

Santa Fe Harveycars

This brochure published by the Atchison, Topeka & Santa Fe Railway Company is urging travelers to book a Harveycar tour to see the hidden wonders of the Southwest. Inside the publication there are colorful illustrations and text describing Indian detours and the accommodations of the La Fonda Hotel, Santa Fe, New Mexico.

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Santa Fe Harveycars

Toby Rnbovitz
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HARVEYCARS
SANTA FE, N. M.



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HARVEYCARS
SANTA FE, N. M.



The lure of an unspoiled difference in life and environment.



Harveycars seek out the hidden wonders of the whole Southwest.



Afternoon tea about the lazy flames in the Patio Lounge.



Through quaint by-paths of Santa Fe, or outward to the hills.



NEW INDIAN-DETOURS

AGAIN THE regular Indian-detours about Old Santa Fe have been lifted to new planes of interest and exclusive service.

Eastbound or westbound, trains now are left and rejoined at Lamy, New Mexico. Harveycar limousines have replaced heavy coaches. But four guests are assigned to each car, which has its individual courier and driver.

Itineraries have changed with bettered roads, lighter equipment. Beautiful Frijoles Canyon, in Bandler National Monument; San Ildefonso Pueblo and the

picturesque Mexican settlements in Pajarito valley, now claim a full day in both these *finer* Indian-detours. So do the always-popular Puyé cliff-dwellings. And on the longer outing there is a night in famous Taos town.

Individual charges continue all-inclusive—for the 2-day Frijoles-Puyé Detour, \$40; for the 3-day Taos Detour, \$65.

The new La Fonda—Frijoles-Taos overnight—*finer* Harveycars; even our two-three time guests will find these new Indian-detours *new*.

LA FONDA IN OLD SANTA FE

LA FONDA, largest of Harvey hotels, was completed but a year ago. Not only is it headquarters for regular and special Indian-detour guests, but it is now a rarely attractive all-year resort hotel, supremely distinctive within and without and embodying the elusive charm of New Mexico's centuries-old Spanish capital.

La Fonda's life centers about a sunny, restful patio, from which a fawn-colored pile sweeps back against the blue New Mexico sky in lifting terraces.

Cuisine is of the highest. Fred Harvey

standard. Guest rooms are spacious, individually treated, and reflect the influence of the Spanish-Pueblo region roundabout. Electric elevators serve the balconied upper floors, where suites with cheery sitting rooms and open fireplaces command panoramas of the surrounding ranges.

La Fonda's native orchestra is from Old Mexico. There is dancing in the New Mexican Room during luncheon, dinner and in the evenings, horseback riding, and motoring by Harveycar to every fascinating corner of the Far Southwest.

Through the genuine friendships of Harveycar couriers with representative Indians in the age-mellowed pueblos it is possible to obtain intimate glimpses of a resistent life that has changed little in its primitive color and interest since the Spanish flag flew over Old Santa Fe.



La Fonda's appeal is greatest to those who know best the famous hotels of the world. It is not born of size or magnificence, but of idealized service, utter comfort, and the perfect blending of all that is finest in the native life of New Mexico.