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Denver, Colorado

in word and picture by the CONOCO TRAVEL BUREAU
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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 Franciso Vasquez de Coronado with his harquebus 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 Canyon National Park, twelve national monuments, nine national forests, and reservations for the nation's most colorful group of Indian tribes—Hopi, Pimas, Papago, Maricopas, Yumans, Hava-supais, Yaquis, Navajos, Hualpais, Cocopahs, Mojaves, Chemehuevis, Apaches, and Paiutes.

The majority of these scenic spots are reached by splendid roads. Modern resorts, guest ranches, camps, 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 lie a narrow strip of land heavily forested on the northerly and richly clothed with vegetation on the south. The canyon itself cannot be described—it is 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

Apparely barren, but cool in summer and warm in winter are the Hopis pitch-les in the Black Mesa country.
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, Brice's Canyon, Zion National Park, etc.

West, in a tributary of the Grand Canyon—Havasu Canyon—dwell the sequenced 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, Betatakin, and Keet Seel are outstanding. Farther south, perched on top of their three easily defensible mesas, are the picturesque Hopi villages, 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 sizes and descriptions. Purples, violets, scarlets, ebonies, pinks, yellows, creams, and whites—studded with fantastically carved encarpments.

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—shower 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 varicolored stone by the action of the millennia. 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 wonders—white nights are located near Holbrook.

MOUNTAIN REGION

Of surpassing interest to the sportsman and sightseer is the mountain region, 70 to 110 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.
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.

DESSERT REGION

Just south of the mountain rolls away the Desert Flower Garden—the beautiful cactus country. Not sand and heat, but strange wild forms of spectacular cactus—cattail (in which the Indians used to throw captives for torture), Mammillaria, saguaro (Giant Tree cactus), and the bighorn or barrel cactus, which, when the spiny 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 ungreased 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 grases—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 reminiscent 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 of much interest and Tonto Natural Bridge. Near the eastern entrance of the Trail highway which runs through the Indians' Last Stand are the picturesque and smelting cities of Globe and Miami, multiple-domed dam in the world—and the fertile irrigated Gila Valley lies...
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Mountain section offers a million acres of mountain scenery traversed by more than a dozen streams. Resorts and camp sites are frequent along the highways. The visitor who wishes to see the actual site of the Conoco mine is required to take a tour. The mine is open to the public and the tour is conducted by guides who are knowledgeable about the mining process.

The DESERT REGION is characterized by the beautiful cactus country. Not just the usual forms of cactus—such as the Indian cactus or the barrel cactus—but also the strange wild forms of cactus, which the Indians used to throw cactus at their enemies—are found here. The Mammiillaria, saguaro, and other cacti are abundant.

The luxuriant oasis of the Salt River Valley is a semi-tropical land, with sunshine, palm trees, and flowers. The city of Phoenix, the capital of Arizona, has a metropolitan population of 1,250,000, rising to 30,000,000 in the summer, and an extensive system of irrigation ditches.

The valley and river have been harnessed to provide water for agriculture and for the city. The Salt River is a tributary of the Gila River, which flows into the Colorado River. The Colorado River is the chief water source for the entire state of Arizona. The river is dammed at several points, providing water for irrigation and power.

The only surviving mission of the string established across Arizona is San Xavier del Bac, about six miles from Tucson. It was built in 1692 and is still in use and stands white and lovely in the shadow of the Santa Rita Mountains. It is the most significant mission in Arizona.

Near Nogales is the interesting national monument of the old mission of Tumacacori, started in 1691 and finished in 1792. It was occupied until the early part of the nineteenth century when the padres were driven out by Apaches.

MINING TOWNS

In the southern part of the state are Tombstone, Bisbee—all colorful old mining towns. Tombstone, famous once as the wicked city in the United States, but now a peaceful little town, numbers many historical landmarks and the Bird Cage Theater, the original site of much interest and the 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 and most famous of these cities is Miami, where the gold and silver are mined. The town itself is surrounded by mountains and has a fine view of the valley and the surrounding area.

Casa Grande (Great House), the largest prehistoric ruin in Arizona, lies south of Phoenix. Although the ruin is not the largest in the world, it is one of the most spectacular. The walls are constructed of adobe bricks and are four stories high. The room is about 100 feet square and has a roof made of palm fronds and other materials. The rooms are divided into two stories, with the lower story for storage and the upper story for living quarters.

On the mesa or plateau 2,400 feet above sea level is located Tuscon, the oldest city in Arizona. The Pueblo de Tuscon was a flourishing Indian village when the gold-miners came through in 1849 and has been occupied ever since. The city is surrounded by many miles of profusely blooming flowers and has a beautiful view of the surrounding mountains.

Giant saguaro cactus, which is native to Arizona, grows in the desert. It is the largest cactus in the world and can live for over 200 years. The flowers are white and bloom for only one day. The fruit is red and sweet and is eaten by many birds and animals.

The Tombstone Epitaph and Boothill Graveyard. Once a year during the “Helldorado” celebration, the streets are filled with costumed inhabitants and visitors who turn the clock back until Tombstone is “wide open” again.

Famous open pit copper mines—one of which has been worked near a mountain range of low grade ore has become a mine — are located in Bisbee, the “City Different,” built on a canyon. Residences are perched along the canyon side. Ore from Bisbee is shipped to 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 city of Globe, where the famous Globe Mine is located, is the hub of the mining community in the state. The mine is now closed, but the town still has a strong mining heritage.

An Arizona Residence...
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 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 Huachuca, Chiricahua, Dragoon, and in the Douglas and Tucson regions. Border towns provide ports of entry into the wonderful hunting in Old Mexico.

A GUEST RANCHES

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

EVENTS

Dates on which many Southwestern Indian dances can be learned up to the few days before they actually transpire. Dates are presented on the same date annually. Among these dates are:


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, burley, oats, white potatoes, sweet potatoes, beans, and wild hay.

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

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 towns and region.
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EVENTS


MINING

For years, mining has been Arizona's first industry and is of vast importance, as gold and silver are now coming to the fore.

The state mines copper more valuable than other, in fact, about 40 percent of the output of the United States, which, in turn, is approximately one-half of the world's supply. Copper leads 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 has reached the point where it is in the same class as the best in the country. 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.