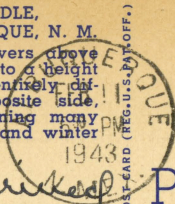


29—SANDIA PEAK AND NEEDLE,
SANDIA MOUNTAINS, ALBUQUERQUE, N. M.

The rugged mountain which towers above the Rio Grande Valley on the east to a height of over 10,000 feet, presents an entirely different appearance from the opposite side, being thickly wooded and containing many recreation areas for both summer and winter sports.

DISTRIBUTED BY J. R. WICKLIS, BOX 665, ALBUQUERQUE, N. M.

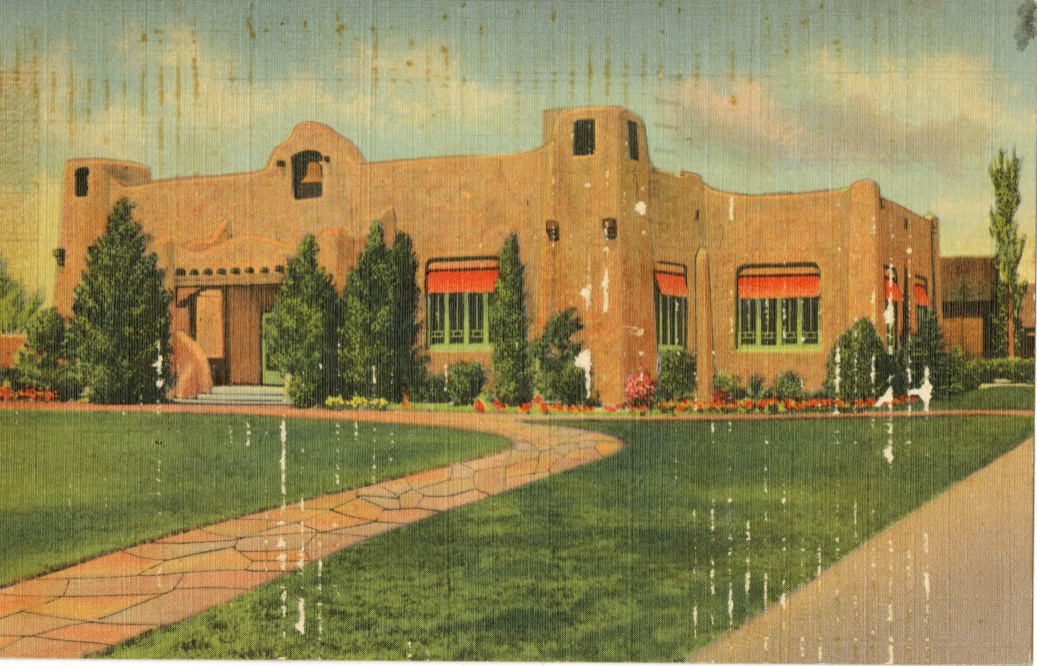


POST CARD

Dear Dad; - Arrived
about 1:15 last
night. Lovely trip
to Davis - little
crowded on in.
Terrible dust storm
from a little before
we reached Lubbock
on in. In Walgreen's
drinking lime cake
& writing cards.
Cold but lovely. Love
Lewell

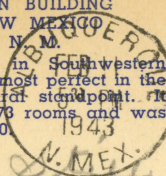
Mr J. A. Simons Jr,
P. O. Box 322,
Kingsville,
Tex.

GENUINE CURTTEICH-CHICAGO "C.T. ART-COLORTONE" POST-CARD (REG. U.S. PAT. OFF.)



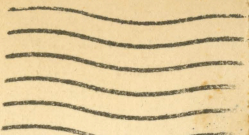
A-9—ADMINISTRATION BUILDING
UNIVERSITY OF NEW MEXICO
ALBUQUERQUE, N. M.

This building finished in Southwestern Pueblo style—is one of the most perfect in the country from an architectural standpoint. It is 250 feet wide, contains 73 rooms and was erected at a cost of \$250,000.



DISTRIBUTED BY J. R. WILLIS, BOX 665, ALBUQUERQUE, N. M.

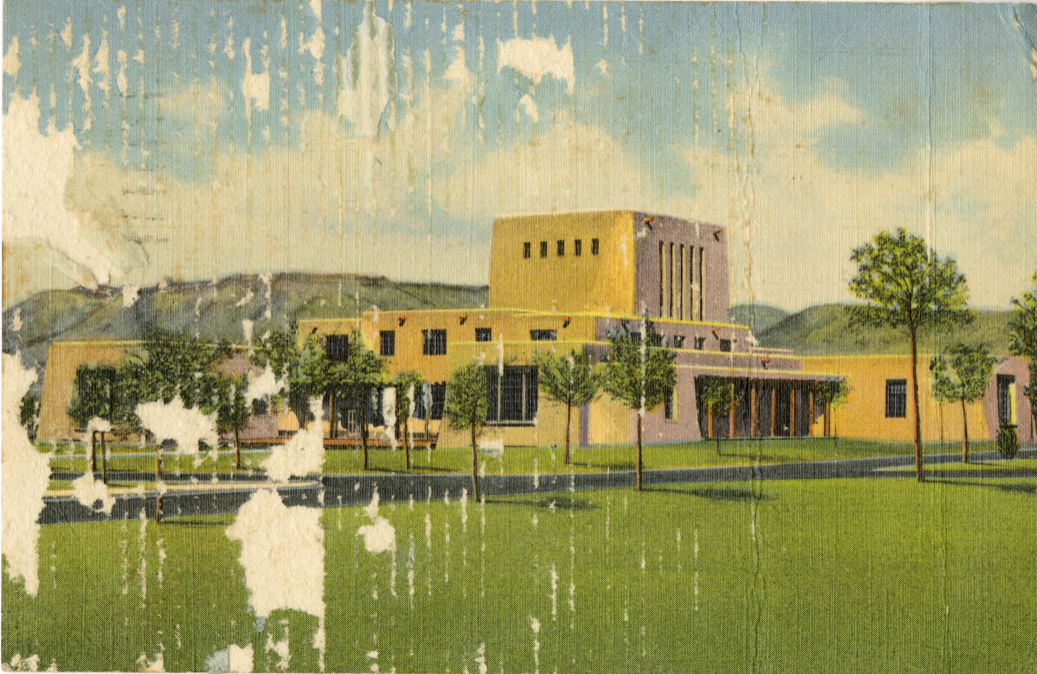
GENUINE CURTEICH-CHICAGO "C.T. ART-COLORTONE" POST CARD (REG. U.S. PAT. OFF.)



POST CARD

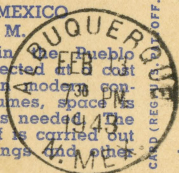
Dear Ben; - I'm
going strong. Every
thing is lovely. I
went for a long
ride this morn.
Hope you have ever
thing under control
You should have
been with us from
Clovis in. Will tell
you about it when

Miss Maurine Simon
P. O. Box 322
Kingsville,
Tex.



A-10 LIBRARY,
UNIVERSITY OF NEW MEXICO
ALBUQUERQUE, N. M.

This beautiful building in the Pueblo Indian style of architecture, erected at a cost of \$350,000, is the last word in modern convenience. Housing 62,000 volumes, space is provided for additional tiers as needed. The Indian and early Spanish motif is carried out in the decorations, with carvings and other designs by native workmen.



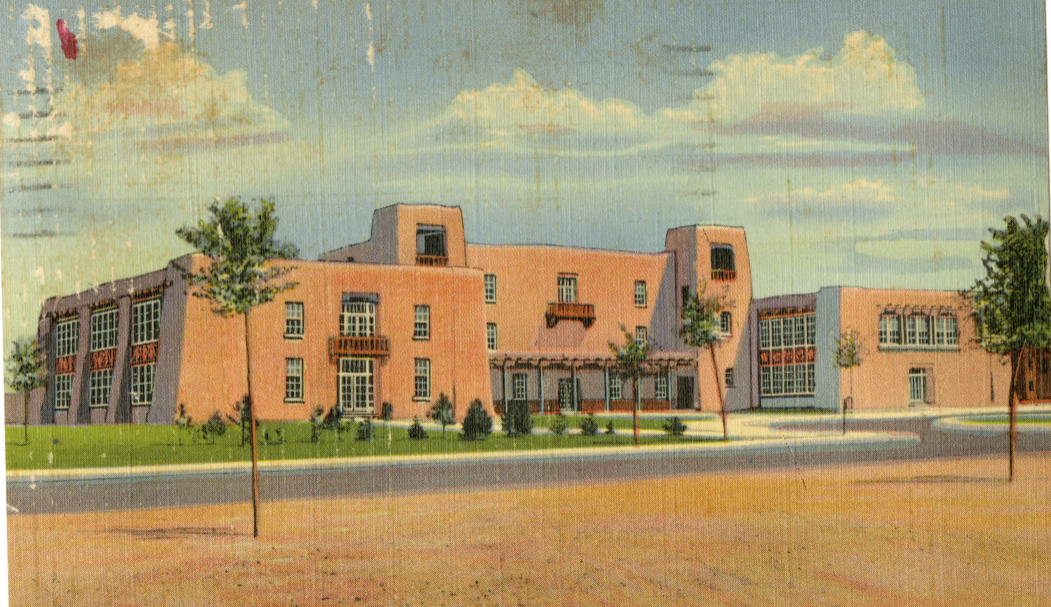
POST CARD

DISTRIBUTED BY J. R. WILLIS, BOX 665, ALBUQUERQUE, N. M.

GENUINE CURTECH-CHICAGO "C.T. ART-COLOR-TONE" POST CARD (REG. U.S. PAT. OFF.)

*Capin is a St. The
exercises were
so nice. Will
tell you all a
bout it - when
I get home. Will
have you, more
Will wire from
Houston if have time*

*Mr J. A. Simons Jr
Kingville
Tex,*



A-8 PUBLIC LIBRARY,
ALBUQUERQUE, NEW MEXICO

ALBUQUERQUE
FEB 15
1 30 PM
1943
N. MEX.

POST CARD



DISTRIBUTED BY J. R. WILKES, BOX 665, ALBUQUERQUE, N. M.

GENUINE CURTEICH-CHICAGO "C.T. ART-COLORTONE" POST CARD (REG. U.S. PAT. OFF.)

Dear Dad,
Nothing is better than
a Capeu check. It
will be a real
brom this P.M., till
in the morning when
he gets his cam,
you should see
his equipment.
It is lovely & so
much of it. The
looks fine. Is send
ing a bunch of stuff
to me C. O. D., I'll have

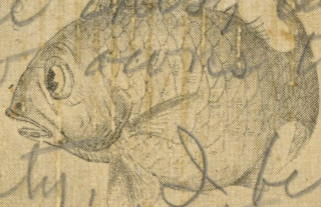
Mr J. A. Simons Jr.
Kingsville
Tex.

RENO CAFE and BAR

SIMON'S PLACE

How do you
like this? Guess
who owns this

W



Shorty, I bet you
forget to read

EVEN A FISH
WOULDN'T GET
CAUGHT
IF HE KEPT HIS
D-MOUTH SHUT

This Place Special for ... ies.

REZ AVE.

C. JU.

ME

Hi Eddie

POST CARD



Well, Guess who I
am drinking with
tonight, Sporty again.

Well, maybe the day
will come when
we will meet, I hope
so I think and know
Sporty as a swell gully
and I know you have
one top fellow.

Tell we meet
St. Ray E. D.

Miss Eddie

418 West Lee
Finger ville
Texas

Drunk you know



The ALVARADO

ALBUQUERQUE

NEW MEXICO

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

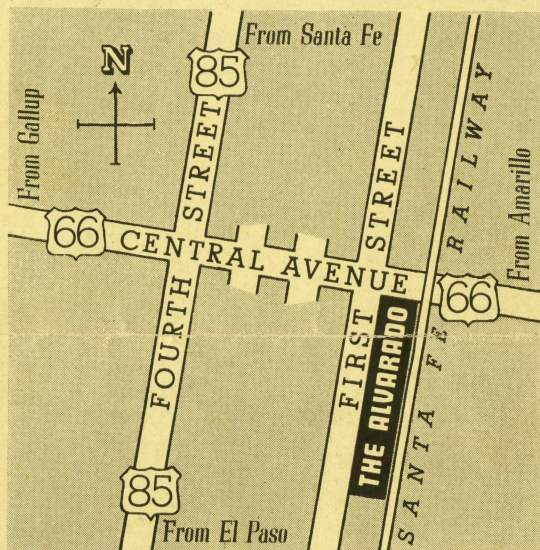
FAMOUS
FRED HARVEY
CUISINE

DINING ROOM

COFFEE SHOP
OPEN
24 HOURS

"LA COCINA
CANTINA"
COCKTAIL
LOUNGE

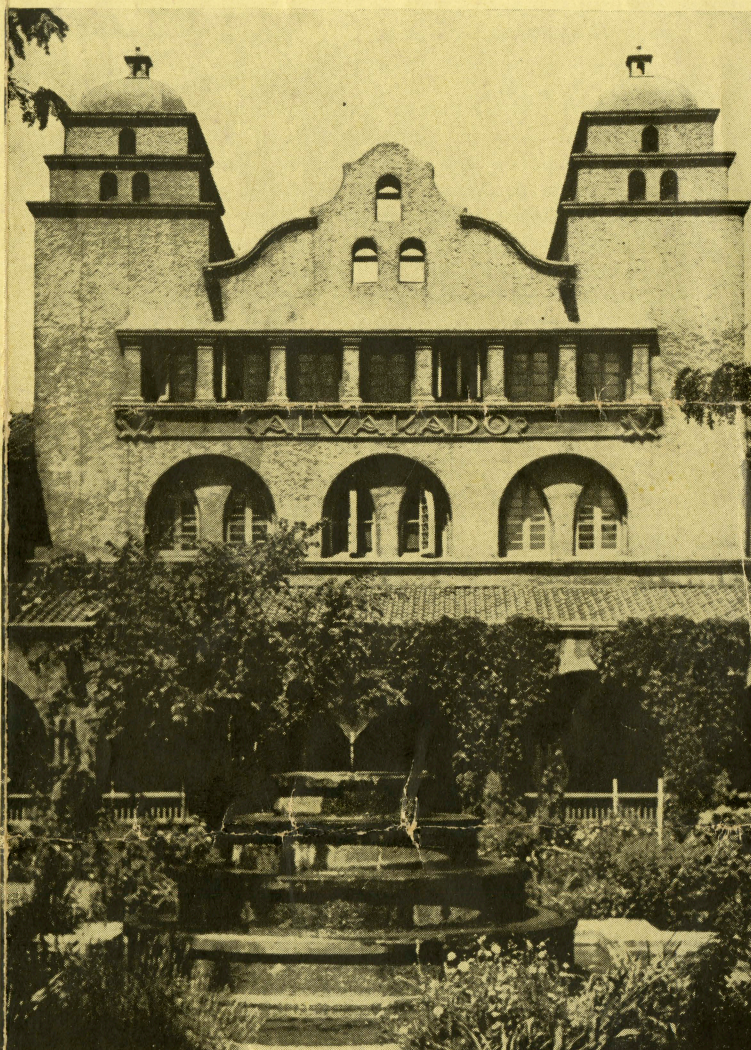
"LA PLACITA"
OUTDOOR
DINING
PLACE



The ALVARADO

ALBUQUERQUE

NEW MEXICO



RATES—EUROPEAN PLAN

SINGLE ROOM	
With Bath	2.50 to 4.50
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 6.50
Without Bath	3.00
LIVING ROOM SUITES	
Single	7.50 to 10.00
Double	10.00 to 13.00

Special Family Rates

MEALS

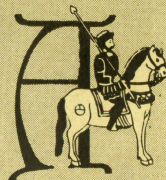
Breakfast40 up
Luncheon50 up
Dinner75 up

Moderately Priced a la Carte
Service

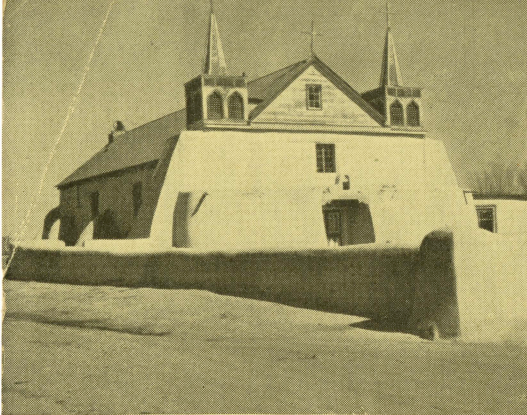
All Prices Subject to Change
Without Notice



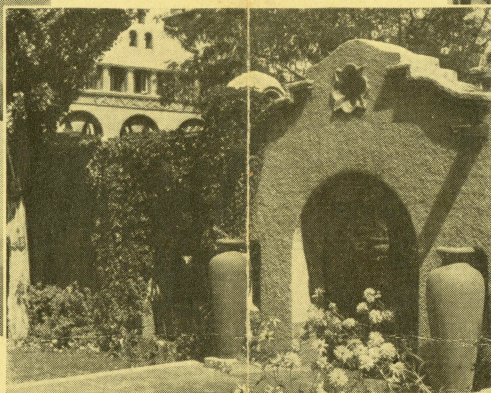
Fred Harvey
"HOST OF THE SOUTHWEST"



Fred Harvey
HOTEL



Old Mission Church in Isleta Indian Pueblo near Albuquerque.



"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, luxurious living room suites; spacious Lounge; Coffee Shop, open all hours; 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. Popular Orchestras, Dinner Dancing.

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 Volcanos 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.

Acoma, "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.

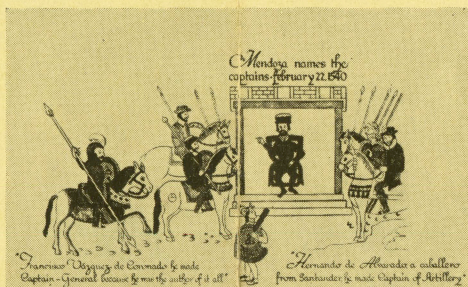
The Jemez Country, an unspoiled area of canyons, forests and mountains, offers some of the Southwest's finest hunting and fishing.

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.

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.



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. Telegraphic reservation between Harvey Hotels will be made free of charge.