



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

"LA COCINA
CANTINA"
COCKTAIL
LOUNGE

"LA PLACITA"
OUTDOOR
DINING
PLACE



RATES—EUROPEAN PLAN

SINGLE ROOM	
With Bath	2.50 to 3.00
Without Bath	1.50 to 2.00
DOUBLE ROOM	
With Bath	3.50 to 4.00
Without Bath	2.50 to 3.00
DOUBLE ROOM, TWO BEDS	
With Bath	4.50 to 5.00
Without Bath	3.50

MEALS

Moderately Priced Table d'Hôte
and à la Carte Services

All Prices Subject to Change
Without Notice



Fred Harvey



"Old Mission Church in Old Indian Pueblo near Albuquerque."



Garden Detail



"La Casino Casino" (Spanish Cocktail Lounge)

THE ALVARADO, famous among hotels of the Southwest for its Old World charm and treatment atmosphere, is one of the outstanding establishments of the Fred Harvey System. It was named after Hernando de Alvarado, Commander of Artillery in Cortez's great expedition. Its splendid structure of Spanish mission architecture boasts wide verandas, overlooking beautiful sunny patios and pools; it invites cheerfulness and relaxation in its spacious halls and walled gardens. The traveler on 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 Deming or de Luna may be arranged on request.

FACILITIES: Beautiful bedrooms, spacious Lounge, Coffee Shop, Dining Room, Private Dining Room, Spanish Cocktail Lounge "La Casino Casino", "La Fiesta" high-walled outdoor dining place, News Stand, large Sample Room, Barber Shop and Beauty Shop.

THE FRED HARVEY INDIAN BUILDING, adjoining the hotel, displays world-famous collections of Indian and Mexican handicrafts. Native craftsmen may be seen making articles similar to those on exhibition.

Trips to take around Albuquerque

Three Villagers show against the sky line across the Rio Grande. At their base unique lava flow formations may be seen.

The Highway Drive through the nearby Sandia Mountains offers splendid views, again enhanced by a marvelous view from the scenic Sandia Crest over 10,000 feet.

Indian Pueblo is a picturesque old Indian village, a half hour's drive from the Alvarado. Visitors may view handicrafts made by artisans in all the natural ceremonial dances.

Armas, "The Sky City," an Indian Pueblo which is lowering dark towers that thrust up nearly four hundred feet from the surrounding mesa. It is one of the most interesting remnants of the Indian country.

The Texas Country, an occupied area of central, eastern and southern, offers some of the Southwest's finest hunting and fishing.

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 Expedition into New Mexico, and the part played by his Captain of Artillery, Don Hernando de Alvarado.



HOW TO GET TO THE ALVARADO: Albuquerque is located on U. S. Highways 66 (Walt Disney Memorial Highway) and 85 (one mile on brick road). It is a division point of the Atchafalaya, Topoka 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 Course, 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, basketball, 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 61,285. Altitude 4,253 feet.) Founded in 1710 when New Mexico was a province of Spain, the town still retains interesting reminders of those early days. The mission church of San Felipe de Neri still stands much as originally erected about 1725. 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.

FRED HARVEY HOTELS in New Mexico and Arizona

- "LA FORADA"** in OLD SANTA FE, New Mexico, earliest center of "the most interesting hand-dyed arts and crafts in America."
 - "EL NAVAJO"** in GRILLON, New Mexico, the heart of the Navajo Indian Country.
 - "LA FORADA"** in WINDOW, Arizona, gateway to the Petrified Forest and Hopi Indian Villages.
 - "EL TOVAR, BRIGHT ANGEL LODGE and GRAND CANYON AUTO CAMPS"** on the rim of the GRAND CANYON of Arizona, Arizona's greatest scenic wonder.
- These and other Fred Harvey Hotels in the Southwest will gladly furnish complete information regarding rates and bookings.

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By Geo. Harvey