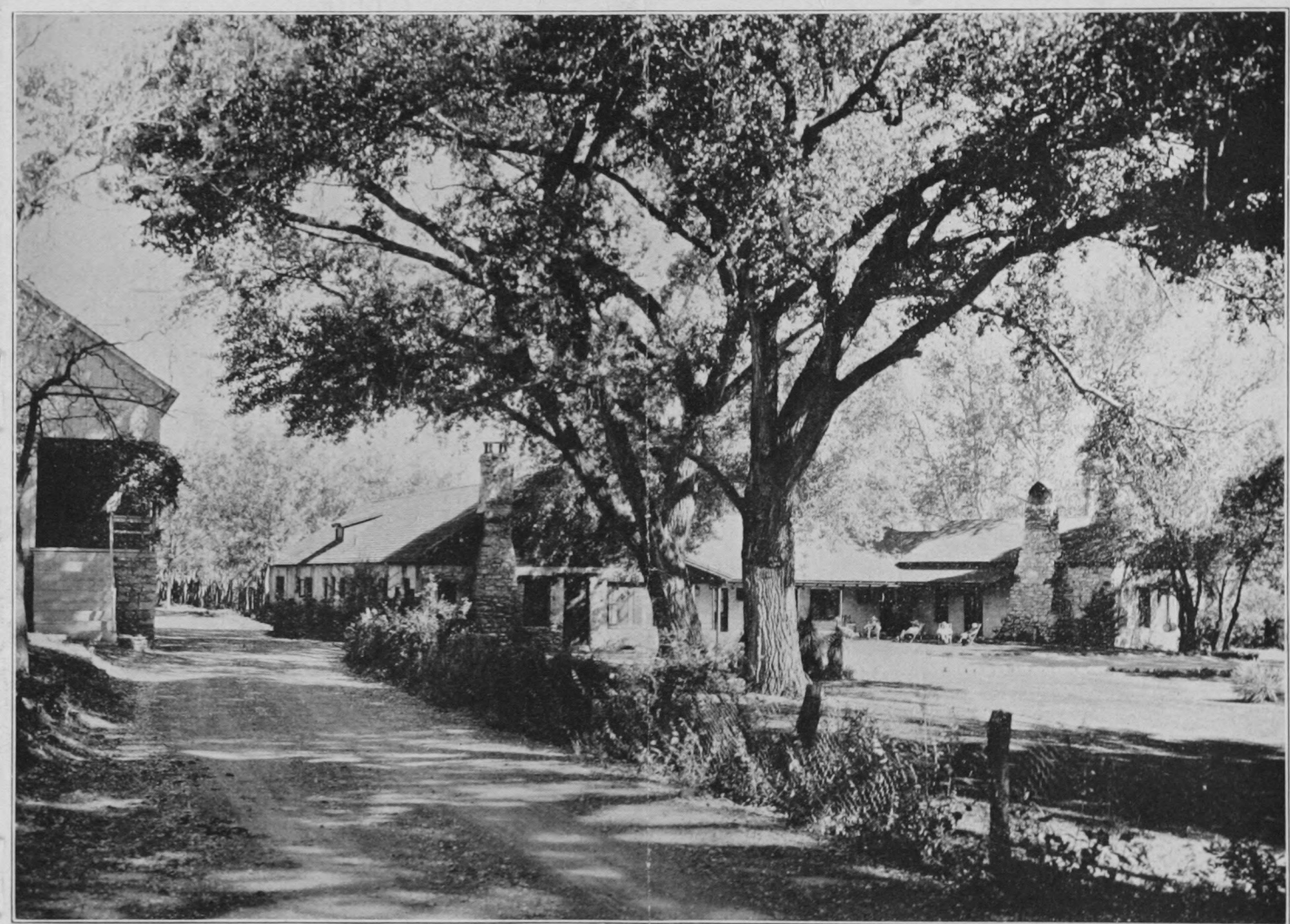


Soda Springs -Ranch- Rimrock Arizona

Soda Springs -Ranch- Rimrock Arizona



IN THE MIDDLE OF ARIZONA

WINTER AND SUMMER



Winter or summer: lazy days to lounge and laugh — yet plenty to do when you choose.



A lazy scene in the corral will recall familiar times. Almost any morning you'll find some of the ranch guests in the saddle.



An old-style country dance at the ranch adds a dash of exercise to a winter evening

Land of the Siesta

Haste is a disease. It poisons our systems just as surely as any of our best-known germs, making us old men and women at fifty. But don't be alarmed — there's a sure cure — just take it easy. — Ruth Wadsworth, M.D., in Collier's Weekly.

WINTER — sunny warm days outdoors in the natural violet rays of Arizona Sunshine.

SUMMER — long, lazy days, with shade trees, a swimming pool, and a mountain camp to temper the heat.

PROXIMITY TO TOWNS . . .

Twenty-six miles (45 minutes) to a splendid golf course, excellent shops, stores, and a modern hospital.

Elevation, 3,400 feet.

The atmosphere is clear and dry. Persons having sinus trouble find gratifying relief. Indoors and outdoors you will enjoy new scenery, new experiences, and new life.

SODA SPRINGS . . .

Soda Springs was used by the Indians before the coming of the white man as a camping ground because of the beneficial spring waters. There are three springs. One remains at 70 degrees the year round, and in the clear soft water the bather cannot sink.

The second spring flows into the plunge.

The third spring, of especial benefit to digestion, is reserved for drinking.

GOOD RIDING COUNTRY . . .

It is good riding country. Near the ranch are mesas rich in relics of a prehistoric race. Cliff dwellings and ancient pueblos are to be seen along many of the canyons. Montezuma Castle, a huge cliff dwelling 9 miles from the ranch, is a U. S. National Monument. It is in charge of Park Service Rangers and is visited by thousands annually.

COLORFUL RED ROCKS . . .

At the right is a view taken in January over in the "Red Rock country" near the ranch. It's a keen picnic country amid impressive red and white peaks, shady nooks, a tumbling mountain stream and clean, smooth rocks. Film companies come over from Hollywood to make pictures there. Zane Grey's "Riders of the Purple Sage," "Mystery Ranch," "Call of the Canyon," "Last of the Duanes"; Will James' "Smoky," "Rex, King of Wild Horses," and other Westerns are made here.

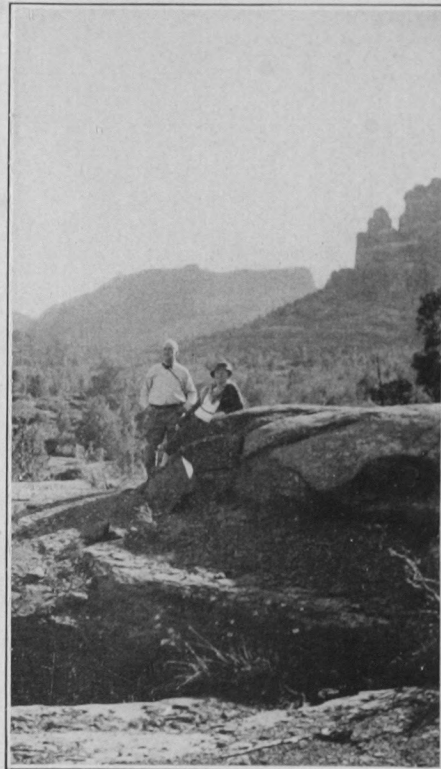
"WORKING" CATTLE . . .

Here a group of guests is helping "work" cattle. The ranch is in the heart of a great cattle country and guests are always welcome around the herd when there is work to be done. Spring and fall see the general round-ups, but cattle are "worked" at all times of the year.

Numerous cowboy dances are the feature of social activity at Camp Verde, an old-time cowtown and army post, and at the lake resorts near our summer camp in the pines above the ranch.



You'll enjoy riding horseback in this part of Arizona.



Unique. Grotesque. Colorful. The Red Rock Country is a great picnic ground.



When you've ridden with the cowboys the Spirit of the West possesses you.



The Verde Valley in which the ranch is situated is a land of romance and enchantment, rich in historical legend and fact.



Half a century of Western romance, encircled by sturdy cedar poles.



Exploring a prehistoric cliff dwelling near Soda Springs Ranch.

SPECTACULAR SCENERY . . .

The impressive peaks and spires of Red Rocks, a magnificent spectacle, are reached by horseback and by motor. Spires shoot up 500 feet; cliffs a thousand. The red stone monuments appear as unreal as stage scenery.

Picnics, with guides broiling trout or steaks over the camp fires and the scent of cedar-wood, bacon and coffee, call you often to Red Rocks.

Many other entrancing spots are within short distances of the ranch.

THE HOME CORRAL . . .

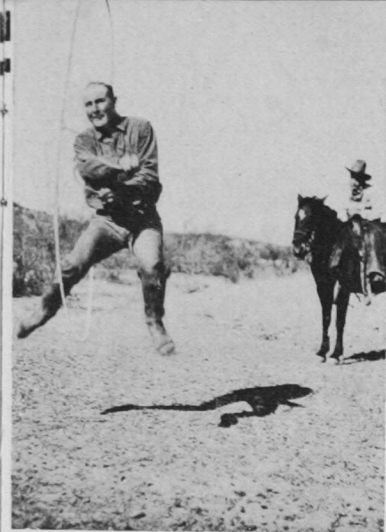
The Old Cedar Corral is still in use. Erected in 1878, it has seen the passing of thousands of cattle and horses.

Situated close to the ranch house, it still serves as a saddling corral where the ranch riders begin and end each day's ride.

Horseback riding is a favorite diversion, for here you will find an invigorating, dry climate, replete with glorious days of sunshine, pure air and cool nights.

NOTED ARTISTS . . .

Artists from time to time have come to the ranch to put the country on canvas. At an exhibition of Arizona paintings shown at Montross Gallery in New York City this fall pictures painted at the ranch were mentioned by critics as "the ablest paintings of Arizona ever shown in New York."



There's always an expert roper around to teach you the secret of the lariat.



The artist pits his pigments against Nature's inexhaustible color tray.



Cow ponies for the guests to ride.

SWIMMING POOL . . .

Water from one of the Soda Springs is constantly flowing through the pool (45x73), making it one of the most popular sites on the ranch.

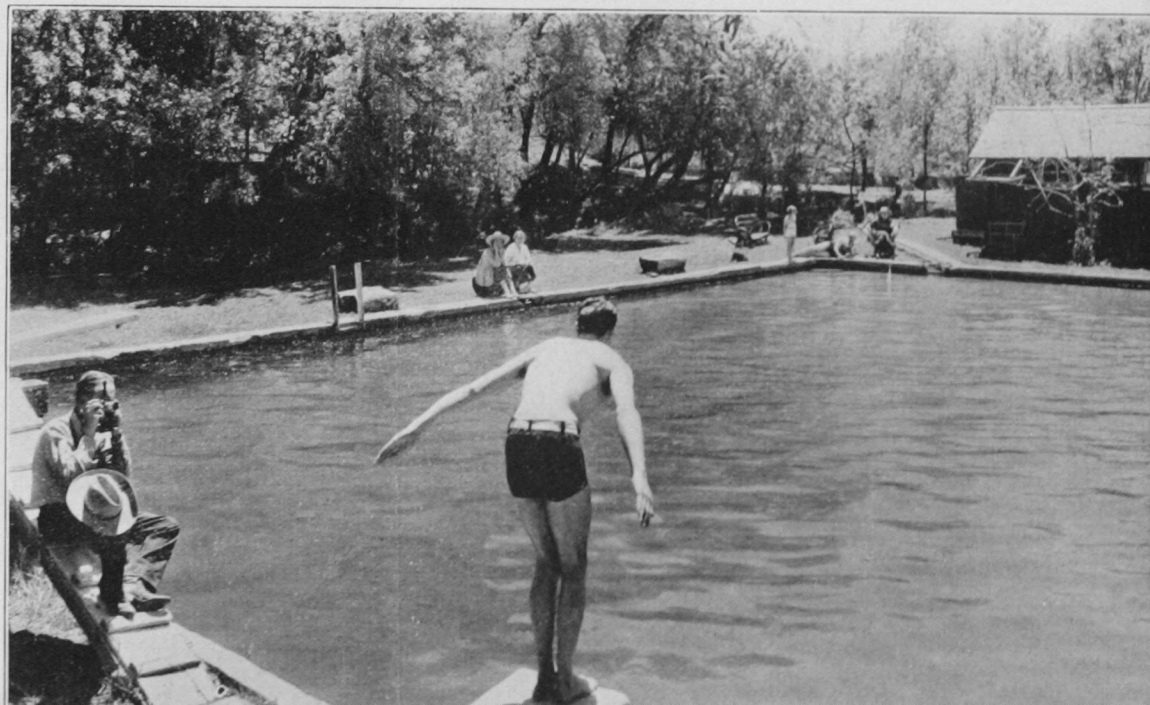
Near the pool are two large springs — one used for bathing remains at 70 degrees temperature winter and summer — of crystal clear water in which you cannot sink. You are buoyed up by the water until you almost sit upon it, and the vibrating white sand gives an exhilarating gentle massage unlike anything else you have ever experienced.

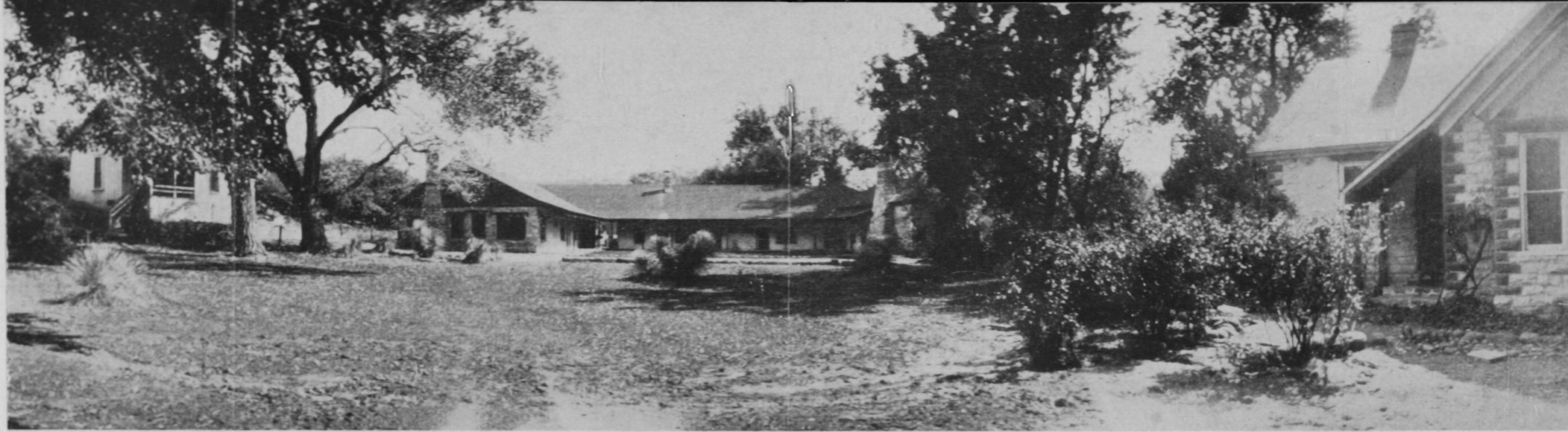
▲

The little snapshot above shows an artist at work during February. And you'll note by his attire about what the weather is generally like during the winter season at Soda Springs. In fact, "winter" in the heart of Arizona is usually more of a name than an actual condition of weather.

▲

The plunge is good enough to interest even the accomplished swimmers.





The ranch house stands amid lovely natural surroundings. A full view of the main building can be seen on the front cover page of this folder.

THE LIVING ROOM . . .

The living room is of the old style, open day and night, where the ranch family and guests find congenial and informal companionship in an atmosphere of genuine western hospitality born of ranch days.

This room is also used for dancing and for a meeting place when guests from the other ranches drop in. Cowboy songs, music, and dancing have their place as well as quiet games of cards and reading.

Most persons can stand upright beneath the mantelpiece over the fireplace at the left.

The late magazines, daily papers, and many good books are always to be found here.

DINING ROOM . . .

Our dining room and kitchen is separate from the main houses and is pictured below. There's nothing stylish about the dining room interior with its rough fireplace

and plain ranch chairs. But you get well-balanced meals cooked in wholesome fashion. Plenty of fresh fruits, salads, vegetables, and dairy products. We try to give our guests the kind of food they're used to, and prepared the way they like it.

Ranch life, replete with glorious days of sunshine, pure air and cool nights in a dry, invigorating climate gives you a new gastronomic outlook that you will enjoy.

BEDROOMS . . .

The bedrooms are large and comfortably furnished. Some open en suite. The hewed beams and Navajo rugs add to the quiet restfulness of the rooms. There is also a separate bungalow with three rooms, two baths and a porch.

The picture at the right below affords a glimpse into a bedroom. There are twelve bedrooms and each has a complete modern private bath, with steam heat, electric lights, hot and cold soft water.



The spacious living room where the household meets in congenial Western informality.



The first house, built in 1884, which now houses the eating department of the ranch.

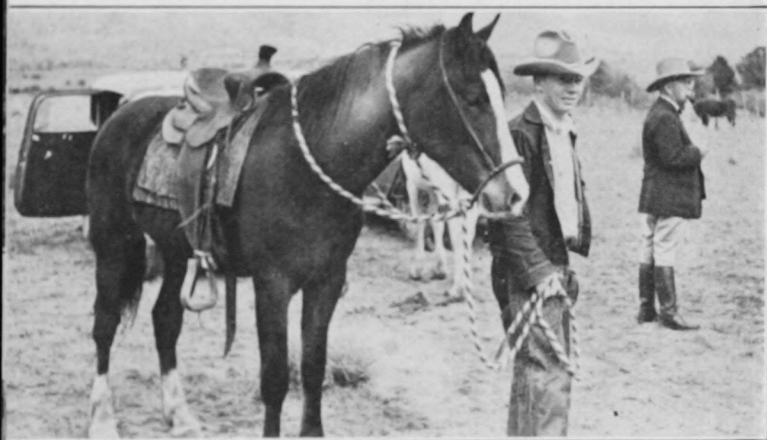
Your own room where comfort and quiet reign. Typically Southwestern yet modern in every detail.



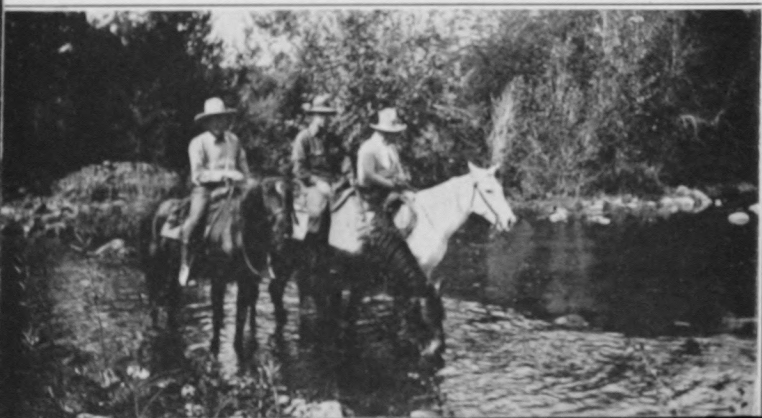
Back from a mountain lion hunt.



A familiar ranch scene.



At the crossing.



Random Shots

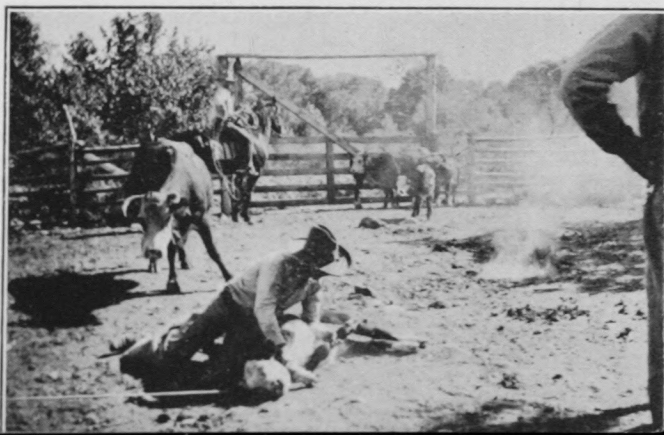
'ROUND THE RANCH

These sketchy little views will bring happy memories to many who know Soda Springs, and will serve to illustrate the genial atmosphere which others will enjoy from the first moment of their visit to The Heart of Arizona.

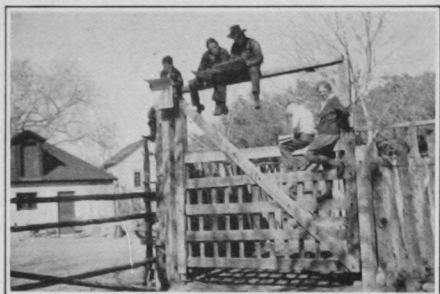
Being trained for children's use.



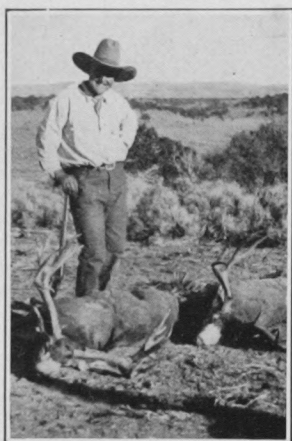
Branding calves on the ranch.



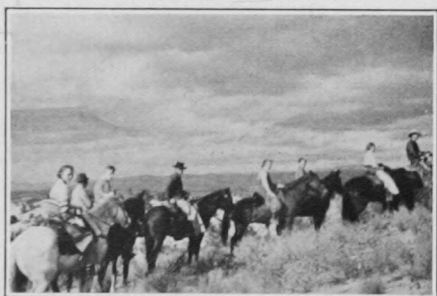
Papers from home.



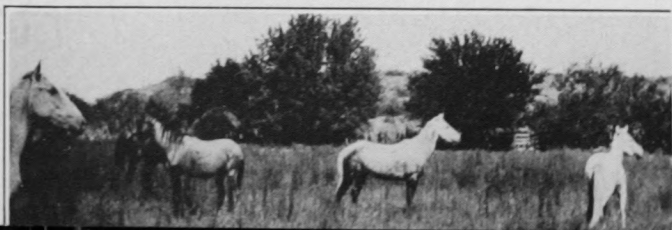
Deer are plentiful.



Above the clouds.



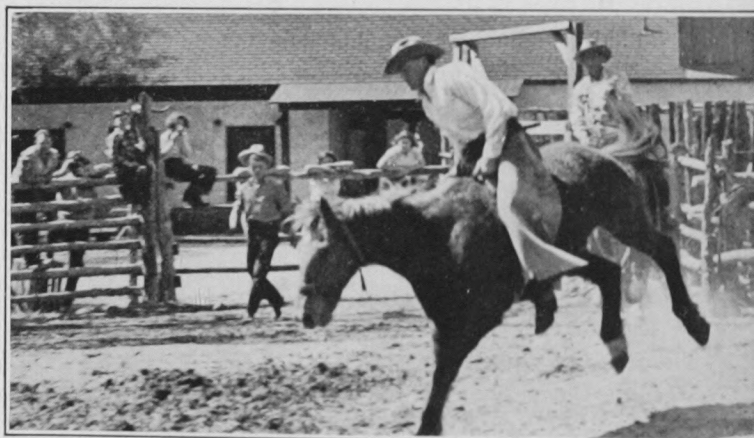
Horses on the range.



The horses are up. Want to ride today?



Just a little friendly fun at the corrals.



Three Apache Indian friends on the lawn at the ranch.





A gay crowd at our summer camp in the mountains, about 30 miles from the main ranch. Summer season June 15-Sept. 15.

The Rates

Range From \$50 to \$75 Per Week

DESCRIPTION	Weekly rate per person	
Room with private bath having shower.....	One \$60	Two \$55
Large, or corner rooms private bath.....	One \$70	Two \$65
Separate cottage with living room and private baths.....	One \$75	Two \$70

All rates give you accommodations, meals, use of plunge and springs, saddle horse and equipment, guide service whenever necessary, all ranch entertainment, picnics and so on.

Every room has private bath, steam heat, electricity, and access to the big living room where there are always late papers and magazines.

Guest rooms are attractively furnished and equipped alike. Every room is a big, choice room, but some naturally have better location and are considered worth more.

We have a hand laundry at the ranch that does your personal laundry at reasonable rates, and there is a steam laundry at Clarkdale.

Twin beds, double beds, or any combination are provided to suit the occupant. Suites of rooms can be arranged as desired.

SUMMER RATE . . . \$50 per week

We can operate at less expense during the summer so we make a flat rate of \$50 per week to persons remaining two weeks or more which includes accommodations at the main ranch and also at our Mountain Camp high in the pines.

SPECIAL LOW RATES . . .

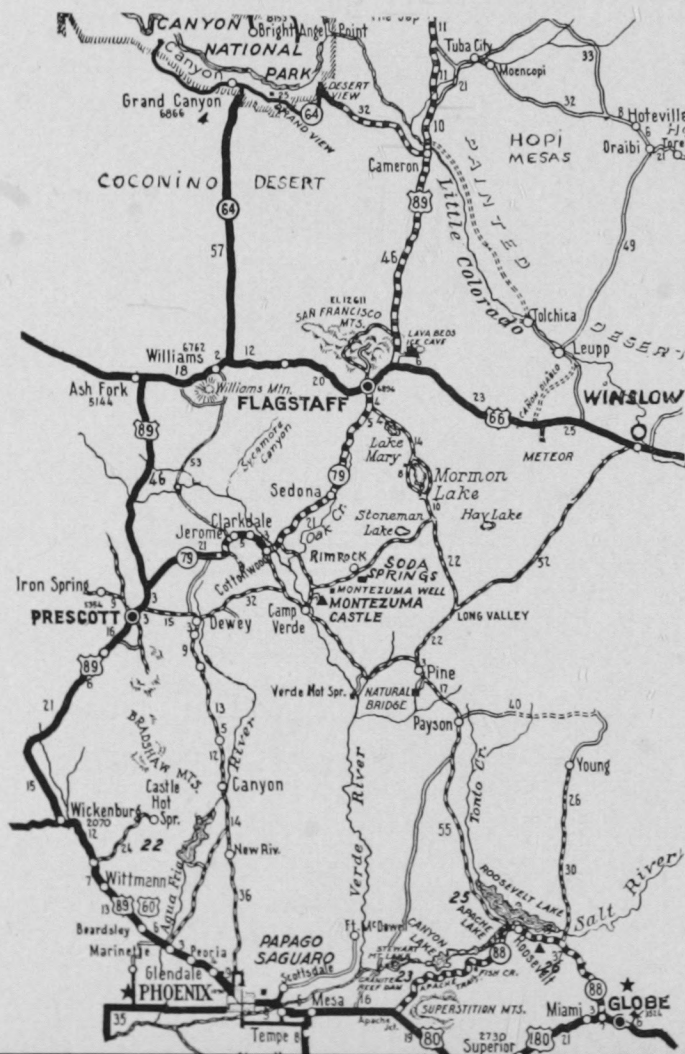
Rates are sometimes subject to reduction for a long stay when monthly rates are arranged in advance.

Special low rates to chauffeurs and nurses who accompany guests.

RATES FOR CHILDREN . . .

Children 15 years old and under — \$10 less than adults.

Children 9 years old and under — \$15 less than adults.



TRAINS AND TRANSPORTATION . . .

Our principal railway point is Flagstaff, about 60 miles distant. Most Eastern guests arrive on the California Limited or the Chief. A charge of \$10 is made, including baggage, for transportation of one or two persons. Additional passengers, \$5.

The ranch is situated in the center of Arizona and we can meet you anywhere at reasonable charge. Guests arriving at Clarkdale (branch line, Santa Fe) or at Cottonwood by bus are met without charge.

AIRPLANES . . .

TWA Air Lines stop at Winslow, Arizona, where we meet your plane. Private planes land at Clemenceau, 20 miles from the ranch. Motor transportation Winslow to ranch \$15 per person including baggage. If you express your trunk send it to Clarkdale, Arizona.

QUESTIONS . . .

If questions occur to you, please write. The ranch is anxious to be of every possible service in arranging your coming, and will reply in detail.

OUR NEIGHBORS . . .

Two miles west of Soda Springs Ranch is Rimrock Ranch, owned by Eaton Bros. of Wolf, Wyoming, the original and biggest dude ranchers in the world. Bill and Patty Eaton are in charge. Three miles east lies Beaver Creek Ranch, the most luxurious dude ranch in the West, owned by Mr. and Mrs. Wm. L. Allen.

The guests who come to these ranches add delightful fellowships to the community. Frequent informal gatherings at one ranch or another are occasions enjoyed by many.

There are numerous cattle ranches, cow camps and irrigated farms scattered through the district.

THE OWNERS of Soda Springs . . .

Romaine and Virginia Lowdermilk give their personal attention to guests at the ranch. Both of them, born and raised in the Southwest, have lived the life of the range as a means of livelihood for more than 21 years and have earned the right to offer their services as guides and informants to persons new to Arizona. They make a particular point to satisfy every guest. Personal tastes differ, so the ranch is always ready to cater to individual wishes.

MOTOR ROADS extend in every direction—

To the Grand Canyon, the Painted Desert, Phoenix, Navajo and Hopi land, Cliff Dwellings, Rodeos, Ranches, nearby towns, lakes and game.



Party of guests off for a ride.



Romaine and Virginia.

C9791
3679

Soda Springs Ranch

ESTABLISHED 1883

... offers all the sports and diversions of the usual Arizona Ranch and the charm of true Western hospitality.

WINTER— Sunny days. Ranch life. Outdoors in the natural violet rays of the Arizona sunshine. Elevation, 3,400 feet.

SUMMER— At the main ranch, and also at Mountain Camp high among the pines.

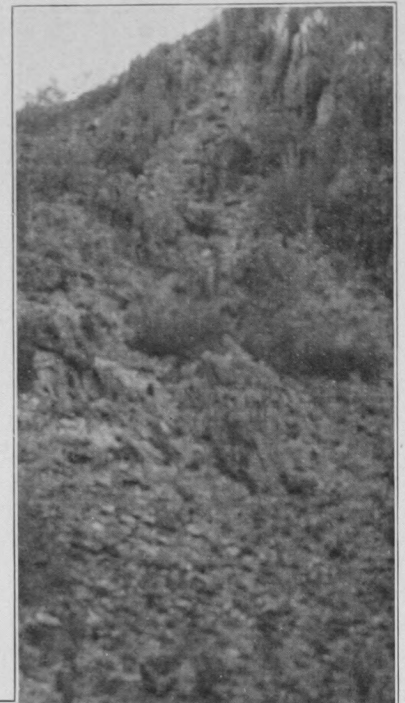
- Beneficial warm spring waters, pool and plunge.
- Daily mail, telephone, telegraph.

Romaine and Virginia Lowdermilk

SODA SPRINGS RANCH

Rimrock, Arizona

Telephone and Telegraph Address: Jerome, Arizona.



Soda Springs Ranch



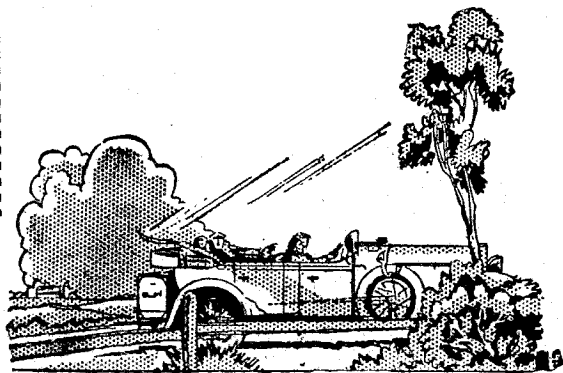
**Rimrock
Arizona**

In the Center of the State

Winter—sunny warm days where you can be outdoors in the natural violet rays of the Arizona Sunshine.

Summer—long lazy days, with shade trees and swimming pools to temper the heat. Mornings and evenings for riding and sports.

Motor Roads in every direction—Grand Canyon, the Painted Desert, Phoenix, Indian Reservations, Rodeos, Cliff-Dwellings, Ranches, Nearby Towns, Lakes and Game.



What's the Rush?

Fatigue is a disease. It poisons our systems just as surely as any of our best-known germs, making us old men and women at fifty. But don't be alarmed, for there's a sure cure — just take it easy.—Ruth Wadsworth, M. D., in Collier's Weekly, Jan. 10, 1931.

Soda Springs Ranch

Established 1883

Offers all the sports and diversions of the usual Arizona Ranch and in addition the following seven simple charms of true Western hospitality:

GOOD FOOD

GOOD LIVING QUARTERS

GOOD HORSES

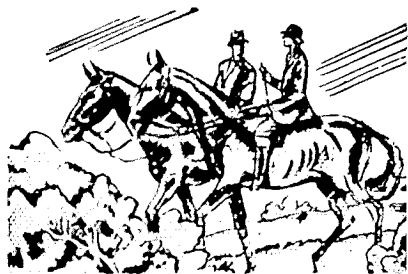
GOOD FELLOWSHIP

GOOD TIMES

GOOD WATER

GOOD CLIMATE





EVERY
GUEST ROOM HAS: Private Bath,
Electric Lights, Steam Heat, Hot and
Cold Pure Soft Water.

26 miles (45 minutes) to a splendid golf course, excellent shops; stores and a modern hospital.

Elevation 3400 feet.

The atmosphere is clear and dry. Persons having sinus trouble find gratifying relief.

Daily Mail delivery at Rimrock P. O. (on the ranch).

Beneficial warm spring waters, pool and plunge.

At the right is a picture of the main ranch-house, one wing hidden behind giant cottonwood trees. You will see more of it in the panorama at center of this booklet.



"The Soda Springs Ranch House Stands Amid Lovely Natural Surroundings"



THE Old Cedar Corral is still in use. Erected in 1878, it has seen the passing of thousands of cattle and horses and still serves as a saddling corral where the ranch riders begin and end each day's ride.

Horseback riding is a favorite diversion, for here you will find an invigorating, dry climate, replete with glorious days of sunshine, pure air and cool nights. Indoors and outdoors you will enjoy new scenery, new experiences, and new life.

WATER from one of the Soda Springs is constantly flowing through the pool (45 x 73), making it one of the most popular sites on the ranch.

Near the pool are two large springs, one used for bathing remains at 70 degrees temperature winter and summer, of crystal clear water in which you cannot sink. You are buoyed up by the water until you almost sit upon it, and the vibrating white sand gives an exhilarating gentle massage unlike anything else you have ever experienced.

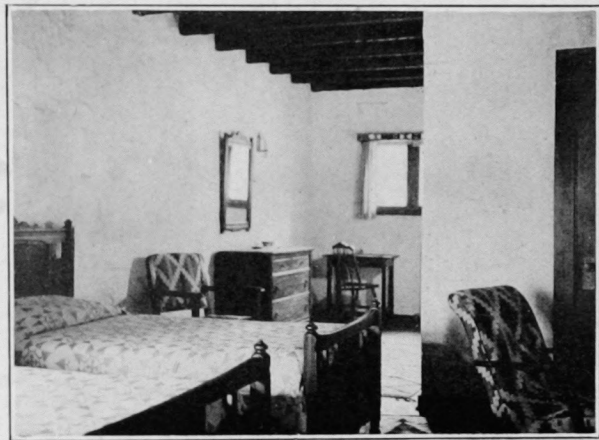




A GLIMPSE into two of the bedrooms. There are twelve of these and each has a complete modern private bath, with steam heat, electric lights, hot and cold soft water.

Page Six

THE bedrooms are large and comfortably furnished. Some open en-suite. The hewed beams and Navajo rugs add to the quiet restfulness of the rooms.



Pictures Courtesy Santa Fe Railway

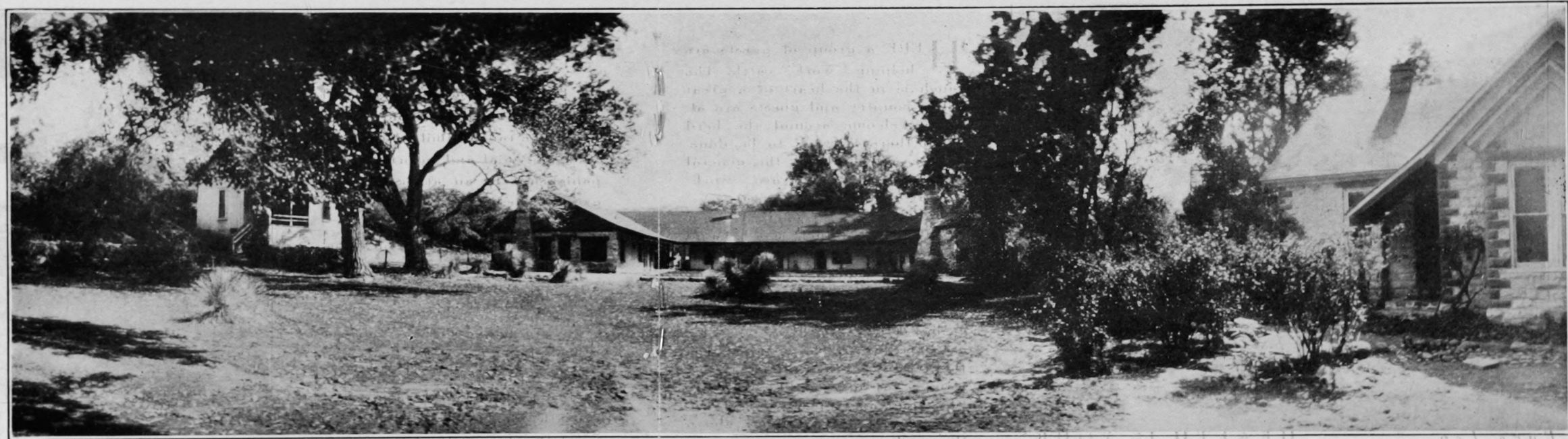
THE living room is of the old style, open day and night, where the ranch family and guests find congenial and informal companionship in an atmosphere of genuine western hospitality born of ranch days.

This room is also used for dancing and for a meeting place when guests from the other ranches drop in. Cowboy songs, music, fancy roping have their place as well as quiet games of cards and reading.

Most persons can stand upright beneath the mantle-piece over the great fireplace at the left.



Main
Buildings
OF
THE
SODA
SPRINGS
RANCH





HERE a group of guests are helping "work" cattle. The ranch is in the heart of a great cattle country and guests are always welcome around the herd when there is work to be done. Spring and Fall see the general round-ups, but cattle are "worked" at all times of the year.

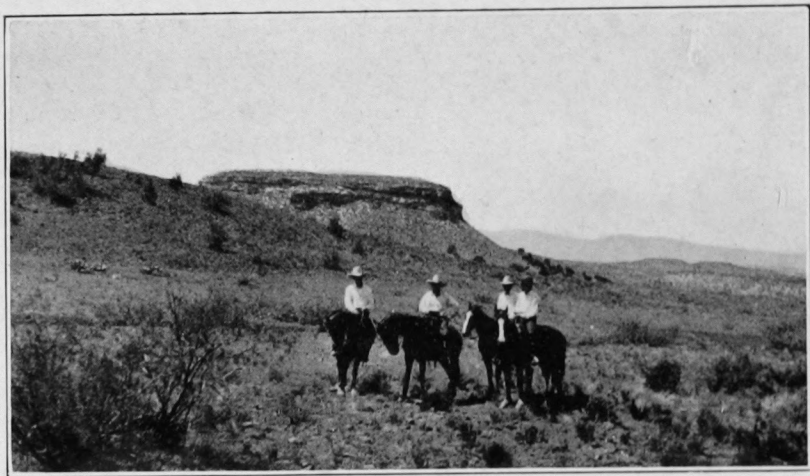
Montezuma Well, one mile from Soda Springs Ranch is a giant spring one-half mile in circumference, and contains three cliff dwellings. Below it are three levels of a prehistoric stone irrigating ditch.

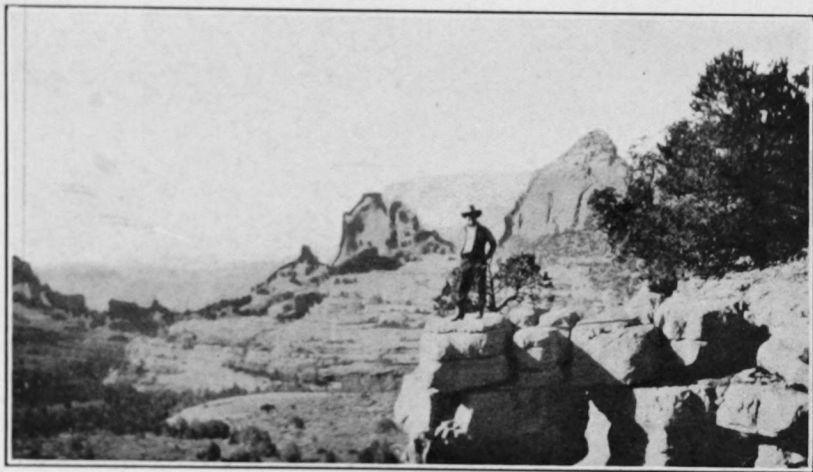
Numerous Cowboy dances are the feature of social activity at Camp Verde, an old-time cowtown and army post, and at the lake resorts in the pines above the ranch.

IT IS good riding country. Near the ranch are mesas rich in relics of a prehistoric race.

Cliff dwellings and ancient pueblos are to be seen along many of the canyons, Montezuma Castle being the largest and best preserved cliff dwelling in existence.

Other dude ranches adjoining Soda Springs are: 1. Rimrock Ranch, run by Eaton Bros., the first and biggest dude ranchers in the world, "Big Bill" and Patty Eaton, the hosts. 2. Beaver Creek Ranch, with Bruce and Fredrika Brockett in charge, is the most luxurious dude ranch in the west.

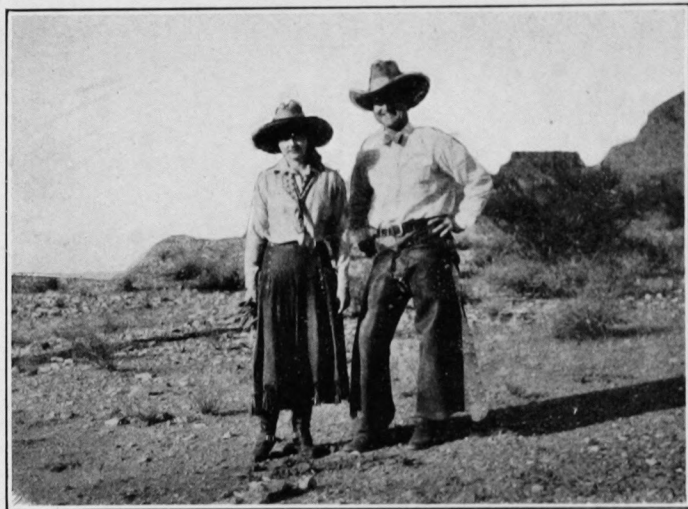




THE impressive peaks and spires of Red Rocks, a magnificent spectacle, are reached either by motor or horseback as they begin about nine miles from the ranch. Spires shoot up 500 feet, cliffs a thousand. The monuments appear as unreal as stage scenery.

Picnics with guides broiling trout or steaks over the camp fires and the scent of cedar-wood, bacon and coffee, call you often to Red Rocks. Many other entrancing spots are within short distances of the ranch.

GUESTS at the Ranch have the personal attention of the owners, Virginia and Romaine Lowdermilk, at the right. Both of them are Westerners, born and raised in the Southwest, and have lived the life of the range as a means of livelihood in Arizona for more than 21 years, and have thus earned the right to offer their services as guides and informants to persons new to Arizona. They make it a particular point that every guest be comfortable and satisfied. Personal tastes differ, so the ranch is always ready to cater to individual wishes.



BRINGS JOY A PLENTY

Page Thirteen

The Rates:

Rates range from \$60.00 to \$75.00 per week per person as follows:

Rate per person—	One	Two
Choicest rooms.....	\$75.00	\$65.00
All other rooms	65.00	60.00



Each room has modern private bath, steam heat, electricity.

All rates include food; use of plunge and springs; saddle horse and equipment; guide service when necessary, etc.

GUEST rooms are in the main ranch house. The rooms are furnished and equipped alike. The "choicest" rooms are determined by location alone. Every room in the house is a big, choice room, but some naturally have better location and are considered worth more.

SPECIAL LOW RATES

RATES are sometimes subject to reduction for a long stay.

Special low rate to chauffeurs and nurses.

Children

Children under 12, accompanied by an adult, \$50.00 per week.

Children under 5 attended by a nurse, \$35.

Throughout the summer the ranch can operate at smaller expense and offers a rate of \$50.00 per week to persons remaining two weeks or longer. As a rule guests find the summer weather pleasant and no one need hesitate to try it.

TRAINS

THE principal railway points are Flagstaff and Prescott, each 63 miles away. A regular charge of \$15 each way is made for transportation, including baggage. If there are 4 or more in the same party the charge is reduced to \$10 per person. The ranch is situated in the center of Arizona and can meet you anywhere at reasonable charge. Guests arriving at Clarkdale (branch line, Santa Fe) are met without charge.

AIRPLANES

There are good marked landing fields at the little towns of Clemenceau and Cottonwood, 20 miles from the ranch, reached over a motor road in 35 minutes.

There is also a level plain near the ranch where planes can land once the pilot knows the field.



AT THE GATE OF THE OLD CORRAL

Elevation at Ranch, 3400 feet.

Daily Mail delivery at Rimrock P. O. (on the ranch)

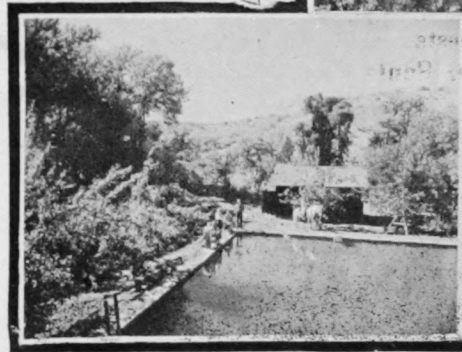
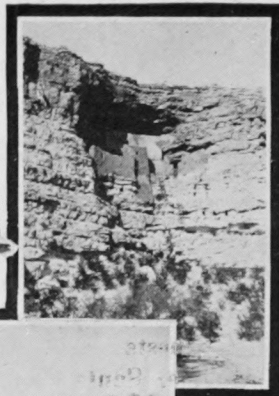
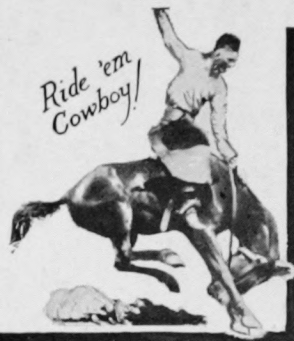
MONTEZUMA CASTLE, a huge Cliff Dwelling, 9 miles from the ranch, is a U. S. National Monument. It is in charge of U. S. Park Service guides and is visited by thousands annually.

SODA SPRINGS was used by the Indians before the coming of the white man as a camping ground because of the beneficial spring waters. There are three springs. One remains at 70 degrees the year round, and in the clear soft water the bather cannot sink. One floats like a cork.

The second spring flows into the plunge depicted at the right.

The third spring, of especial benefit to digestion, is reserved for drinking.

Page Sixteen



↑
*Montezuma's
Castle*

*Soda
Springs
Swimming
Pool*



59191
S274

SODA SPRINGS RANCH,

RIMROCK, ARIZONA

Telegraph Address: Flagstaff, Arizona, or Clarkdale, Arizona

Telephone and Long Distance via Flagstaff

*If questions occur to you, please write.
The ranch is anxious to be of every possible service in arranging your coming and will reply in detail.*