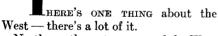
## When East Goes West



The West leads, 1 to 0, in cigarette rolling



North, south, east, or west of the West you can find anything from a flat mesa to a ridged mountain that spurts upward to peaks 13,000 feet above the sea; a primitive pueblo, where Indian community life goes on much as it did centuries ago, to that most modern purveyor of Western atmosphere, the guest ranch; beaches that are bathed in brilliant sunlight to dark, subterranean caverns of awesome, gloomy grandeur.

At the present writing we're keen about this dude-ranching business and its provocative possibilities and figure we'd cut a pretty figure giddyapping all over the place, if only to the delight of the native sons.

Dude ranching is an agreeable way to enjoy some excellent hunting and fishing and a chance really to see the vast splendor of the country west of the Mississippi, in all its varied color.

Then, too, you can camp and picnic out of doors in a setting that seems to

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Photographs courtesy Southern Pacific R.R. & New Mexico State Tourist Bureau

have no boundaries — and indulge in the primary object of a visit to a guest ranch, to ride on horseback and seep in the rugged atmosphere.

There are always the more familiar badminton, tennis, swimming, target ranges, and putting greens. Some ranches even have polo fields! And then there's always loafing. It's an unwritten law out West to let a fellow alone if he shows no inclination to do anything after the first day or two.

There isn't much use bringing a lot of clothes if you're going to a ranch; good boots and cotton shirts and jeans — or divided skirts or jodhpurs — seem to be the order of the day, even for the children.

As for sightseeing, there's a lot of that



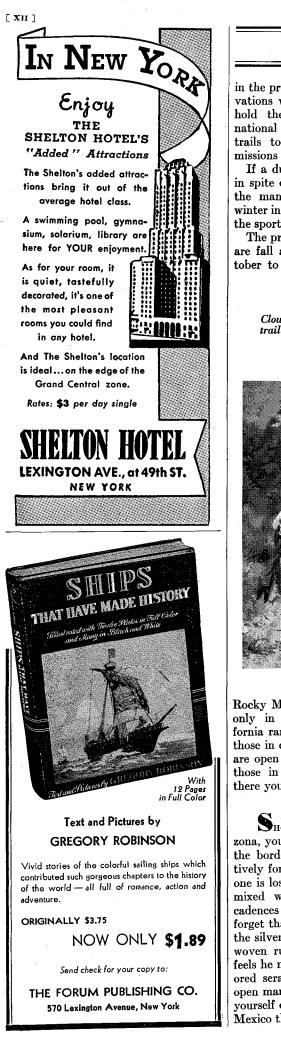
• A whole company of returning world tourists selected SOUTH AFRICA as the most interesting country on their entire cruise . . . Actual ballots taken on shipboard showed that South Africa — of all the foreign lands they had visited most completely captured their imagination.

South Africa is rich in colorful sights and vivid experiences. Visit the big game reserve in Kruger National Park, the primitive villages of Zululand, Victoria Falls (over twice as high as Niagara), the diamond mines of Kimberley . . . And then, for interesting intervals between sightseeing trips, relax for a time at the fashionable resorts of the Cape, with their sporty golf clubs and world famous bathing beaches. Here, in a delightfully bracing climate, awaits the incomparable vacation!

VOTE — when you plan your next trip — FOR



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## Travel

in the prehistoric ruins; the Indian reservations where the red men occasionally hold their tribal dances and fiestas; national parks and monuments; famous trails to investigate; rodeos; and old missions and underground caves.

If a dude ranch sounds too primitive, in spite of what I say, there are always the many fine resorts where one can winter in a mild climate and take or leave the sports alone.

The principal seasons for dude ranches are fall and winter, generally from October to May, in Arizona; but in the

> Cloudless and warm — hitting the trail on a southern Arizona dude ranch



Rocky Mountain regions they are open only in the summer. Southern California ranches are open in winter, while those in central and northern California are open all year round, as are most of those in Texas and New Mexico. So there you have also an unlimited choice.

SHOULD YOU CHOOSE southern Arizona, you will be just a few hours across the border to Mexico, with its distinctively foreign atmosphere. This is where one is lost. The sight of a coconut palm mixed with the sound of the liquid cadences of a foreign tongue makes one forget that he has spent all he wants for the silver and turquoise trinkets and the woven rugs made by the Navajos. He feels he must take away a gloriously colored serape from a shop or the native open markets. Try hard to be hard with yourself on the shopping question, for in Mexico there are too many beautiful and



sometimes useless things for you to buy. But sightseeing is there for everyone

- the fertile valleys, the blue mountains, the lovely tropical seaports (with deep-sea fishing). There are good hotels in Mexico, where English is spoken and where guides can be obtained — though it is easy to manage by oneself.

Mexico City means good stores, hotels, and restaurants, markets where the Indians bring in their handiwork from the neighboring states, beautiful drives and parks, in which one can see occasional riders dressed in the traditional garb of the Mexican caballero. It also means bull fights, and

lovely churches, cathedrals and other buildings to visit.

Outside the city are good trips to make: to Taxco, which is built on a hill, with narrow, winding streets, and is untouched by time; to Cuernavaca, which is a week-end retreat for residents of Mexico City and the former home of the late Ambassador Morrow; and to that scenic spot, known by hearsay to everyone, the floating gardens of Xochimilco.

There are the Pyramids of San Juan Teotihuacan and the famous shrine of Mexico, the Church of the Virgin of Guadalupe. Further out are the immense maguey plantations, on which are raised great, cactus-like plants which yield the juice that ferments into pulque.

Only a wire fence separates Nogales, Mexico, from Nogales, Arizona, so that often a trip to the Southwest includes a trip to Mexico. But, whatever you decide, you'll find plenty to see and do on either side of that wire fence.