

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



**ROOM RATES — EUROPEAN PLAN**

Single Room with Bath .....	\$ 6.00 to 10.00
Double Room with Bath .....	\$ 8.00 to 11.50
Double Room with Twin Beds and Bath ...	\$10.50 to 12.50
Living Room Suites .....	\$25.00 and 30.00

Special Family Rates: No charge for children accommodated in room of both parents; if additional room is required, single room rate applies. The charge for an extra adult in room is \$1.50. Prices exclusive of 3% State and 1% City Sales Tax.—All prices subject to change without notice.—Check-out Time: 4 P.M.

**MEALS**

Moderately Priced Table d'Hote and a la Carte Service.

**FOR INFORMATION**

write to the Manager, Alvarado Hotel, 110 First Street SW, Albuquerque, New Mexico 87101.

**Mileage from the Alvarado Hotel to other Fred Harvey Houses in the Southwest:**

- 4 to Sunport (Municipal Airport) Restaurant, Albuquerque, New Mexico
- 62 to La Fonda Hotel, Santa Fe, New Mexico
- 205 to Painted Desert Oasis Restaurant, Petrified Forest National Park, Arizona
- 401 to El Tovar Hotel, Bright Angel Lodge, Grand Canyon Motor Lodge, Yavapai Lodge, Grand Canyon National Park, Arizona
- 727 to Furnace Creek Inn and Furnace Creek Ranch, Death Valley National Monument, California
- 954 to Giant Forest Lodge, Sequoia National Park, California
- 961 to Grant Grove Lodge, Kings Canyon National Park, California

For information inquire at the individual houses or write Fred Harvey, 80 E. Jackson Blvd., Chicago, Illinois 60604

Travel and Ticket Agents: For additional copies of this folder, please write to Fred Harvey, 80 E. Jackson Blvd., Chicago, Illinois 60604

The **ALVARADO**

ALBUQUERQUE, NEW MEXICO  
110 First Street SW, at Central Avenue

Telephone:  
(505) 247-0711



No. 3-198, Printed in the U.S.A.



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All Rooms  Air-Cond.



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"A Perfect Place for Relax and Recreation"



One of the Newly-Furnished Air-Conditioned Alvarado Bedrooms



Garden Detail



The Spot Light Room, the Alvarado's Handsome Cocktail Lounge



A Display Room in the Indian Building



The Alvarado Dining Room



## 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. Phone (505) 247-0711.

**FACILITIES:** 118 restful air-conditioned bedrooms (all with bath) including luxurious Living Room Suites; spacious Lounge; Coffee Shop; Dining Room; Private Dining Room; Spot Light Room (Cocktail Lounge)—all air-conditioned; Ballroom, News Stand; large Sample Rooms; Barber Shop and Beauty Shop. Television Sets or Radios in all Rooms. Free Parking.

**THE FRED HARVEY INDIAN BUILDING,** adjoining the hotel, displays world-famous collections of Indian and Mexican handiwork—jewelry, blankets, baskets, pottery and other interesting objects, including rare museum pieces.

**HOW TO GET TO THE ALVARADO:** Albuquerque is located on U. S. Highways 66 (National Interstate Highway 40, Will Rogers Memorial Highway) and 85 (National Interstate Highway 25); see map on front page. It is a division point of the Atchison, Topeka and Santa Fe Railway (through line Chicago-Los Angeles and San Francisco). The Municipal Airport serves Continental, Frontier, Trans-Texas and T.W.A. Airlines. Continental Trailways, Greyhound Lines and Geronimo Lines buses stop at Albuquerque, 5 and 6 blocks from the hotel.

**ALBUQUERQUE,** in the Rio Grande Valley, is the largest city in New Mexico, "the Land of Enchantment." (Population 310,000, altitude 5,300 feet.) The gay and colorful Old Town Plaza is its original townsite, dating back to 1706; here the mission church of San Felipe de Neri still stands much as erected about 1735. Albuquerque is the home of the University of New Mexico and the site of the Sandia Base of the Armed Forces, the Kirtland Air Force Base and an operations office of the Atomic Energy Commission. The city boasts the Nation's fourth-highest educational level. The delightful year 'round dry and mild climate has contributed much to Albuquerque's growth as a tourist, health and retirement center.

### TRIPS TO TAKE AROUND ALBUQUERQUE:

The "Turquoise Trail" takes the visitor for one of the Nation's most spectacular half-day journeys. The all-paved Sandia Loop Drive winds up through lush mountain country to the Sandia Ski Area (7,500-ft. chairlift to the "Summit House" overlooking Albuquerque; operating winter and summer) and up to the 10,676-ft. Sandia Crest with its splendid view of the city and the Rio Grande valley.

The "Summit House" can also be reached by the spectacular new Sandia Peak Tramway, a gondola lift which makes the 2.7-mile trip from the base terminal (6,560 ft., 15 miles from the Alvarado) to the top (10,580 ft.) in ten minutes.

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.

Acuna, "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. It is also the site of Los Alamos, the "Atomic City."

**SPORTS:** Golf, tennis, horseback riding, swimming, fishing, hunting, camping and excellent skiing in the Sandia Mountains (see above) are available. Man-made reservoirs in the vicinity offer good water skiing. The visitor may play golf or tennis on most winter days, yet ski up in the Sandias that same day, thanks to the new Sandia Peak Tramway.