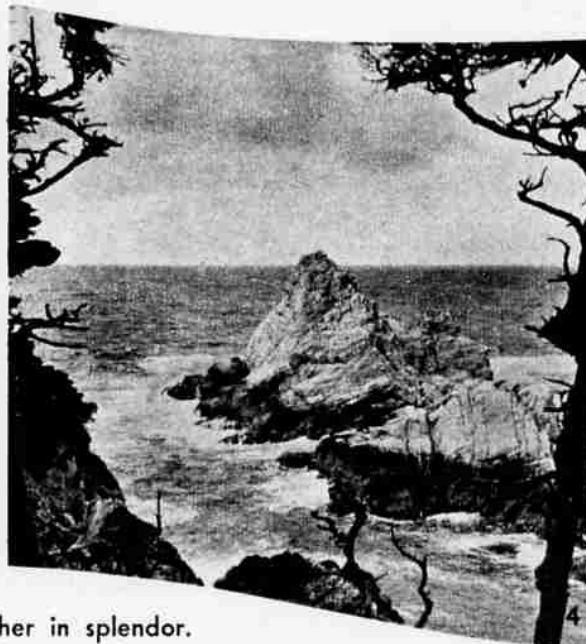


Name It—the Southwest Has It!



Not content with its natural grandeur, this region has added many other attractions for the holiday-minded.



1. Las Vegas' casino-hotels outdo each other in splendor.
2. Padre Island is new mecca for surf-and-sea worshippers.
3. Charro Days in Brownsville typify festival excitement.
4. California's Monterey-Carmel area captivates tourists.

during Winter—rodeos in Yuma, Gold Rush Days in Wickenburg, and the annual mass search for the legendary Lost Dutchman Mine in the Superstition Mountains near Phoenix.

One of the wonders of the world, the Grand Canyon, also awaits the Arizona vacationer. Burro trips from its south rim are breath-taking, both literally and figuratively. Or maybe you'd be satisfied just to see the canyon's changing colors and rugged terraces through a convenient telescope.

In Nevada, Winter attractions are more of the man-made variety. Lake Mead, for example, is the largest artificial lake in the world, formed by water impounded by Hoover Dam. Trout and bass are plentiful, and sailing and boating ideal.

Nearby Las Vegas is another man-made wonder, but one aimed more at the luxury-seeking traveler. Its gambling casinos, of course, are world-renowned and something to see even if you don't care to play. Entertainment in Las Vegas includes almost every famous name in show business, and at surprisingly reasonable

prices. Besides, there's golfing, swimming, and riding.

Southern California is the veteran of Winter vacationlands in the Southwest.

For diversity of attractions, the region is hard to beat. Hollywood's glamour contrasts with the tranquil beauty of old missions like San Juan Capistrano; gay resort areas stand near lonely mountain ranges; and colorful festivals like Pasadena's Tournament of Roses counter the stark beauty of southern deserts. One of the exciting new attractions is Disneyland, fabulous playground for young and old alike, in Orange County.

California offers something all its own, too. It has evolved a new way of living that is an experience in itself for visitors. You'll find this mode of life even in the fashions of the region—distinctive yet casual. Homes, buildings, and entire communities reflect the daring new approach to comfort and ease.

California life has converted many tourists into permanent residents. In a way, the phenomenon sums up the whole Southwest vacationland—an easy place to go to, but a hard place to leave.

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