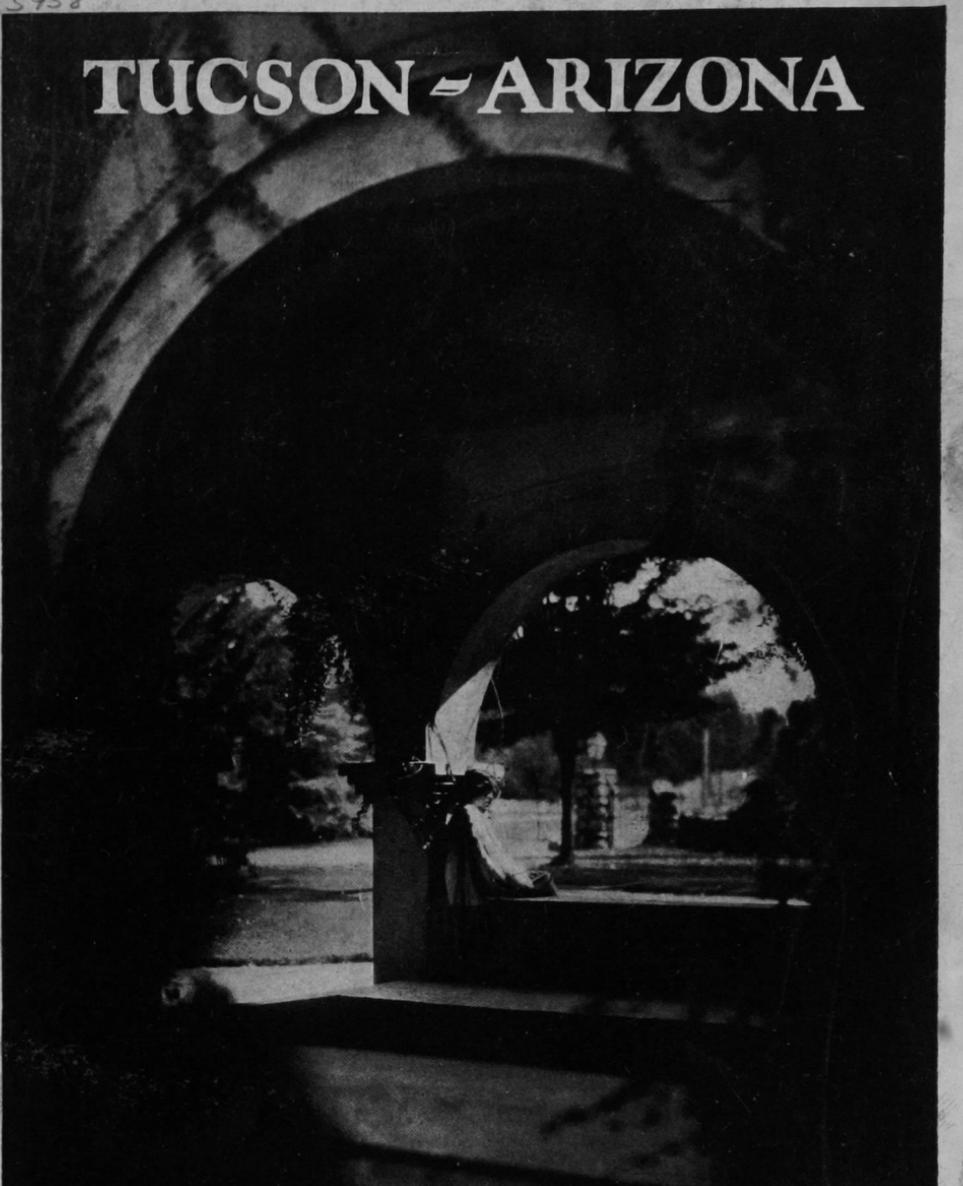


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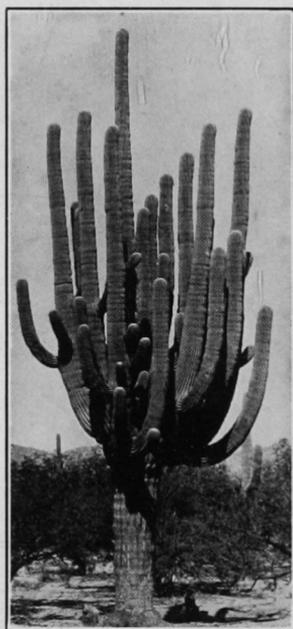
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TUCSON - ARIZONA



**MAN-BUILDING
IN THE
SUNSHINE CLIMATE**



FOREWORD

The Tucson Sunshine-Climate Club puts this booklet into your hands with sincere pleasure.

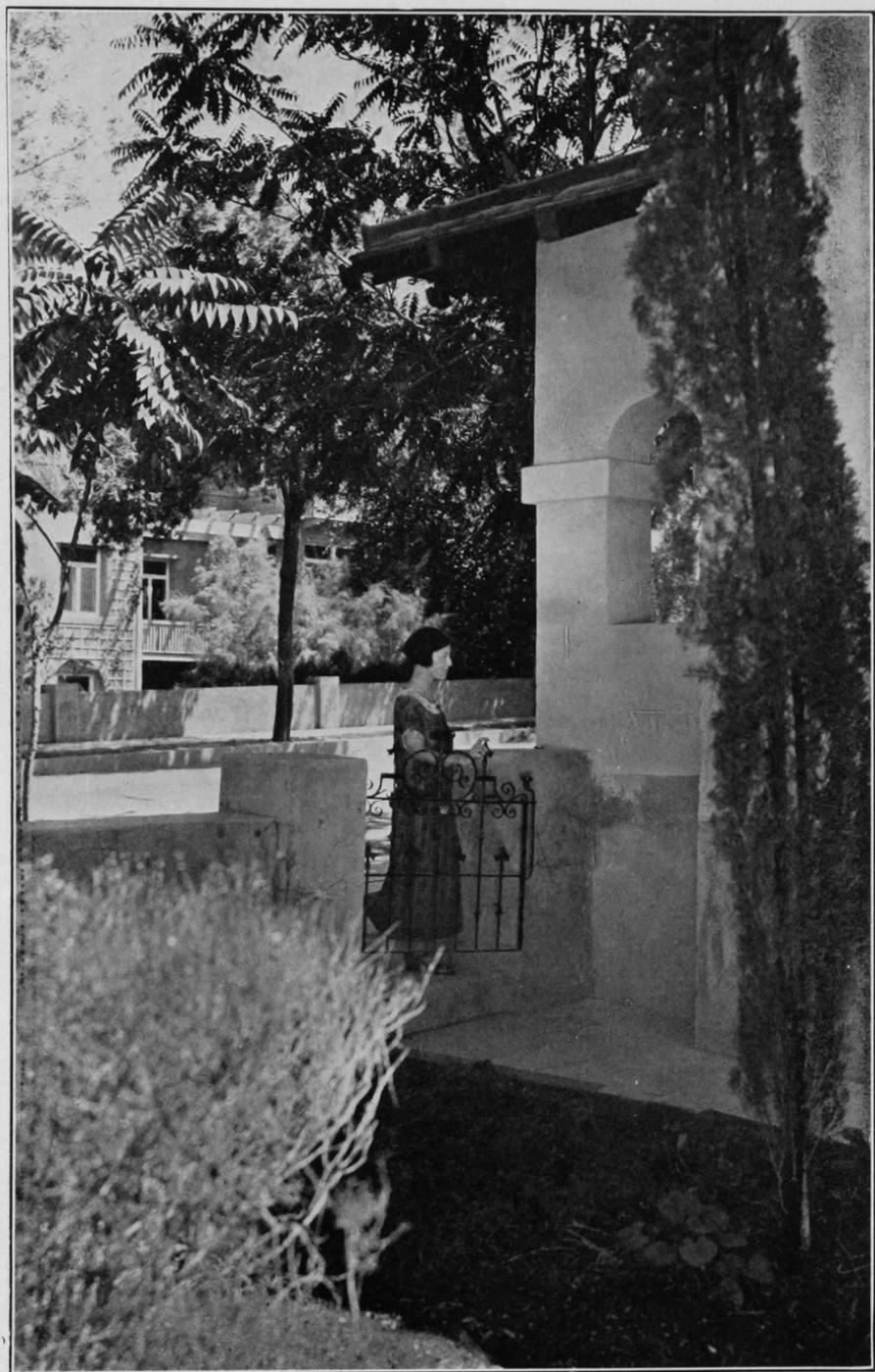
In Tucson genuine welcome and cordial ready acceptance in business and social life awaits every man or woman who possesses the simple requirements of honesty, good citizenship and a regard for decent living.

Because this booklet has been sent to you gratis do not underestimate it. It speaks for the leading business men and institutions of Tucson. Read it. Then accept our invitation and Come.

TUCSON *Sunshine-
Climate* CLUB

MAX A. POOLER, *President*





Winter brings spring in Tucson

MAN-BUILDING

IN THE TUCSON SUNSHINE CLIMATE



RECALL a sparkling spring day. Air like velvet. Flowers drinking in sunshine. Blue, clear skies. Warm sunshafts that invigorate and stimulate the whole being.

Such a procession of golden days—bright, warm, sunny—is the contradiction that winter brings in Tucson, Arizona. Here you will find roses, chrysanthemums, violets, zinnias and many other flowers in bloom. Lawns are green. Children play out of doors. The whole aspect of Nature is that of May in more rigorous climates.

Life under such delightful conditions finds parallel in few other places in the world. Every outdoor recreation is at your command. Golf, motoring, horseback riding, tennis, hiking, polo and big game hunting are diversions that hundreds enjoy. Those who seek rest and health find new vigor and peace of mind in quiet days on vine-clad verandas, or in sunlit patios reminiscent of Old Spain.

If you have never known a land where mountain and desert climate combine to provide a season of sunny, balmy days, with air that is dry, yet soft and grateful, you can scarcely appreciate the sense of well-being and fitness that comes with living in it. You must try it to know.

We do not believe it would be possible to find a more delightful climate in the world. The days are filled with sunshine; the nights are cool and refreshing. There is no fog or dew and very little wind. United States Weather Bureau records shows that this section of Arizona has more sunshine than any other

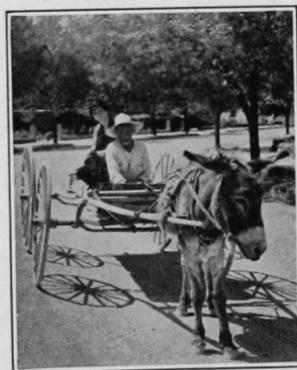


Children play outdoors all 'round

part of the United States. More than 80 per cent of the days are "sunny" by official count. The sun shines at some time almost every day in the whole year.

The maximum mean monthly temperature for the winter season, based on an average of forty years, is 71.4 degrees, the minimum 49.7 degrees. May is the warmest month. Sometimes the thermometer touches 98 degrees. However, the extraordinary dryness of the air makes this temperature more tolerable and comfortable than 80 degrees in humid New York. The nights are never too cool for comfortable outdoor sleeping.

Although rainfall over a forty-year period has only averaged eleven and a half inches a year—the air is clean and practically dust free. Tucson is encompassed by lofty mountains and rests upon a half-mile high plateau covered with grass, shrubs, cacti, palo verde and mesquite trees. In season a wonderful profusion of



Age-old transportation



In Tucson you may pick flowers on New Year's Day

small flowers—poppies, violets, lupines and penstemons—bloom. These brilliant flower beds sometimes spread for miles, undulating their variegated colors like brilliant carpets in the soft winds.

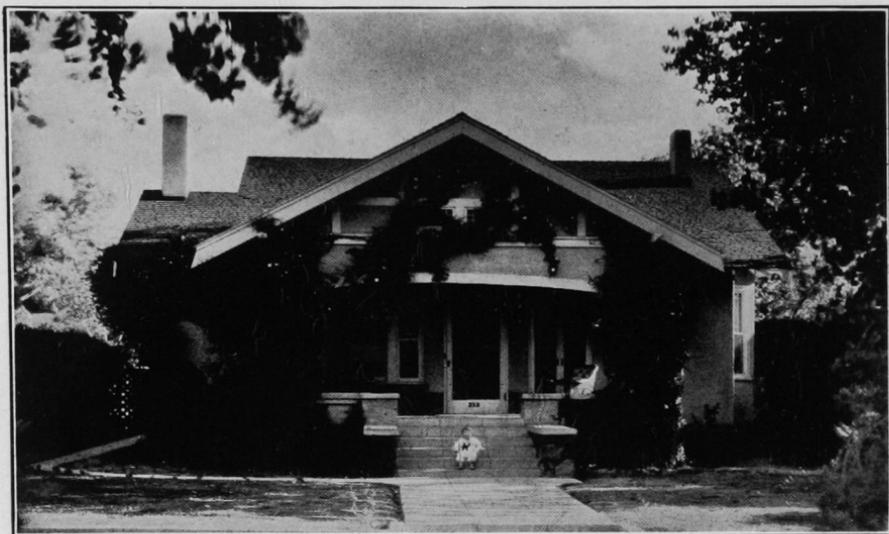
The value of outdoor life in revitalizing the body and maintaining physical well being is so well established as to need no argument. But to get outside when the thermometer is close to zero, and when day after day is cold, dark and disagreeable is more than the average person cares to do.

Sunshine, warmth, clear skies and bracing air make outdoor life enjoyable in Tucson. Here it is seldom "nicer inside." Everything invites you out.

There is adequate proof of the restorative qualities of the sunshine-climate. It is recognized that at least one-half of the population of Tucson first came for recreation or to secure the benefits of the man-building climate and



Polo at the University

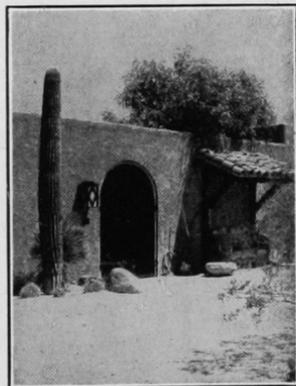


You may have a vine-clad bungalow for your home

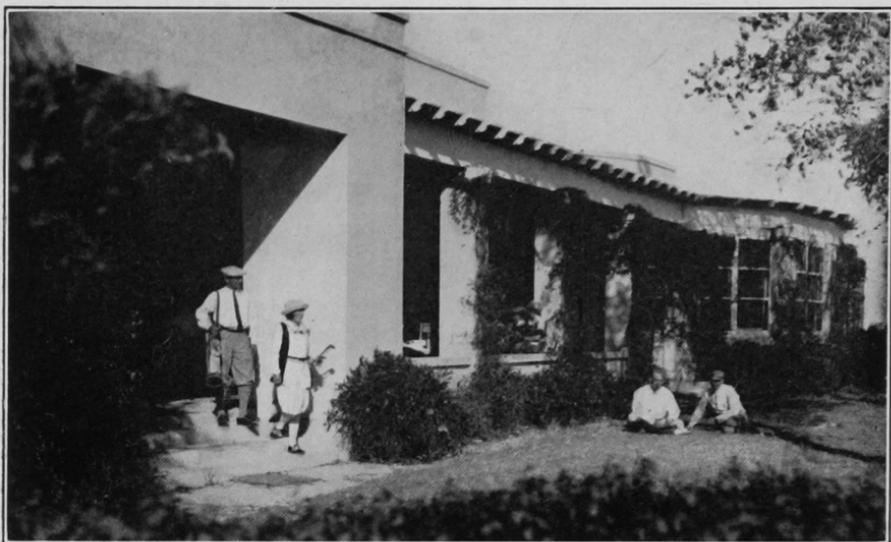
CLIMATOLOGICAL DATA (Compiled from U. S. Weather Bureau Reports)

	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
TEMPERATURE (Mean monthly— 40 year average)	49.6	52.6	57.3	63.4	71.5	81.0	85.3	83.8	79.2	68.3	58.3	49.7	
RAINFALL (In inches—40 year average)	.8	.96	.81	.32	.14	.23	2.4	2.46	1.0	.6	.76	1.09	Total 11.57
HUMIDITY													
Monthly	A.M. 61.	55.6	44.8	40.4	28.4	29.3	54.3	57.3	47.1	46.8	57.1	74.2	49.5
(40 year average)	P.M. 35.3	27.7	22.4	22.6	15.9	17.7	36.7	35.7	29.0	26.5	41.1	48.1	29.9

outdoor life. Hundreds of these permanent residents state that they have gained perfect health and now remain from choice. Each year, many from more rigorous climates come and discover for themselves that play and rest in Tucson bring new fitness and tinging, glowing health.



A Spanish entrance



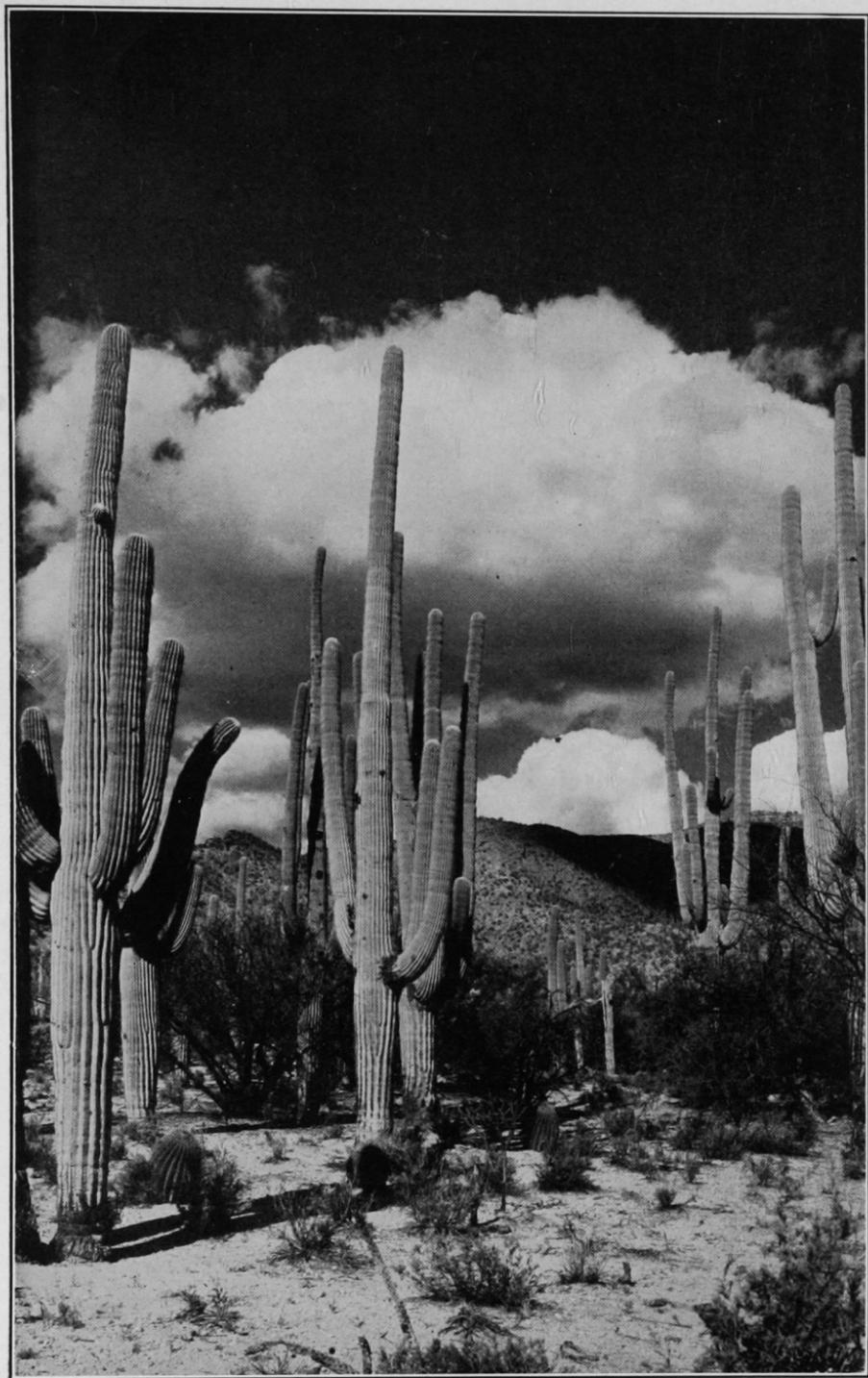
Golf every day; Tucson Golf and Country Club

Tucson has three excellent golf courses. There is the new El Rio Golf and Country Club's all-grass, eighteen-hole, six thousand, two hundred and sixty-six yards long, seventy-two par course. The Tucson Golf and Country Club's eighteen-hole course and the eighteen-hole Municipal Golf Course both provide thoroughly bunkered and unique natural hazards in two skinned courses.

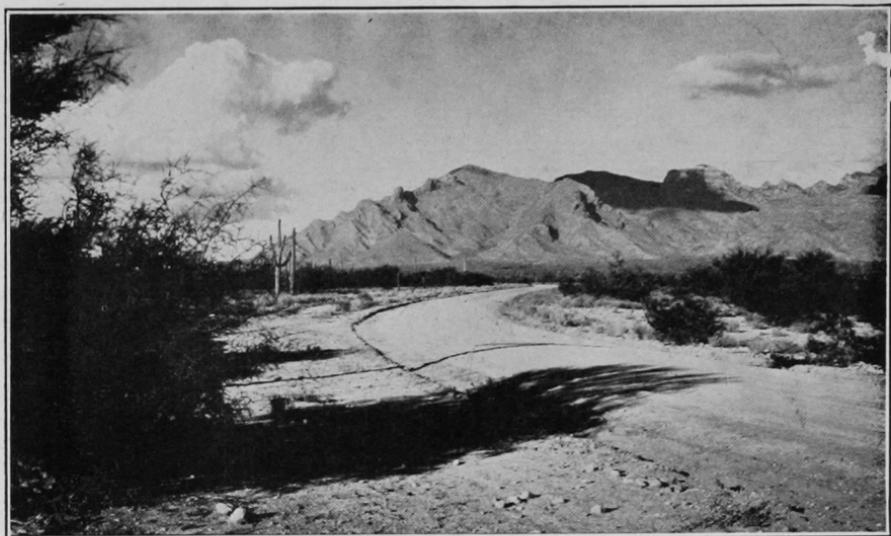
Winter visitors are welcome at all of the courses, where only a small fee is charged for social membership. Temporary visitors' cards are issued by the management of the Sunshine Club, and arrangements made for membership on your arrival in Tucson. Visitors may participate in the many tournaments held during the winter season, and are particularly welcome in all of the numerous social activities of the clubs. Visitors' cards and membership are likewise arranged in the town clubs.



Cactus along "rough"



Sahuara forest, weird as dream-stuff

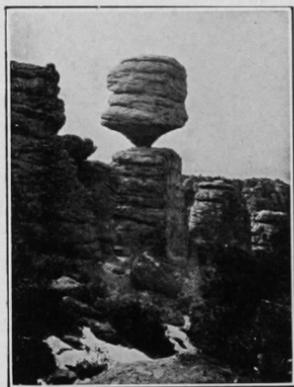


Miles of smooth highway for winter touring

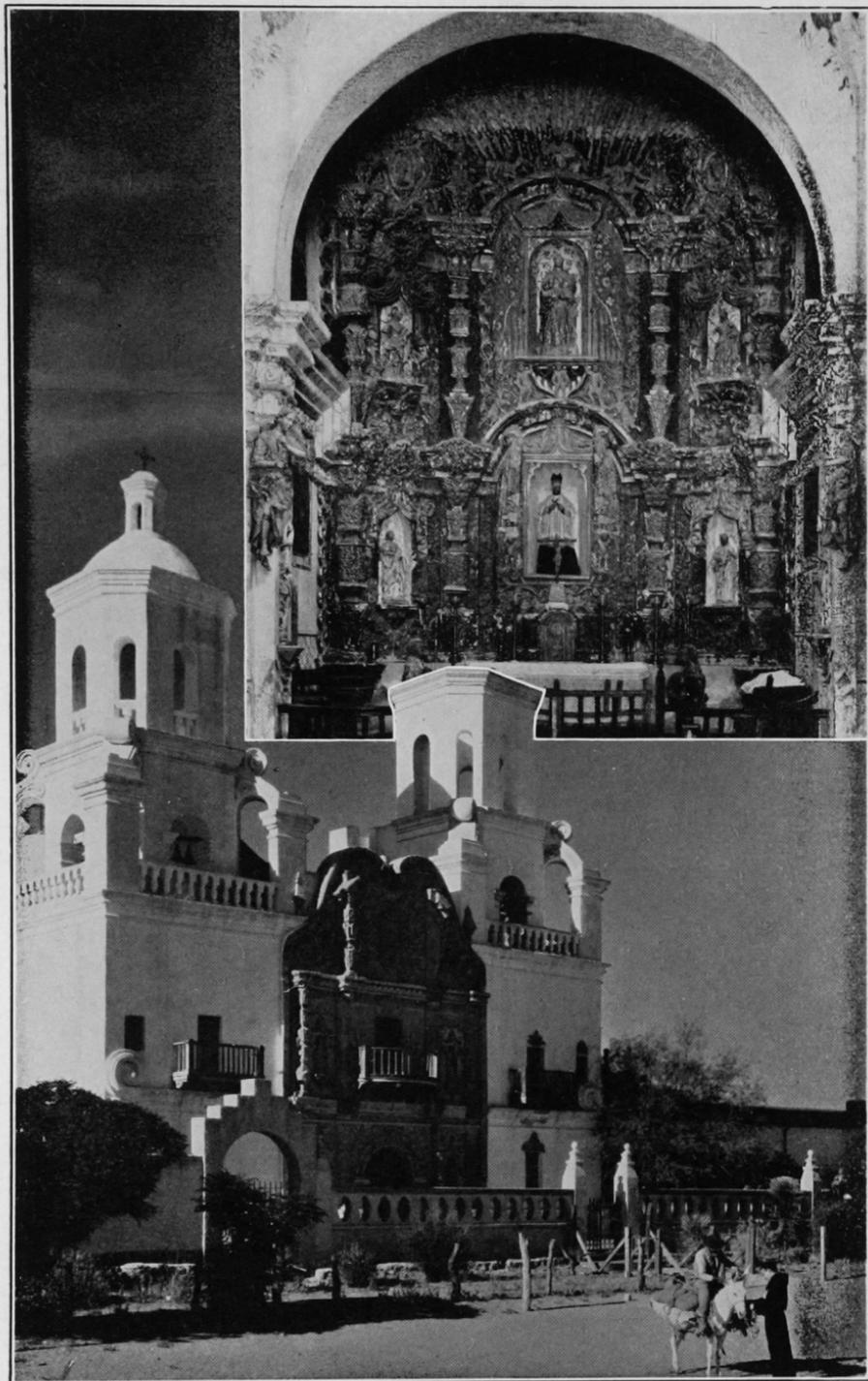
From smooth highways in all directions you may catch your first vision of the mystery and beauty of the desert. The green-blue, copper-stained Catalinas rise in gorgeous masses of color to the north, while to the east the Rincons, misty pink and opalescent, rear their jagged peaks into the snow a sheer mile above the course.

Flinging their length across magnificent distances of desert and mountains, smooth highways lead through fantastic forests of giant Sahuara castus, along clumps of feathery mesquite trees, or close beside stubby little barrel cacti, which will yield from their pulpy interiors drinking water.

There is plant life in abundance on this high plateau. But do not expect conventional forms that make the soft beauty of the Hudson, or the loveliness of Sierra meadows. Here Nature makes her



Balancing Rock



San Xavier Mission—Interior, showing beautiful altar



Green trees and lawns all winter

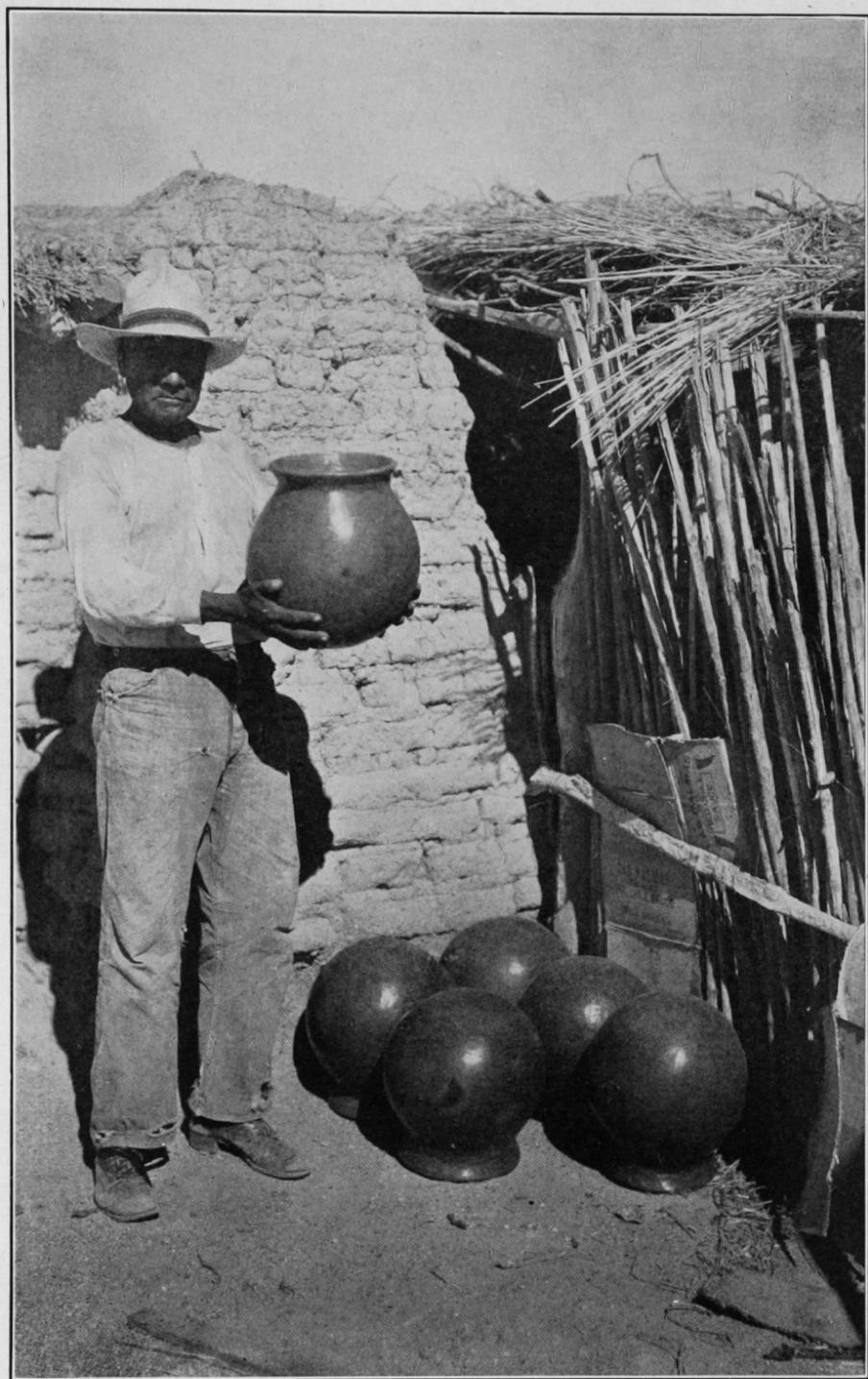
earth-children muscular, often angular, always positive and with strong character. Small-leaved plants—needles sometimes instead of leaves—predominate. Strange growths many of them—manifestations of Nature in a mood new to you.

The gaunt mountains, dull garnet, red and terra cotta, which loft above the desert, bear in spots fabulous veins of copper, silver, gold and lead. Since the Spanish adventurer Antonio de Espejo discovered their wealth in 1582 men have torn at their sides.

The white dome that has flashed in the sunlight from time to time is revealed on closer inspection to be San Xavier del Bac — the Jesuit mission founded by Francisco Kino and Padre Salvatierra in 1687. For two hundred and forty-three years it has upheld the light of Christianity. Often dimmed by treacherous Indian attacks, the light burns bright today. A happy,



Indian wood carrier



Picturesque Indian life is close to Tucson



Indian Oberammergau, celebrated at Easter in Tucson

peaceable village of Indians makes obeisance to the sound of the old bell and sends its modern bobbed-hair flappers to the mission school. And the Indians have the name Papagos —“ the baptized.”

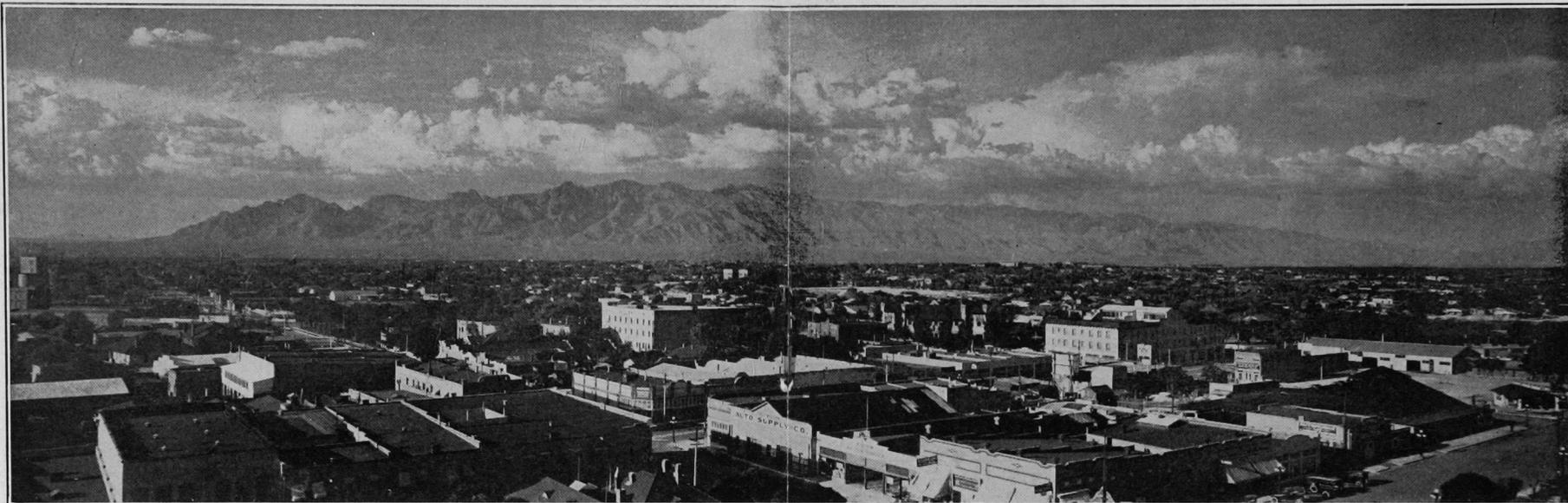
On this reservation real “redskins” live much as they lived years ago. The squaws weave graceful watertight baskets from wild grasses and stain them with vegetable dyes. A mud hut, a tiny plot of ground, innumerable babies, a burro or two and life is complete for the average Indian family. You will find close to Tucson much of the picturesque Indian life that is so rapidly passing away.

Time your stay in Tucson, or stopover if bound elsewhere, so that you may see the extraordinary Easter celebration of the Yaqui Indians. It is the Indian equivalent of the Oberammergau.

The spectacular Holy Week dances are sights you will never forget. Deer dancers, coyote



Part of the dance



Wide-spreading Tucson is a modern city of 45,000, surrounded by gorgeously colored mountains

dancers, rabbit dancers, *matachino* dancers (mask dancers) and *farisesos* (clowns) take part in the ceremony.

The village in which the unique sacred portrayal of the life of Christ is given is only twenty minutes from the leading hotels.

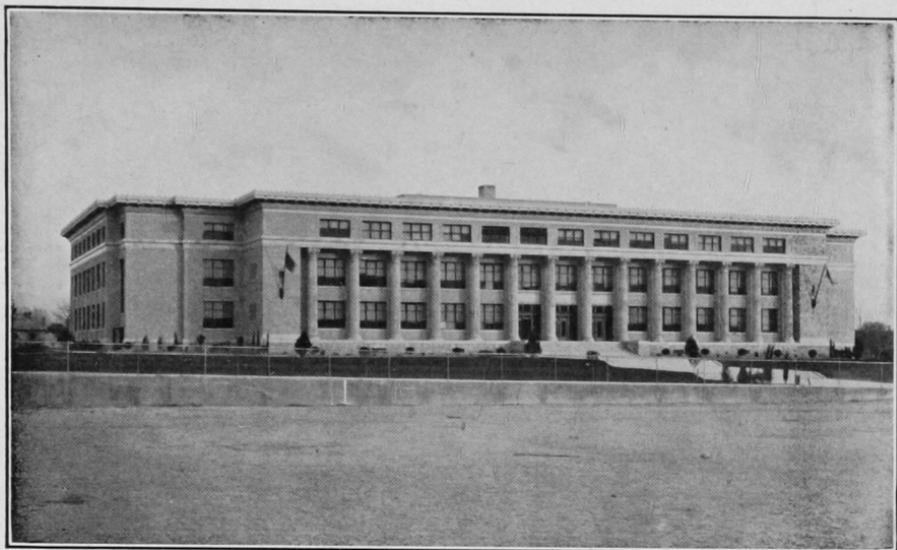
To find primitive Indian life, meek-faced little burros trudging along half-buried under huge loads of wood, and adobe houses with mud walls twenty-four inches thick in a city where there are modern department stores, street cars, taxis and beauty parlors is part of the fascinating experience of living in Tucson. The old and the new are very close together.

For a hundred and fifty years Tucson was a walled city. Indians made life a continuous battle. Today, in the words of the famous scientist, William T. Hornaday, it is a "wide-spreading, wide-awake city on a level sub-tropical plain that is encircled by granite mountains; a city with wide, clean streets, good buildings, abundant electricity, and all the concomitants of a metropolis. . . ."

If you are planning now to come to Tucson you will be interested in learning how favorable living conditions are. There are many good hotels and apartment houses. Furnished and unfurnished cottages with sleeping porches may be had at reasonable prices. If you care to make known your housing requirements in advance of arrival, the Sunshine-Climate Club will try to find just the house or apartment you would like.

Fresh vegetables and fruits are always on sale in the markets. Fish from the Pacific Ocean—just overnight from Tucson—is received daily. Meat, chicken, etc., come directly from nearby farms or ranges. Inspected, sanitary milk and cream is delivered for average eastern city prices.

A modest income is sufficient in Tucson. Freedom from storms and cold weather make living conditions simple and easy. Outdoor recreation, such as golf, hunting, motoring, horseback riding, polo, tennis and hiking may be indulged in with relatively little expense.

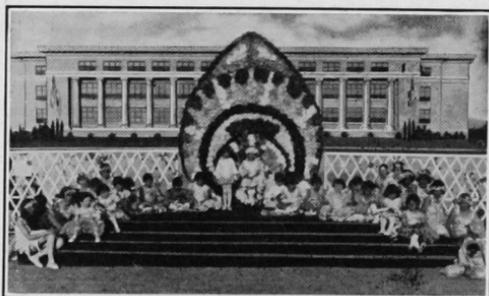


New \$750,000 High School

What mother is there who would not like to have her children romping outdoors all day long? From morning till night happy, laughing youngsters play on green lawns, and frolic in the invigorating sunshine in Tucson. A season here may be just the thing to awaken new strength and vitality in your children.

There need be no loss of school time. Children are admitted to the high school, the three junior high schools or to any of the fifteen grammar schools, at any time. Studies in these schools are graded and follow modern, approved pedagogical practices. All schools are modern in every respect and are accredited by leading universities. No tuition is charged nonresident pupils. A recent national study disclosed that Arizona schools ranked second in order of excellence in the United States.

Young men and women of University age, who elsewhere are often harassed by rigorous climatic



Children's pageant



Agricultural Hall, University of Arizona, Tucson

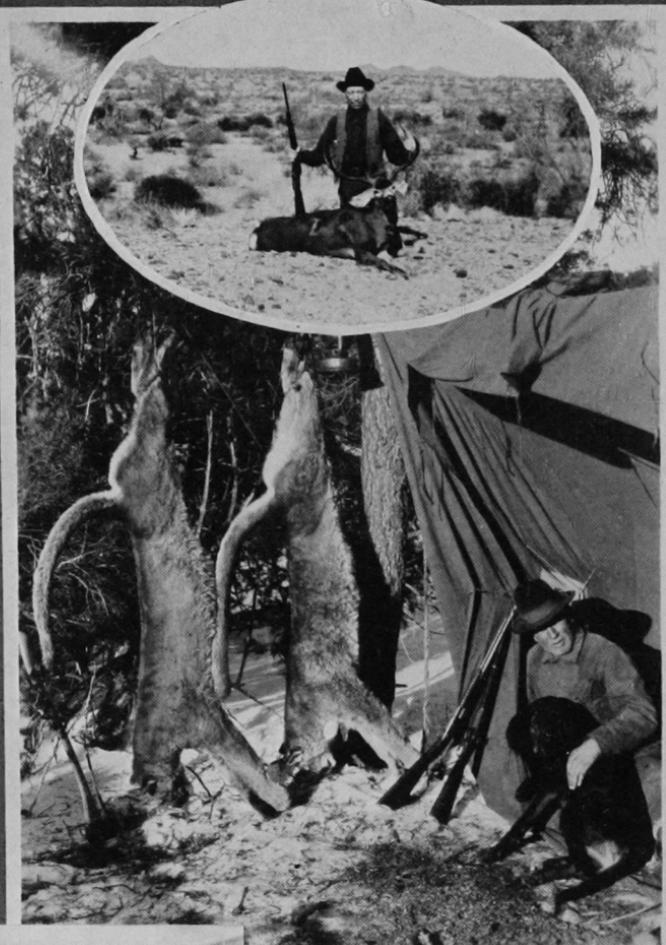
conditions, will find new physical well-being and increased ability at the University of Arizona. Dormitories with open-air sleeping porches, horse-back riding classes for both men and women, outdoor gymnasium and inter-class games of all sorts provide the exercise so necessary for the best mental work.

Twenty-five buildings house the colleges of Letters, Arts and Sciences, Mines and Engineering, Agriculture, Law, and the College of Music. A fee of \$75 per semester is required of non-resident students. The University of Arizona has been rated as a first-class university by the American Association of Universities and Colleges.

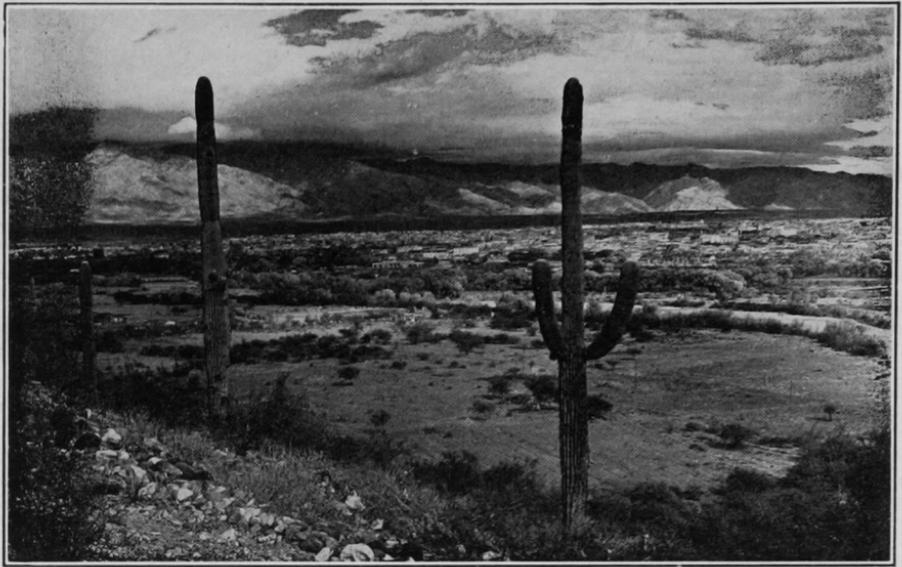
It is not believed that any other similar area in the entire world offers the wide range of recreational possibilities that can be found in the vicinity of Tucson and in southern Arizona.



On the bridle path



Tucson is headquarters for hunting trips into Mexico



A country of magnificent distances

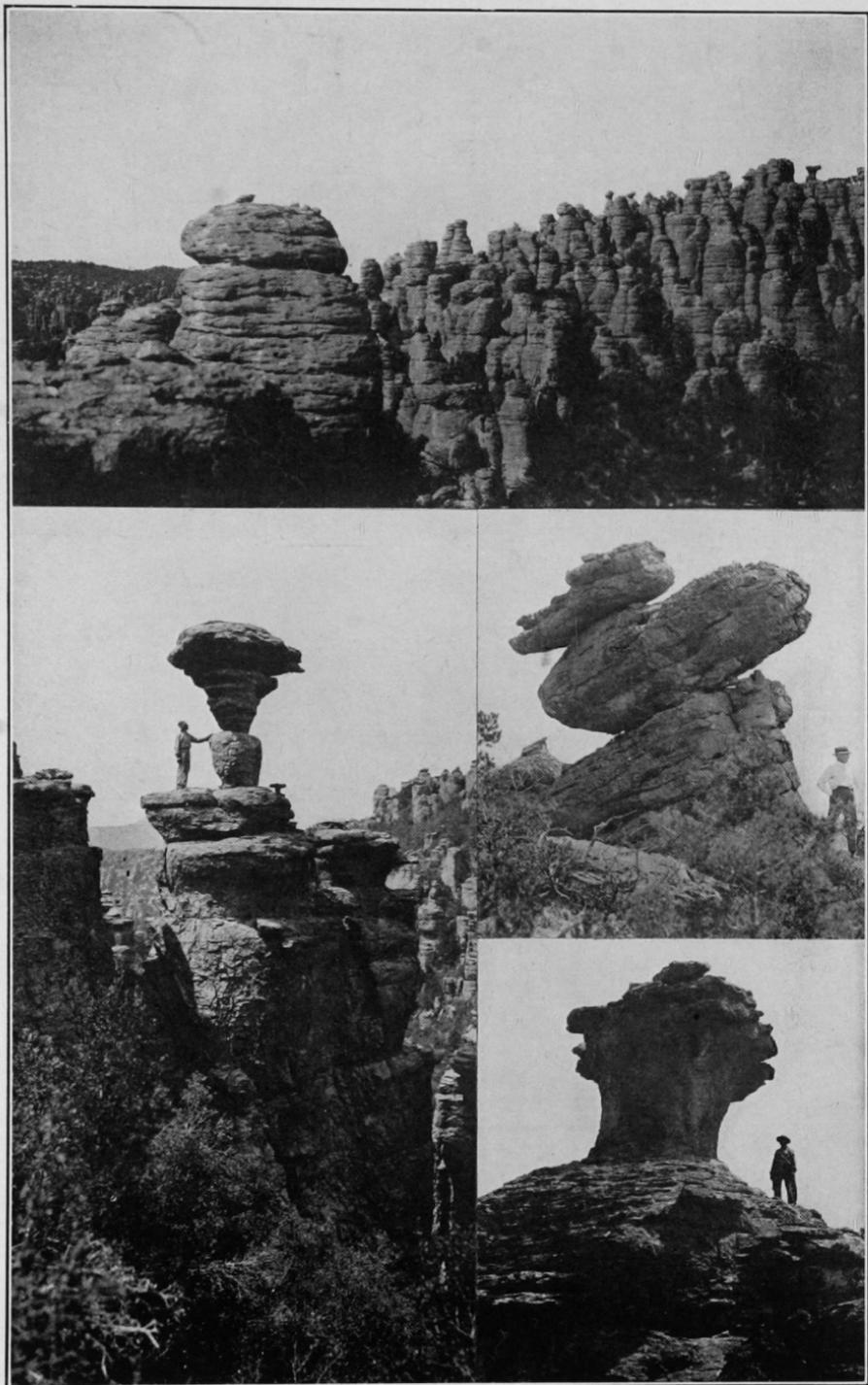
It is possible to obtain within a day's ride of Tucson altitudes ranging from 1,000 to 10,000 feet, to go from desert to mesa, to pine-clad mountains through thousands of blossoms, innumerable species of cactus, and other strange plant life, through fertile valleys and profitable farms to where giant ferns and streams abound on mountain tops.

Contrary to a belief that exists in some quarters, Tucson and southern Arizona has, it is believed, the best year-around climate in the world. With almost perpetual warm, dry sunshine, its lack of humidity, together with the various altitudes that are possible, it offers comfort, health, and unlimited recreation for twelve months each year.

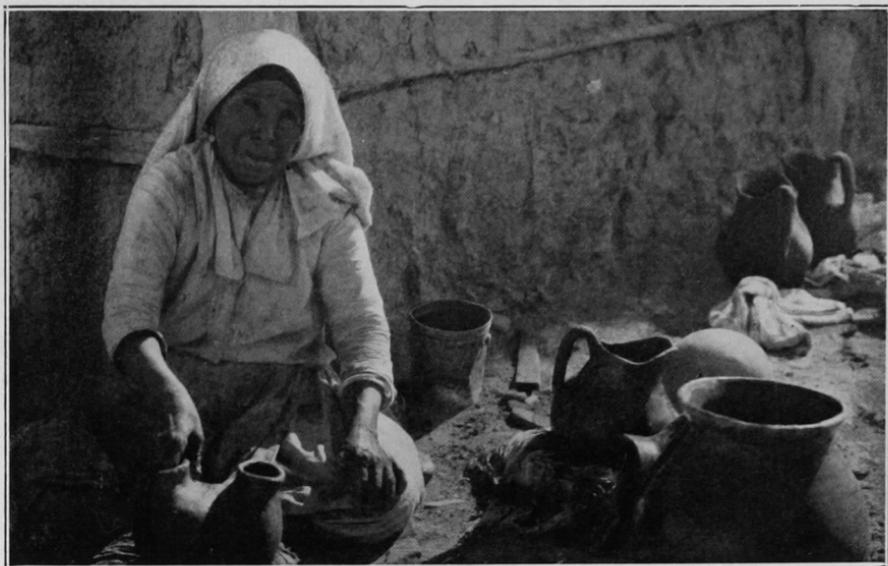
There is located within a day's ride of Tucson in the neighborhood of fifty different mountain ranges with their hundreds of ideal picnic locations.



Spanish seniorita



Nature's wildest orgies—Chiricahua Mountains



Papago Indian pottery maker, Tucson

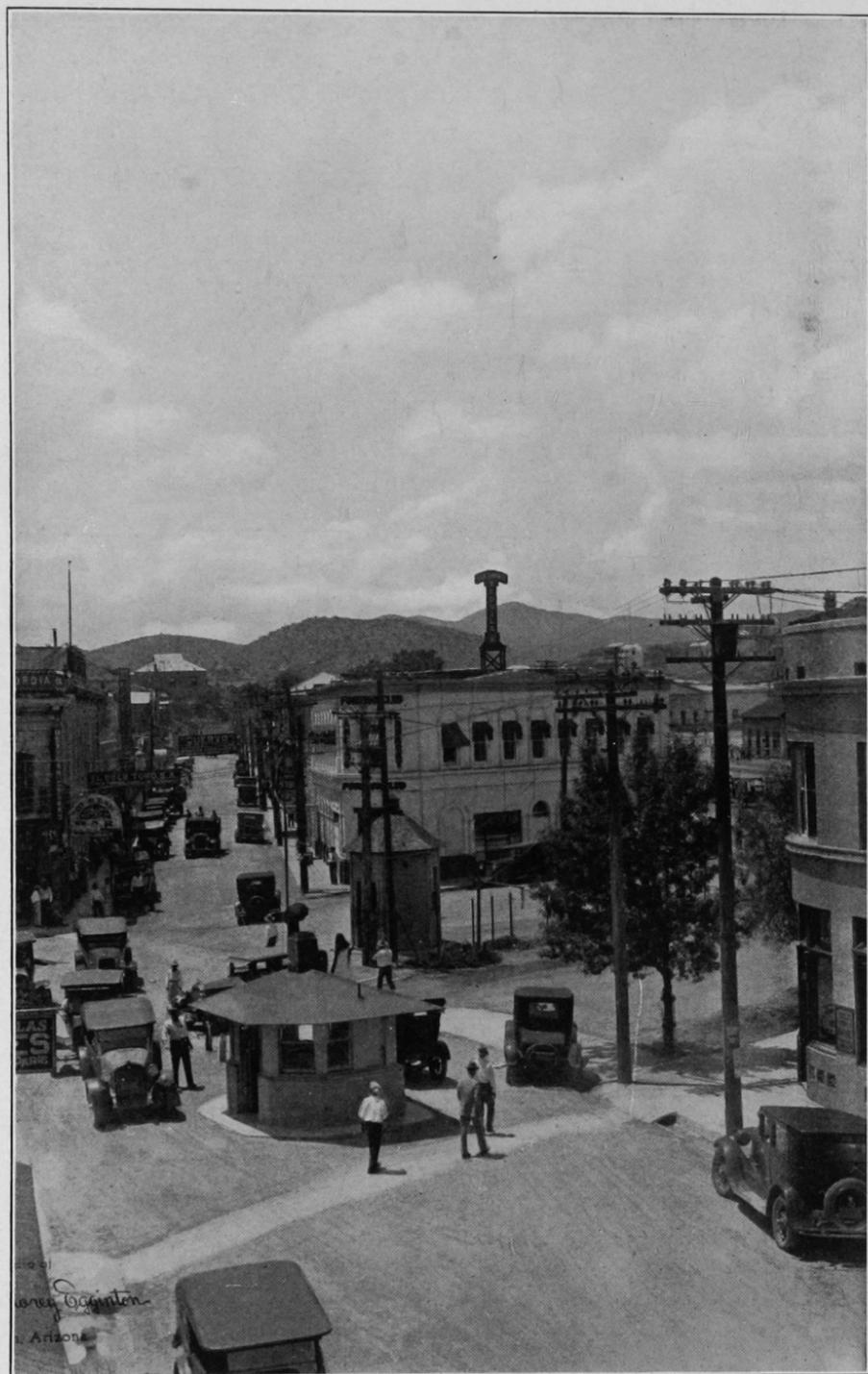
Ages before Columbus touched the shores of America there was civilization on the plateau where modern Tucson now lies. Just west of the city on the top of Tumamoc Hill, there still remain fortifications made by an unknown race. Large boulders on the eastern face are covered with hieroglyphics.

For miles north of Tucson in the Santa Cruz Valley—that curious valley that domiciles a jack-in-the-box river, first above ground, then below, appearing and disappearing as the hardpan of the bed rises and falls—lie scattered evidences of buried cities.

Casa Grande (the “big house”), about two hours by motor from Tucson, is a prehistoric dwelling. It towers two stories above the desert with the first floor buried by debris. It marks the site of an ancient city assigned to the middle of the eighth century, A. D.

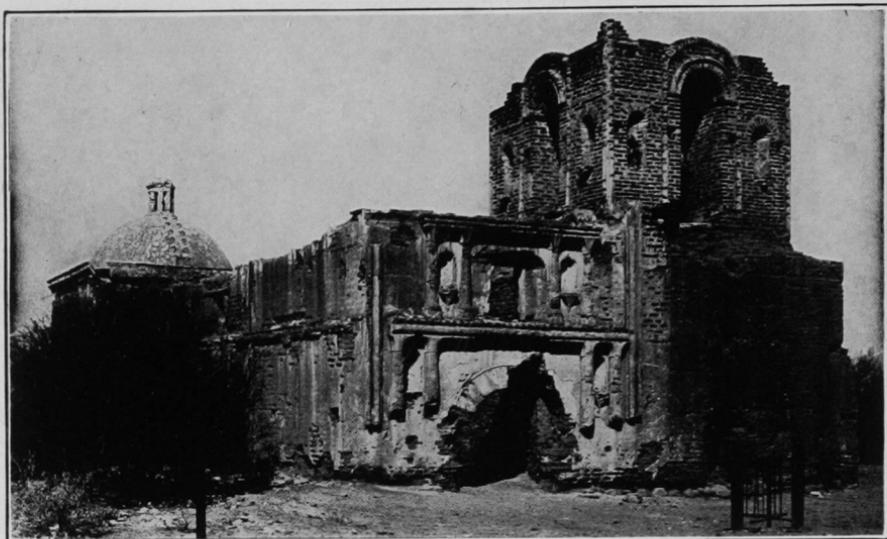


Indian picture rocks



© 1911
Harry G. Ganten
Arizona

On the line, two hours from Tucson—Nogales, Ariz., U. S. A.—Nogales, Son., Mex.



Ruins of Tumacacori Mission, destroyed by Indians

Two hours from Tucson over smooth highways will take you to Nogales, Sonora, Old Mexico. How its quaint, picturesque life contrasts with the modern, bustling life of Nogales, Arizona, on the American side!

One city as far as business goes, the division is more Volsteadian than real. Nogales, Arizona, is the gateway for the west coast of Mexico. Through it passes the great import and export business of a rapidly developing territory.

Nogales, Old Mexico, is unique, colorful and entertaining, with vivacious señoritas, stringed orchestras, refreshment palaces, venison for sale in street markets, outdoor restaurants, sugar cane vendors, and a soft,

strange tongue intermingled with the sing-song of Chinese.

You will see trainloads of mahogany coming up from far down the coast; you will see the cactus



Street markets, Nogales, Mexico



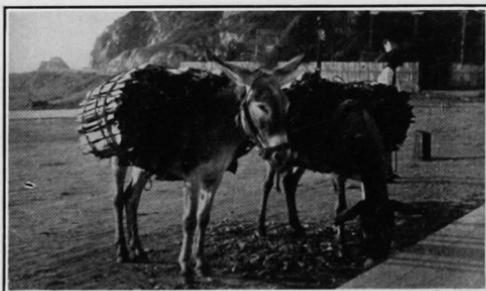
A part of the new Southern Pacific Hospital

from which the famous drink—tequila—is made, and perhaps——.

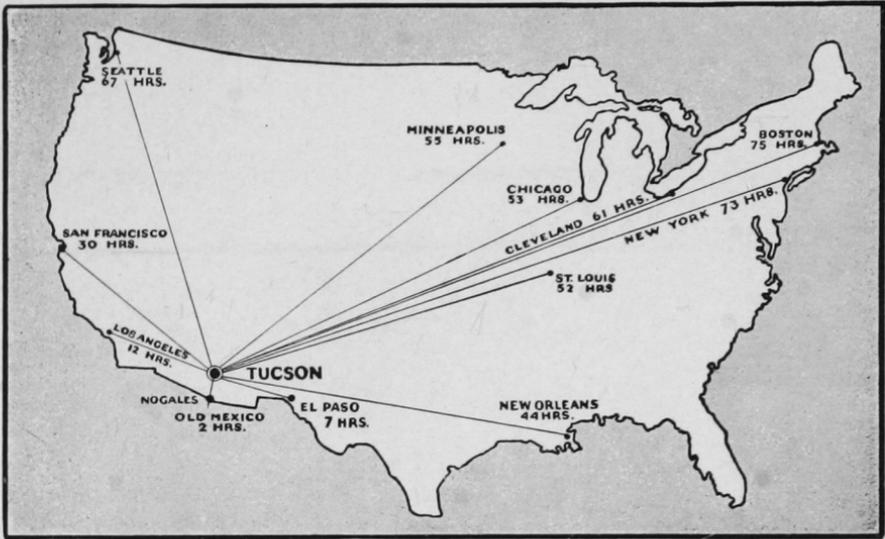
You will learn, too, of the wonderful hunting and fishing that lies just to the south of Nogales. The waters of the Gulf of California teem with fish—huge *pescados colorados*—as large as a man. Deer, mountain sheep, antelope, and other big game are plentiful. An expedition into Old Mexico will provide experiences and hunting-lodge yarns for many seasons.

Countless opportunities for recreation, rest, and physical upbuilding await you in Tucson.

To feel the way you would like to feel—to know each day that you are revitalizing your being with Nature's great specific—sunlight and fresh air—and to find yourself at the end of a few months renewed in spirit and refreshed in body is the common experience of those who live for a while in the Sunshine-Climate.



Mexican tireless truck

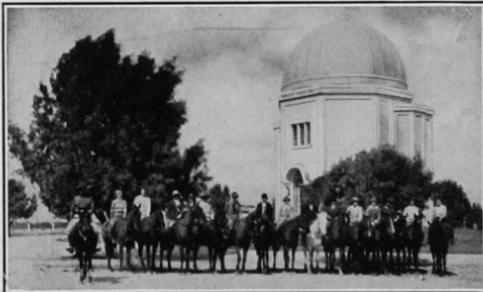


Sunshine is only a few hours away

Tucson is in Southern Arizona on mainline route of the Rock Island and Southern Pacific Railway systems, with through Pullman service. The map above shows how accessible Tucson is. Fifty-three swift hours from Chicago, seventy-three from New York and you are where spring time is a season that begins in October and lasts until May.

Tucson is close to everywhere. Two daily papers carry full Associated Press dispatches. Stock and bond houses maintain direct wires to trading centers. You are just overnight from Los Angeles, and only thirty hours from San Francisco.

Tickets, at reduced winter excursion rates, are on sale at all railroad offices, from October to May. These tickets have liberal stopover privileges and are valid for nine months from date of purchase. Eight first-class trains arrive in Tucson daily. All make connection with main lines and junction cities.



Steward Observatory

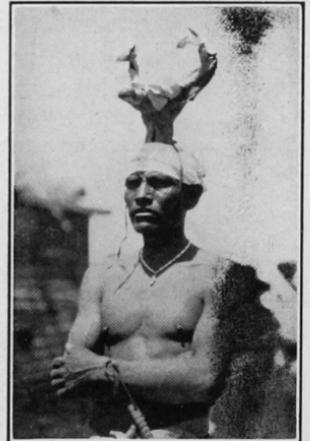


Trees and lawns greet you on arrival—Southern Pacific Station

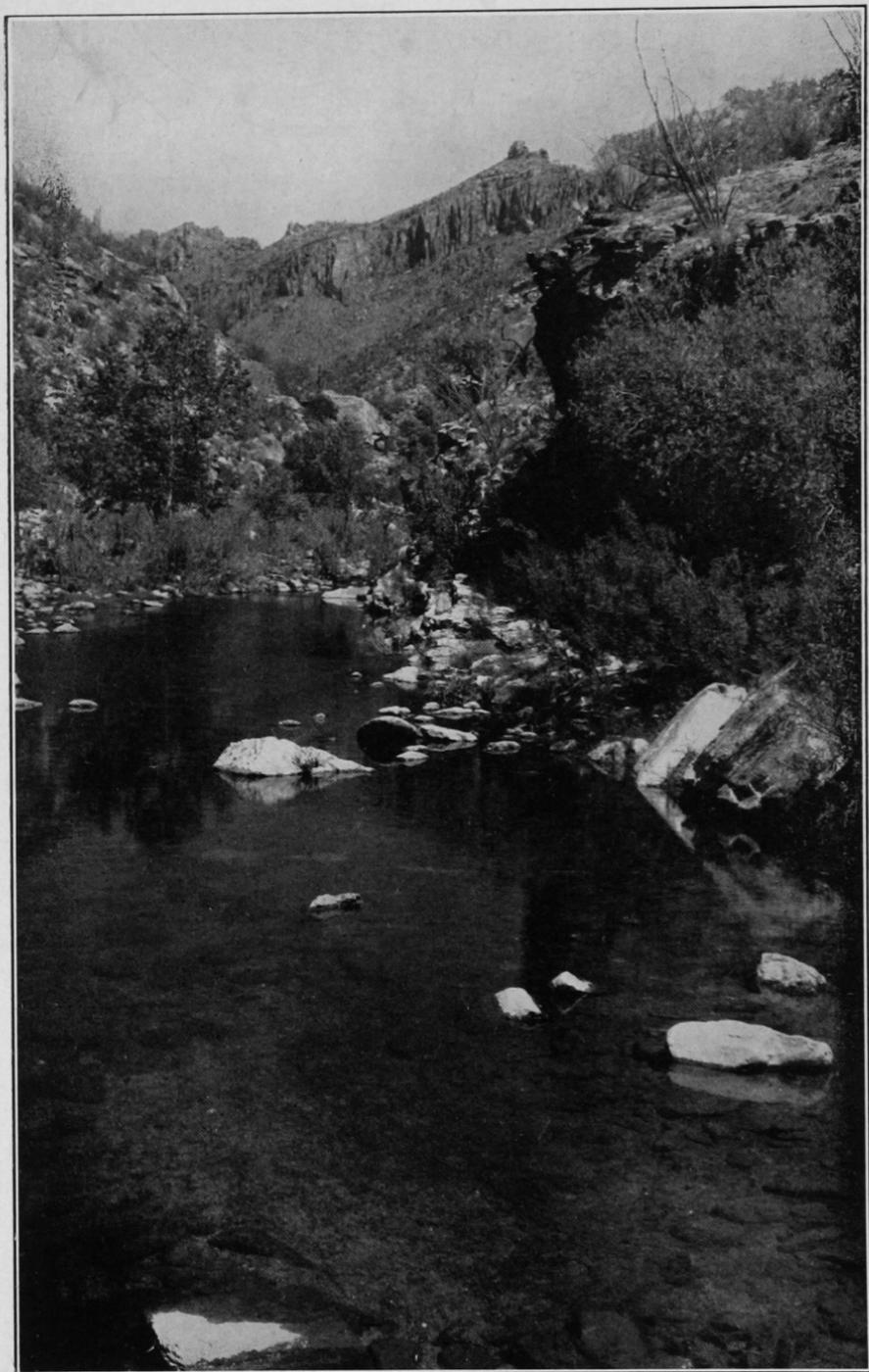
We who live here know that you will find greater physical comfort and greater joy in living in Tucson. Moderate means will provide pleasures, and in cases of ill health, every care.

This climate does not perform miracles, but due to the extreme dryness, almost perpetual quality sunshine, and our elevation of 2,400 feet, there have been hundreds of people who have obtained great relief and in many cases complete recovery from many functional and physical disorders.

The Sunshine-Climate Club, composed of the leading business and professional men, and institutions of Tucson, invites you, your family, your friends, to come to Tucson and live in the Man-building Sunshine-Climate. Write to the Club freely. As far as humanly possible you will be told exactly what you want to know, accurately and authoritatively.



Deer dancer



Sabino Canyon, Tucson

FACTS ABOUT TUCSON



TUCSON is located in Pima County, Arizona, on the main line of the Southern Pacific railway. It is the terminus of the Southern Pacific de Mexico. Tucson is 312 miles west of El Paso and 500 miles east of Los Angeles. It lies on a plateau 2,400 feet above sea level.

Population: 1910 census, 13,193; 1920, 20,292. Increase, 53.8%. Present population (1930 census), 45,000. Increase, 121.7%. Tucson is the second largest city in Arizona.

Charter for Pueblo of Tucson was granted by King of Spain in 1552. This is one of the oldest European settlements in America. Mission San Xavier del Bac was founded by Padres Kino and Salvatierra in 1687.

Tucson and Pima County were included in the Gadsden Purchase, consummated in 1854 with Mexico. United States troops took possession in 1855. Tucson is now a city of the first class, according to postal ranking.

Area: Six and one-half square miles. Sixty miles of paved streets.

Water: Deep underground rivers supply abundant pure water.

Schools: High, three junior high and fifteen grammar schools; enrollment, over 9,850. University of Arizona is in Tucson. Enrollment, 2,700; thirty-five states and seven foreign countries represented. Several Catholic schools and colleges. Present school system rated second in the United States in order of excellence.

Parks: Eight city parks.

Aviation Fields: Tucson, principal stop on the transcontinental air mail route, has the oldest and largest municipal airport in this country. The field is equipped with regulation night lighting facilities. Air taxis available to all points in the U. S. A. and Old Mexico.

Banks: Three banks and trust companies. Combined capital, surplus and undivided profits, \$1,000,000.00. Combined deposits, \$10,500,000.00. Individual debits, \$120,000,000.00.

Assessed Valuation: Tucson, \$34,300,000.00. Pima County, \$90,000,000.00.

Apartment: Furnished—Single, \$45 and up; double, \$60 and up, (exclusive of linens, blankets, etc.).

Cottages for Rent: Furnished. Low priced, \$45; average and better, \$60 to \$150 and up, (exclusive of linens, blankets, etc.).

Hotels: Many good hotels. Rates: European plan, from \$2 to \$8 per day; special monthly rates. American plan \$7 to \$12 per day. Desirable board and room for \$65 and up per month.

Gas: \$1.80 per 1,000 feet; electricity, 10 cents per K. W. H.

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TUCSON *Sunshine-Climate* CLUB

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HAROLD STEINFELD.....	<i>Vice-Pres., Albert Steinfeld Company</i>

