ruin in Arizona, lies south of Phoenix. Although the site was abandoned 700 to 800 years ago, mud ditches comprising a great prehistoric irrigation system surrounding the ruin can still be traced clearly.

On a mesa or plateau 2,400 feet above sea level, is located Tucson, the oldest and second largest city in Arizona. The Pueblo de Tucson was a flourishing Indian village when the gold-mad Spaniards came through in 1540, and has been occupied ever since. The city is surrounded in season with miles and miles of profusely blooming flower beds extending to the encircling mountains. Great stretches of giant saguaro cactus lie close to Tucson.

A vivid contrast to American customs is found in the typically Mexican town of Nogales, Sonora, just across the border from its sister, Nogales, Arizona.

### MISSIONS

The only surviving mission of the string established across Arizona by the Spanish padres is San Xavier del Bac, about six miles from Tucson. Built in 1692, it is still in use and stands white and lovely in the shadow of the Santa Rita Mountains.

Near Nogales is the interesting national monument of the old mission of Tumacacori, started in 1691 and finished in 1702. It was occupied until the early part of the nineteenth century when the padres were driven out by Apaches.

### MINING TOWNS

In the southeastern corner of the state are Tombstone, Bisbee, and Douglas—all colorful old mining towns.

Tombstone, famous once as the wickedest city in the United States, but now a peaceful little town, numbers such historical landmarks as the Birdcage Theater, the of-

*The Mushroom, one of the many fantastic formations in the "Wonderland of Rocks"—Chiricahua National Monument in southeastern Arizona.*



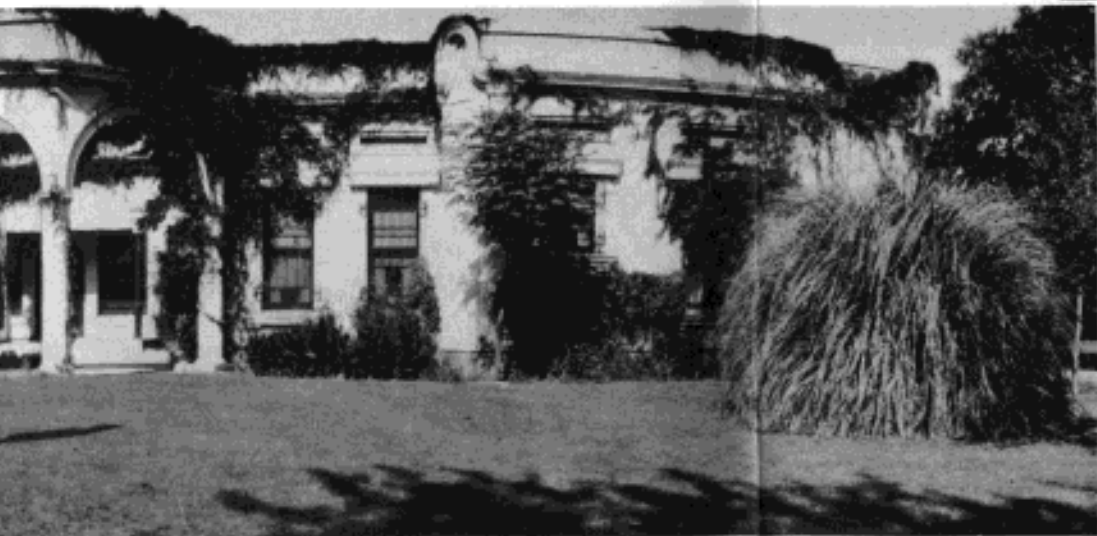
Navajo squaws weave their barbarically beautiful blankets in sun shelters and hogan in the Painted Desert.



fice of the Tombstone Epitaph, and Boothill Graveyard. Once a year during the "Hell'dorado" celebration ghosts of the old western characters stalk the streets again in the guise of costumed inhabitants and visitors who turn back the clock until Tombstone is "wide open" again.

Famous open pit copper mines—one of which has been worked until a whole mountain of low grade ore has become a monstrous pit—are located in Bisbee, the "City Different", built in a canyon. Residences are perched along the canyon side.

Ore from Bisbee is shipped to the smelters at Douglas, which is Arizona's third largest city and a picturesque border town, the gateway to Sonora—the "Treasure House of Mexico". The south limit of Douglas is an ordinary barbed wire fence which separates it



Residence





Hopi Indian Basket Weavers  
At Work

from Agua Prieta, a quaint little Mexican city, differing entirely in language, customs, traditions, and entertainment from its Anglo-Saxon neighbor.

### EXTREME SOUTH

A feature of southeastern Arizona is the "Wonderland of Rocks", the Chiricahua National Monument in the mountains of that name. Here are huge, upright, volcanic, stone columns eroded into many fantastic shapes and splashed with riots of color.

The Dragoon Mountains contain the stronghold of the old Apache chieftain Cochise, who made it his fortress and base for terrorizing operations in the early days. Old Fort Grant in the Graham Mountains saw many operations of the United States Army in the days of Indian warfare.

In the center of the Laguna Dam Colorado River irrigated district in the southwestern corner of the state is Yuma, the "Sunshine Capital of the United States". Government figures show an average of 89 per cent of sunshine—the highest in the country—for this district. Many agricultural products, including citrus fruits, come from here.

### SPORTS AND AMUSEMENTS

Arizona is fortunate in being well supplied with sports and amusements. In addition to sightseeing, the following are some interesting diversions: golf, tennis, swimming, trapshooting, boating, archery, greyhound racing, horseback riding, polo, hiking, hunting, fishing,—in fact, all kinds of outdoor sports. Golf courses are located at Chandler, Douglas, Flagstaff, Hot Springs, Mesa, Phoenix, Prescott, Tucson, and many other places.

Inquire at the sign of the Conoco Red Triangle for authentic local information. Conoco station attendants thoroughly know their own home town and region.



### FISHING

Northern Arizona is dotted with particularly good fishing streams and lakes. Of the lakes, to mention only a few of the 40 within 40 miles of Flagstaff, Lake Mary and Mormon Lake have good bass and perch fishing, while in Stoneman Lake in the same region, ring perch, bluegill, catfish, and bass are caught.

The White Mountains contain more than 300 miles of excellent trout streams, notably the Black River, White River, and the Little Colorado. In the Santa Maria, Sierra Ancha, and Camp Woods mountains are many guest ranches and good fishing. Trout are found near the Natural Bridge near Payson.

Southern Arizona, too, offers sport to the follower of Izaak Walton. Turkey Creek near Douglas, the Santa Catalina mountains, Roosevelt, San Carlos and Mormon Flat Lakes, and Tonto Creek are noted fishing regions. Ajo, Arizona, is the departure point for Rocky Point, Old Mexico, where deep sea fishing in the Gulf of California can be obtained.

Generally, it can be said that all of the clear water streams of the state afford fine fishing, mainly trout.

Field branches of the Conoco Travel Bureau are located in many towns in Arizona. These branches are identified by the sign of the Conoco Red Triangle. The men in charge will give direction as to the best local place to fish, and, without doubt, will be able to furnish valuable information as to how to catch the "big ones".

### HUNTING

Hunting in season is good almost all over the state, but particularly is this true in the northern part. Among the centers from which hunters radiate are: Flagstaff, Lake Mary, Mormon Lake, Verde Valley, Santa Maria, Sierra Ancha, and Camp Woods Mountains, Williamson Valley, Natural Bridge, Wickenburg, and Tonto Creek.

In the south, hunting is good in the Huachucas, Chiricahuas, Dragoons, and in the Douglas and Tucson regions. Border towns provide ports of entry into the wonderful hunting in Old Mexico.



The nation's largest herd of deer dwells in the quiet retreats of the state's Kaibab National Forest. Cathedral-like in its dim coolness, the Forest lacks snightly underbrush.



Fleecy clouds cast purple shadows over the fantastically colored Painted Desert.



## GUEST RANCHES

Guest ranches—many of them still bona fide cattle ranches—are numerous. Here the visitor can still see and participate in the life of the Old West. The ranches are located mostly in the following scenic and attractive regions: Flagstaff, Wickenburg, Verde Valley, Camp Woods Mountains, Montezuma Wells and Beaver Creek, Hot Springs, Prescott, Tucson, Chiricahua Mountains, Dragoon Mountains, Tombstone, and Nogales.

## EVENTS

Dates on which many Southwestern Indian dances occur cannot be learned until a few days before they actually transpire. Some, however, are presented on the same date annually. Among these dances are:

**JANUARY:** Pa-mu-ya dance in the Hopi pueblos. **FEBRUARY:** Po-a-mu-ya. Planting ceremony. Hopi pueblos. **APRIL-MAY-JUNE:** Katsina dances in Hopi pueblos. **JULY:** 1 to 6—Hopi Craftsmen Exhibit, Museum of Northern Arizona, Flagstaff. All during month—Niman Katsina dances, Hopi pueblos. 4, 5, 6—Indian Pow Wow, Flagstaff. **AUGUST:** Snake Dance in Hopi villages. Late in month. **SEPTEMBER:** Mam-zrau-tu dance in Hopi villages. **OCTOBER:** Hunting dances in the various Hopi villages. **NOVEMBER:** Wu-wu-che-ma, Hopi villages. **DECEMBER:** Sol-ya-lang-eu in Hopi villages.

## AGRICULTURE

The varied nature of Arizona's climate admits of a balanced statewide crop, thus maintaining, on the whole, stable economic conditions. A growing season of 360 days in the southern portion enables two crops to be harvested each year.

Nationally known are the gigantic reclamation projects of the Roosevelt and Coolidge dams and others of the kind. By means of them man has transformed wastelands into fertile well-watered valleys, and has opened up thousands of acres to prosperous farming.

Chief crops are: cotton, alfalfa hay and seed, lettuce, cantaloupes, wheat, corn, citrus fruits, deciduous fruits, grain sorghums, barley, oats, white potatoes, sweet potatoes, beans, and wild hay.

*Reached only through Arizona is the indescribably beautiful Rainbow Bridge—the most symmetrical natural bridge in the world, and the largest.*



*The snow-capped San Francisco Peaks—12,611 feet high—visible in any direction for 200 miles.*

The Apache state has long been a leading cattle and stock region.

The northern plateau and mountain regions are devoted mainly to mining, stock raising, lumbering, and farming, while the frost-free valleys and mesas in southern Arizona are well adapted to the growing of citrus fruits, dates, figs, cotton, pecans, and many products suitable to a warmer climate. Dairying and poultry raising are also important.

## MINING

For years, mining has been Arizona's first industry and still is of vast importance, although agriculture is now coming to the fore.

The state mines more copper than any other, in fact, about 40 per cent of the output of the United States, which, in turn, is approximately one-half of the world's supply. Arizona leads the

west in production of non-ferrous metals, is fourth in gold output, fourth in silver, and seventh in lead and zinc.

## EDUCATIONAL FACILITIES

Arizona's educational system is modern, well administered, and her percentage of white illiteracy is relatively low. An ample system of public schools covers the state. The University of Arizona at Tucson, Arizona State Teachers College at Tempe, and Northern Arizona State Teachers College at Flagstaff supply the need for higher educational facilities. Noted museums are maintained at Flagstaff, Phoenix, Tucson, and near Globe.

Probably no other state in the union offers more material of educational interest than Arizona. The length of time of human habitation is many hundreds of years as evidenced by its old ruins as well as by the legends of the Indian tribes now living there. Its mountains and canyons are fertile fields for scientific research.

