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PLANNING AND DEVELOPMENT

1964-65

ARIZONA DEVELOPMENT BOARD
NATIONAL ADVERTISING

206 INSERTIONS OF 27 ADVERTISEMENTS

REACHING A TOTAL CIRCULATION OF
84,073,529

(An estimated readership of more than 200 million)

ARIZONA PROFIT PACKAGE

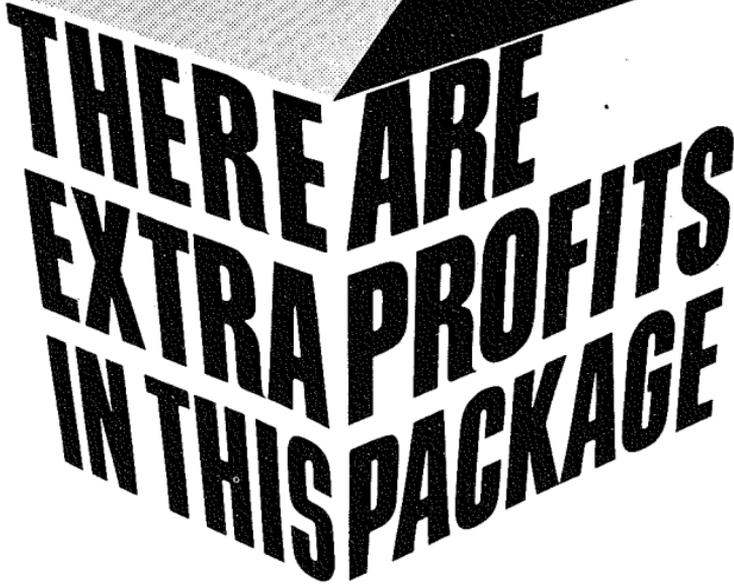
INDUSTRIAL DEVELOPMENT ADVERTISING

34 INSERTIONS OF 9 ADVERTISEMENTS
IN 25 NEWSPAPERS and BUSINESS PUBLICATIONS

INDUSTRIAL ADVERTISING CIRCULATION

11,942,819

Wall Street Journal
Los Angeles Times
Chicago Tribune
Cleveland Plain Dealer
Detroit Free Press
New York Times
Boston Globe
Daily News Record
Apparel Manufacturer
Women's Wear Daily
American Machinist
American Metal Market
Woodworking Digest
Industrial Woodworking
Research/Development
Test Engineering & Management
Distribution Age
Handling & Shipping
Autoproducts
Food Field Reporter
Food Engineering
Electrical Design News
Electronic Design
Proceedings of the IEEE
Electronic Industries



THERE ARE EXTRA PROFITS IN THIS PACKAGE

See What's In It for You:

FAST-GROWING MARKET

25,000,000 in Arizona and adjacent states
Dynamic economy ready for new products and services

LOWER COSTS

Worker productivity consistently high
Low absenteeism the year around
Efficient transportation at competitive rates
Natural gas and electricity reasonably priced
Construction costs less
Maintenance costs less
Freedom from bad weather

EXCELLENT LABOR SUPPLY

Large pool of technical and professional talent
Recruiting easier (people like to work where it's fun to live)
Good labor-management relationships

REALISTIC TAX PICTURE

No manufacturers' inventory tax on finished products,
raw materials or parts
Tax-free warehousing for finished products manufactured
and distributed outside the state
State Income Tax below average

FREEDOM FROM CROWDING

Attractive plant sites available — room to grow

SUPERB CLIMATE

Sunny, dry, warm or cool, according to altitude you select

A SOUND ECONOMY



Get the whole story
on the Arizona
Profit Package.
We'll be glad to
answer your
questions about
industrial oppor-
tunities in Arizona
—confidentially,
of course.

INDUSTRIAL **ARIZONA**

Bernard M. Mergen, Director
ARIZONA DEVELOPMENT BOARD,
1500 West Jefferson, Phoenix, Arizona 85007

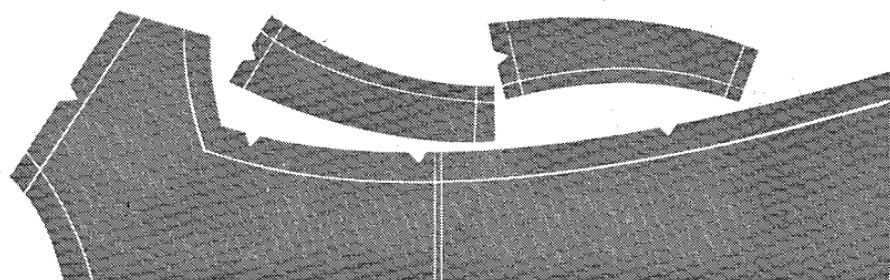
Send me: Industrial Facts in the Arizona Profit Package
 Specific data on _____

Name _____

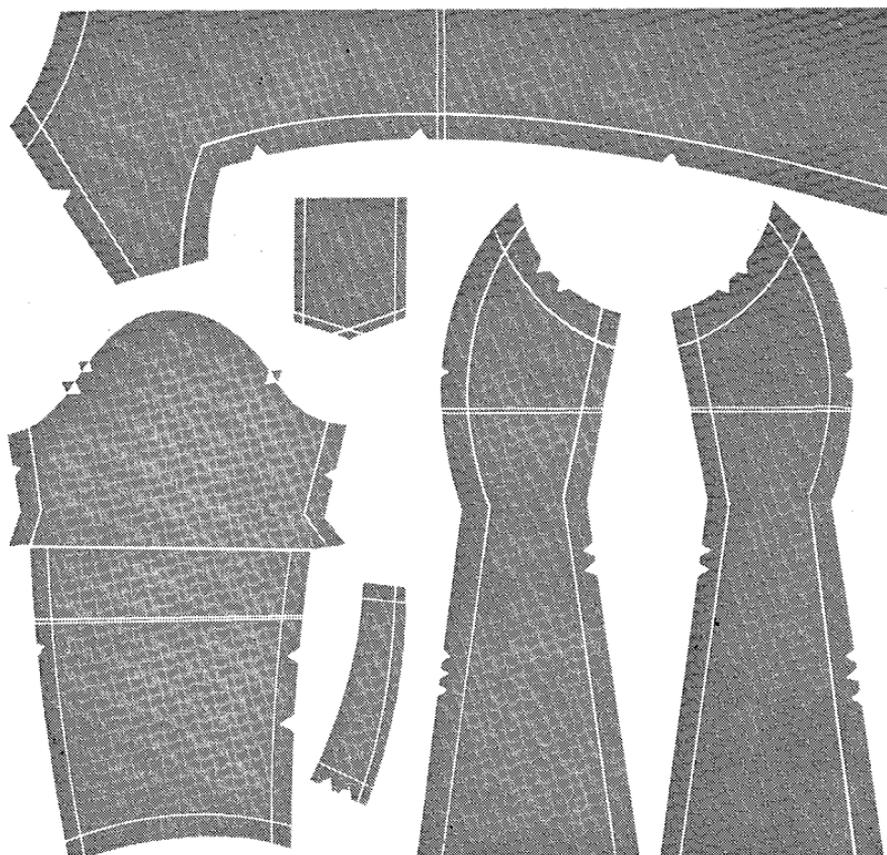
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Address _____

INDUSTRY THRIVES IN ARIZONA!



Pattern for greater growth and profits



Apparel manufacturers in Arizona enjoy an "edge" over competitors in the East, Midwest and South — because prompt deliveries can be made from Arizona to a fast-growing market of 25,000,000 people in the West Coast and Southwest. Other advantages: wide choice of low-priced sites . . . construction and maintenance costs among the nation's lowest . . . growth-stimulating tax structure . . . a state entirely free of bonded debt . . . excellent labor supply . . . high worker productivity and exceptionally low absenteeism.

INDUSTRIAL
ARIZONA



Apparel Manufacturing is but one of many "Profit Package" opportunities offered in Arizona. Send for up-to-date industrial facts on Arizona.

Bernard M. Mergen, Director
ARIZONA DEVELOPMENT BOARD, DEPT 000
1500 West Jefferson, Phoenix, Arizona 85007

Send me: Industrial Facts in the Arizona Profit Package
 Specific data on _____

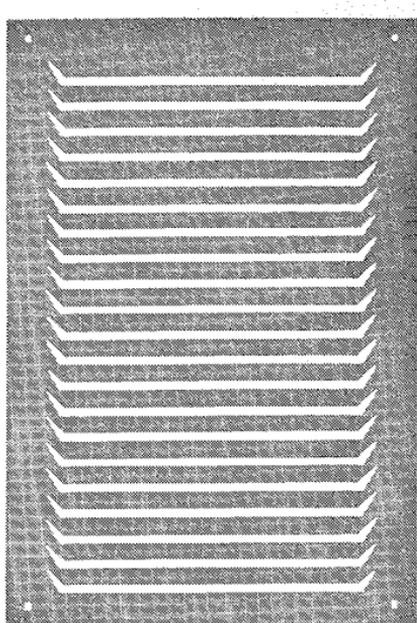
Name _____

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Address _____

INDUSTRY THRIVES IN ARIZONA!

**Shape
yourself
a better
future**



Arizona offers excellent opportunities in the metalworking industry — particularly in the manufacture of building hardware and construction components keyed to our swift population growth and accelerated industrial development. A plant in Arizona is in a preferred position to profit on sales to the West Coast and Southwest . . . a fast-growing market of 25,000,000 people. Our vigorous business climate and growth-stimulating tax structure are prime advantages. Plant sites and construction costs are among the nation's lowest. Abundant skilled labor . . . high worker productivity . . . low absenteeism. Excellent Labor-Management relations.

**INDUSTRIAL
ARIZONA**

Metalworking is but one of many **Profit Package** opportunities available in Arizona to growth-minded companies. Send for up-to-date industrial facts on Arizona.

Bernard M. Mergen, Director
ARIZONA DEVELOPMENT BOARD, DEPT. 000
1500 West Jefferson, Phoenix, Arizona 85007

Send me: Industrial Facts in the Arizona Profit Package
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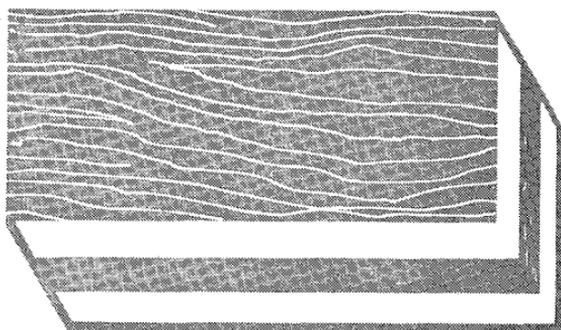
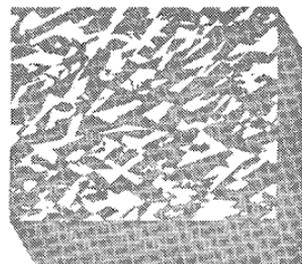
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INDUSTRY THRIVES IN ARIZONA!





Arizona has 3,180,000 acres of commercial forest land — Ponderosa pine, Douglas fir and Aspen and a growing market for many wood products not now manufactured here, such as: plywood, particle board, laminated beams and special mill items. Arizona also has 14,000,000 acres of low-valued woodland available for the production of wood novelties, charcoal, Naval stores, oils and gums. A plant located to take advantage of this rich supply of raw material will be in a preferred position to sell to the West Coast and Southwest . . . a market of 25,000,000 people. Other advantages: growth-stimulating tax structure . . . no manufacturers' inventory tax . . . good labor supply . . . high worker productivity . . . mild, dry climate.

INDUSTRIAL
ARIZONA

New report by U.S. Forest Service and Arizona State College: "Analysis of Forest Products Potential in Arizona" gives you the facts on wood products potential. Packet of up-to-date industrial facts explains the Arizona Profit Package. Send for both today.



Bernard M. Mergen, Director
ARIZONA DEVELOPMENT BOARD, DEPT. 000
1500 West Jefferson, Phoenix, Arizona 85007

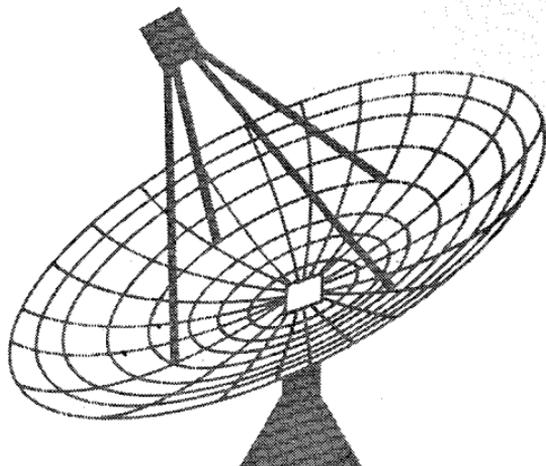
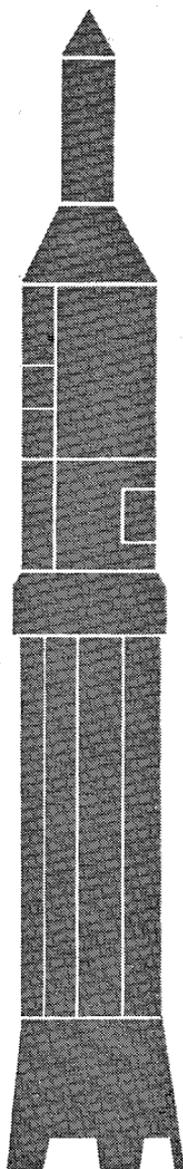
Send me: Industrial Facts in the Arizona Profit Package
 Specific data on _____

Name _____

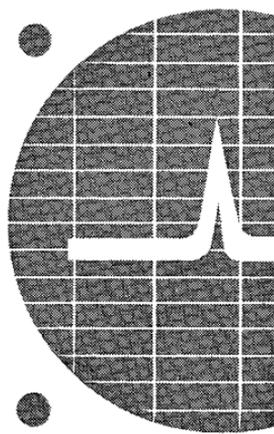
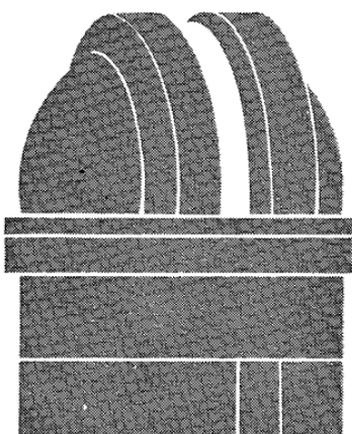
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INDUSTRY THRIVES IN ARIZONA!



AN ADDED DIMENSION FOR R & D



Arizona's abundance of wide-open spaces, diverse altitudes, mild winters and crystal-clear atmosphere offers an unequalled combination for R & D of many types: long-range antenna testing . . . radar tracking of deep space vehicles . . . interplanetary communications systems . . . celestial photography . . . laser beam development and other state-of-the-art projects. Bright year-around sunshine encourages solar-furnace metallurgical research and fuel-cell development. Healthful climate, fine schools, recreational advantages and friendly Western way-of-life make it easier to attract top scientists and engineers. Graduate study and research facilities at the University of Arizona, Tucson, and Arizona State University, Tempe, provide valuable support for your research and development work.

INDUSTRIAL
ARIZONA

There are many opportunities for industry in the Arizona Profit Package. Send for the up-to-date Arizona Story.

Bernard M. Mergen, Director
ARIZONA DEVELOPMENT BOARD, DEPT.
1500 West Jefferson, Phoenix, Arizona 85007

Send me: Industrial Facts in the Arizona Profit Package
 Specific data on _____

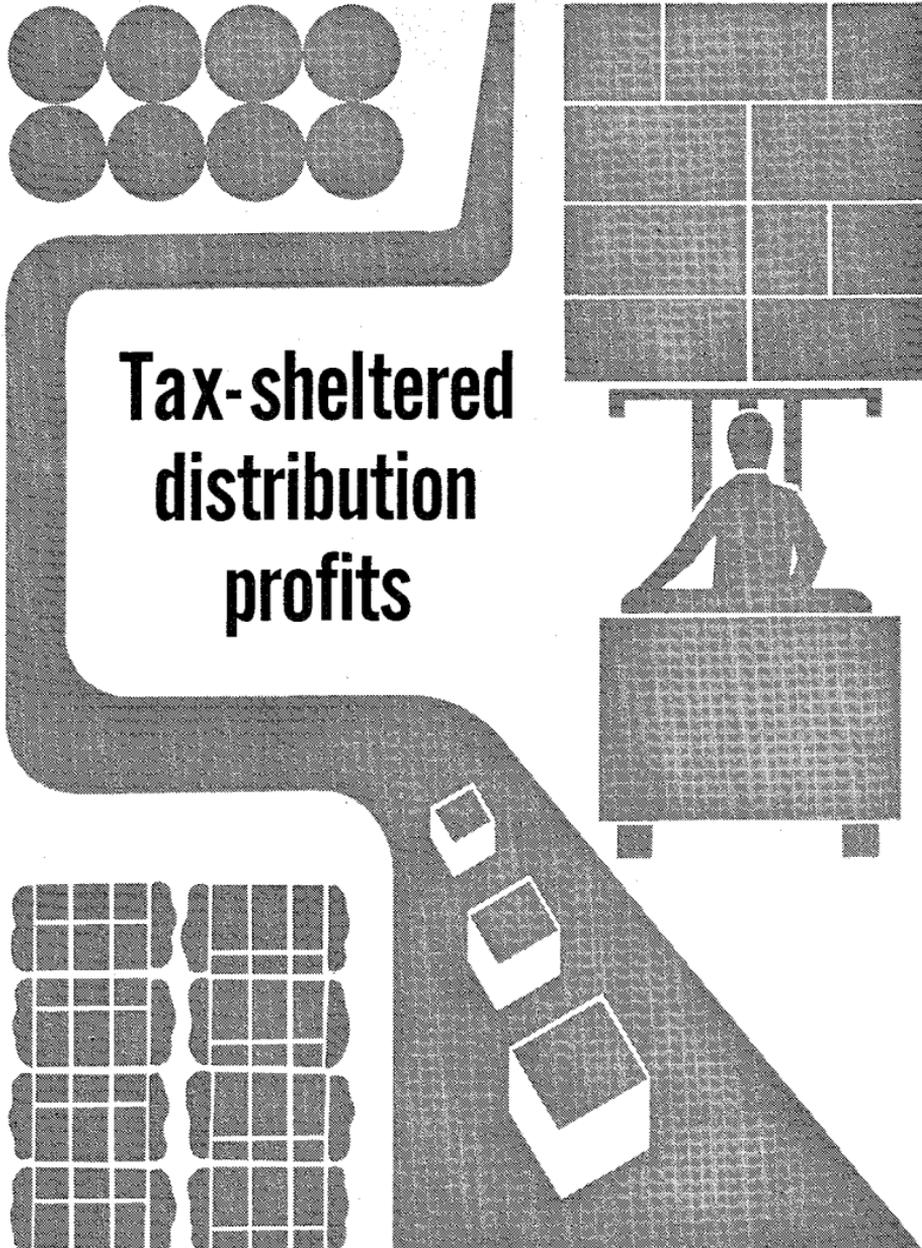
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Address _____

INDUSTRY THRIVES IN ARIZONA!





Tax-sheltered distribution profits

Products manufactured outside of Arizona, for ultimate sale outside the Grand Canyon State, enjoy unlimited tax-free warehouse privileges within our borders. That's only one reason why a plant or warehouse in Arizona is in a preferred position to profit by distributing to the West Coast and Southwest . . . a fast-growing market of 25,000,000 people. Other reasons include: a regional network of high-speed highways, railroads and air lines to provide prompt deliveries at competitive rates . . . excellent business climate . . . outstanding Labor-Management relations . . . economical sites and construction costs among the nation's lowest.

INDUSTRIAL
ARIZONA

Send now for up-to-date story on new business opportunities in the Arizona Profit Package.

Bernard M. Mergen, Director
ARIZONA DEVELOPMENT BOARD, DEPT. 000
1500 West Jefferson, Phoenix, Arizona 85007

Send me: Industrial Facts in the Arizona Profit Package
 Specific data on _____

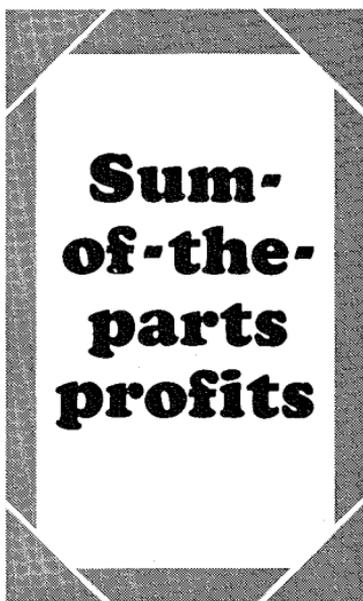
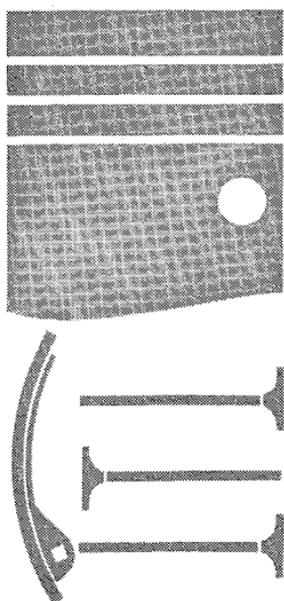
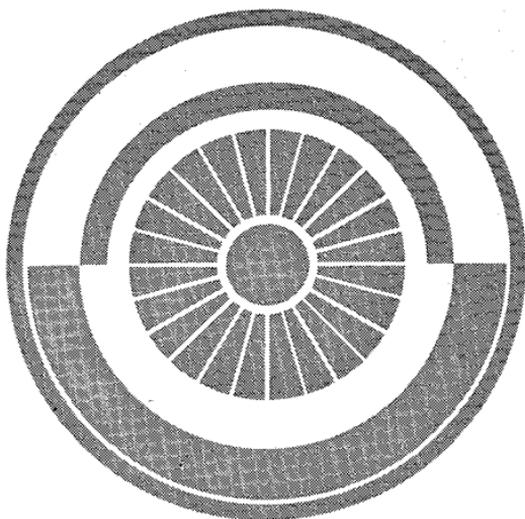
Name _____

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Address _____

INDUSTRY THRIVES IN ARIZONA!





The manufacturer or distributor of automotive parts who has a plant or warehouse in Arizona is in a preferred position to profit on sales to a fast-growing market of 25,000,000 people — in which there are 9 million passenger cars, 2 million commercial vehicles, 300,000 tractors. The replacement parts needed for this vast market offer profit opportunities for a manufacturer locating in Arizona due to a combination of advantages: overnight delivery to West Coast and Southwest customers at competitive rates; a realistic tax picture — no manufacturers' inventory tax; tax-free warehousing on goods delivered outside the state; low state income tax; low-priced sites; low plant construction and maintenance costs; good labor supply; high worker productivity.

INDUSTRIAL **ARIZONA**

Profit Package opportunities can also be found in many other industries. Send for up-to-date industrial facts on Arizona.



Bernard M. Mergen, Director
ARIZONA DEVELOPMENT BOARD, DEPT. 000
1500 West Jefferson, Phoenix, Arizona 85007

Send me: Industrial Facts in the Arizona Profit Package
 Specific data on _____

Name _____

Firm _____

Address _____

INDUSTRY THRIVES IN ARIZONA!



Arizona offers outstanding growth-and-profit opportunities to Food Processors. Over 1,300,000 acres of rich irrigated Arizona farmland, combined with a 12-month growing season, produce a wide variety of top quality food crops to keep production lines going the year 'round. This can be supplemented by a large volume from Mexico. A plant in Arizona will be in a position to serve a fast-growing market of 25,000,000 people. Continued growth is encouraged by a vigorous business climate, favorable legislation and a realistic tax picture. The Arizona economy is sound (no bonded state debt). Labor supply is dependable, worker productivity high. Low-priced sites, low construction and maintenance costs.

INDUSTRIAL
ARIZONA



Send coupon for up-to-date facts on **Profit Package** opportunities in Arizona.

Bernard M. Mergen, Director
ARIZONA DEVELOPMENT BOARD, DEPT. 000
1500 West Jefferson, Phoenix, Arizona 85007

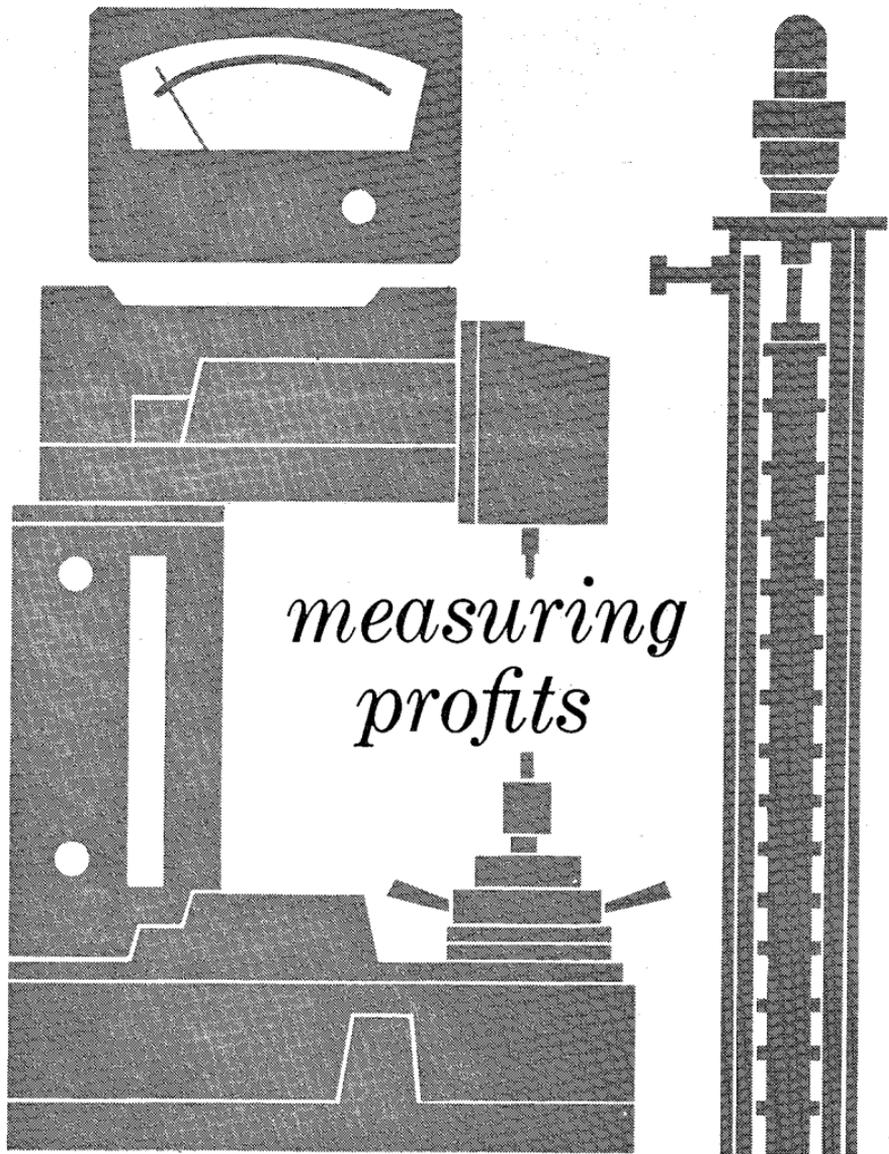
Send me: Industrial Facts in the Arizona Profit Package
 Specific data on _____

Name _____

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Address _____

INDUSTRY THRIVES IN ARIZONA!



*measuring
profits*

Arizona's fast-growing electronics and aerospace industries — plus extensive R & D projects and facilities within our state — offer the nucleus of a profitable market potential for manufacturers of precision instruments. Surrounding Arizona — just hours by air and within overnight delivery by rail and truck — are heavy concentrations of prime contractors engaged in long-range projects for the Department of Defense and NASA. Plant sites are relatively low priced; plant construction and maintenance costs are among the nation's lowest. The tax picture is realistic, scientists, engineers and technicians are easier to recruit for Arizona . . . they like to work where it's fun to live!

INDUSTRIAL
ARIZONA

Precision instrument manufacturers — and many others — will find **Profit Package** opportunities in Arizona. Use coupon to obtain up-to-date industrial facts.



Bernard M. Mergen, Director
ARIZONA DEVELOPMENT BOARD, DEPT. 000
1500 West Jefferson, Phoenix, Arizona 85007

Send me: Industrial Facts in the Arizona Profit Package
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INDUSTRY THRIVES IN ARIZONA!

ADVENTURE TOURS IN AMAZING ARIZONA

TOURIST ADVERTISING

152 INSERTIONS OF 18 ADVERTISEMENTS
IN 34 NEWSPAPERS

TOURIST NEWSPAPER ADVERTISING CIRCULATION
69,147,085

Albuquerque Journal Tribune	Los Angeles Times
Amarillo News Globe	Lubbock Avalanche-Journal
Chicago Tribune	Milwaukee Journal
Chicago Sun Times-News	Minneapolis Tribune
Cincinnati Enquirer	New York Times
Cleveland Plain Dealer	Oklahoma City Oklahoman-Times
Dallas News	Omaha World Herald
Denver Post	Pasadena Independent-Star News
Denver Rocky Mt. News	Portland Oregonian
Detroit News	St. Louis Post Dispatch
Des Moines Register-Tribune	St. Paul Dispatch
Duluth Herald-News Tribune	Salt Lake Tribune
El Paso Times-Herald	San Fernando Valley Times
Ft. Worth Star-Telegram	San Francisco Chronicle
Hollywood Citizen News	San Diego Tribune
Indianapolis Star	Seattle Times
Kansas City Star	Vancouver Sun-Province

20 INSERTIONS OF 10 ADVERTISEMENTS
IN 8 MAGAZINES

TOURIST MAGAZINE ADVERTISING CIRCULATION
2,983,625

Desert	Mobile Home Journal
Motorland	Western Outdoors
T.V. Guide - Minneapolis-St. Paul	
T.V. Guide - Iowa	
T.V. Guide - Wisconsin	
T.V. Guide - Kansas City	

TOTAL TOURIST ADVERTISING CIRCULATION

72,130,710

**ADVENTURE TOURS
in AMAZING
ARIZONA**



**MORE NATIONAL PARKS
AND MONUMENTS**

Grand Canyon and Petrified Forest are two of the 17 national parks and monuments which give Arizona more of these attractions than any other state. Either one is a good place to start your summer vacation. They're in high country where you'll get an extra lift out of the clear, cool air. You'll be surprised how much you can see and do in a circle tour of Northern Arizona — scenic wonders, great dams and lakes, Monument Valley and Navajo land, ancient Hopi mesa towns, the Painted Desert, colorful Oak Creek Canyon and world's largest forest of Ponderosa pine.



FREE ADVENTURE TOURS MAP

Bernard M. Mergen, Director
ARIZONA DEVELOPMENT BOARD, Dept.
1500 W. Jefferson, Phoenix, Ariz. 85007

Send me new Adventure Tours Map
and official Campsite Directory.

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP CODE _____

**ADVENTURE TOURS
in AMAZING
ARIZONA**



**GHOST TOWNS HOLD THE
LURE OF THE OLD WEST**

Boots once stomped the dusty paths you walk in Tiger, Goldroad, Oatman; ore flowed free as sunshine. Now your quiet footsteps stir shadows of a lusty past. Nor have all these towns given up the ghost. In some, like Jerome, token populations cling to past glories and scenic beauty. Others, like Tombstone, very much alive, offer hospitality, museums, mementos. Indian ruins are here to explore, stately Spanish missions, historic cavalry posts, Yuma's grim Territorial Prison.



FREE ADVENTURE TOURS MAP

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ARIZONA DEVELOPMENT BOARD, Dept.
1500 W. Jefferson, Phoenix, Ariz. 85007

Send me Adventure Tours Map
Ghost Town booklet,
Lost Treasure map.

NAME _____

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CITY _____

STATE _____ ZIP CODE _____

**ADVENTURE TOURS
in AMAZING
ARIZONA**



**NOW'S YOUR CHANCE
TO 'OWN' A RIVER**

Summer crowds have vanished. Winter tourists aren't here yet. The fish are biting. Weather's fine. You can have long stretches of river all to yourself in sunny Arizona now. And these are no ordinary rivers! Great dams have created deep blue lakes — the new Lake Powell, Lake Mead, Mohave, Havasu and Martinez on the Colorado; San Carlos on the Gila; Bartlett on the Verde; Roosevelt, Apache, Canyon and Saguaro Lakes on the Salt River. Come find yourself a perfect spot for fishing, cruising, water skiing, skin diving, exploring or just floating and soaking up the sun.



FREE ADVENTURE TOURS MAP

Bernard M. Mergen, Director
ARIZONA DEVELOPMENT BOARD, Dept.
1500 W. Jefferson, Phoenix, Ariz. 85007

Send me new *Adventure Tours Map*
Hunting-Fishing Guide
and official *Campsite Directory*.

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP CODE _____

**ADVENTURE TOURS
in AMAZING
ARIZONA**



**RELAX WHERE IT'S
SUNNY, DRY & CLEAR**

How quickly you unwind under the Arizona sun. Worries and tensions fade, every day's a new adventure. Plunge into a sparkling pool, beat your handicap on palm-lined golf courses, boat and fish in spectacular canyon lakes. Drive the nearby high country for breathtaking mountain vistas under clear, blue skies, turn south for deep-sea fishing in the Gulf, memorable excursions into colorful Old Mexico. The sun's shining in Arizona today; come and enjoy it with us!



FREE ADVENTURE TOURS MAP

Bernard M. Mergen, Director
ARIZONA DEVELOPMENT BOARD, Dept.
1500 W. Jefferson, Phoenix, Ariz. 85007

Send me new *Adventure Tours Map* and
Amazing Arizona color brochure.

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CITY _____
STATE _____ ZIP CODE _____

**ADVENTURE TOURS
in AMAZING
ARIZONA**



**PLAY IT COOL IN THE
WHITE MOUNTAINS**

Golf on lush fairways cut through the pine forest at 7,000 feet (in case you've wondered, your drives do go further at this altitude). Fish in sparkling lakes and streams (new roads have opened up choice fishing spots on the Fort Apache Indian Reservation). Relax and enjoy yourself. This country is so cool and quiet, the forest is so big (world's largest stand of Ponderosa pine), you'll feel like a new person in a new world!



FREE ADVENTURE TOURS MAP

Bernard M. Mergen, Director
ARIZONA DEVELOPMENT BOARD, Dept.
1500 W. Jefferson, Phoenix, Ariz. 85007

Send me new Adventure Tours Map
Hunting-Fishing Guide

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CITY _____
STATE _____ ZIP CODE _____

**ADVENTURE TOURS
in AMAZING
ARIZONA**



**IF YOU'RE LOOKING FOR
SOMETHING DIFFERENT**

Tucked away in Arizona's "back rooms" lie wonders few modern eyes have seen: the cliff-crowned "white house ruins" of Betatakin, "people of the blue green waters" at the bottom of Havasu Canyon, the splendid isolation of Pipe Spring, rugged Aravaipa Canyon, the great Natural Bridge in the Zane Grey country. In lava beds, forested wilderness, hidden canyons, ghost mines, ancient pueblos, beyond the main tourist routes, offbeat adventure rewards the traveler who seeks a change from the familiar routine.



FREE ADVENTURE TOURS MAP

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ARIZONA DEVELOPMENT BOARD, Dept.
1500 W. Jefferson, Phoenix, Ariz. 85007

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ADVENTURE TOURS
in **AMAZING**
ARIZONA



MAKE YOUR OWN MOVIE
IN RED ROCK COUNTRY

Hollywood long ago discovered Sedona's majestic rose-tinted cliffs; dozens of feature films have been shot here and along Oak Creek's tumultuous path through juniper and pine. Everyone should see the scenic grandeur of Oak Creek Canyon. Plan to stay long enough to enjoy the fishing, swimming, exploring and just plain relaxing in this natural paradise. There are many resorts and campsites in Sedona and the Canyon, but advance reservations are advisable.



FREE ADVENTURE TOURS MAP

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ARIZONA DEVELOPMENT BOARD, Dept.
1500 W. Jefferson, Phoenix, Ariz. 85007

Send me Official Campsite Directory and
Adventure Tours Map

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP CODE _____

ADVENTURE TOURS
in **AMAZING**
ARIZONA



GOLF IN PINES OR PALMS
(71 DIFFERENT COURSES)

Tee up on mile-high fairways, or sink a putt near sea level — the choice is yours in Arizona! Golf's a year-around delight on the palm-lined courses of southern mountains and valleys. And, in the light, clear air of the tall pine country, your drives really do go farther. For a challenging variety of scenic courses, pack your clubs and head for Arizona. It's good golfing weather the year around. In pines or palms, this is a golfer's paradise.



FREE GOLF BROCHURE

Bernard M. Mergen, Director
ARIZONA DEVELOPMENT BOARD, Dept.
1500 W. Jefferson, Phoenix, Ariz. 85007

Send me new illustrated brochure,
"Golf in The Sun"
and Adventure Tours Map

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CITY _____

STATE _____ ZIP CODE _____

**ADVENTURE TOURS
in AMAZING
ARIZONA**



**BORDER TOWNS OFFER
THE FUN OF 2 WORLDS**

One step and you're an international traveler! Cross Arizona's friendly border into colorful Old Mexico, shop for curios and handicrafts. Enjoy the music, sports and night life of our friendly neighbors. Fish for the big ones in the Gulf of California. Every Arizona border town is a scenic center. The Coronado Trail begins at Douglas. Mile-high Bisbee is on the edge of a great open-pit copper mine. Nogales is on the trail of Padre Kino in the beautiful Santa Cruz Valley. Yuma is at the crossing of the Colorado River.



FREE ADVENTURE TOURS MAP

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ARIZONA DEVELOPMENT BOARD, Dept.
1500 W. Jefferson, Phoenix, Ariz. 85007

Send me new Adventure Tours Map
and official Campsite Directory.

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**ADVENTURE TOURS
in AMAZING
ARIZONA**



**FROM PALMS TO PINES —
AND BACK FOR SUPPER!**

Car tops bloom with skis and poles this time of year in Arizona's warm, sunny valleys. Snow lovers drive with ease from the land of palms and saguaros to the pine-forested mountains for a day of schuss and slalom. Bracing air and spectacular scenery tempt longer stays, but deadline watchers can always scoot back in time for supper under the palms! Exciting contrasts like these add zest to wintertime Adventure Tours of Amazing Arizona.



FREE ADVENTURE TOURS MAP

Bernard M. Mergen, Director
ARIZONA DEVELOPMENT BOARD, Dept.
1500 W. Jefferson, Phoenix, Ariz. 85007

Send me new Adventure Tours Map
and Amazing Arizona
illustrated brochure.

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CITY _____

STATE _____ ZIP CODE _____

**ADVENTURE TOURS
in AMAZING
ARIZONA**



**A.M.: PETRIFIED FOREST
P.M.: VAST PINE WOODS**

These once were trees, these rich-colored stones, trees buried beneath the seas eons ago. Now, as great logs of agate and jasper, they dazzle visitors to the earth's most wondrous display of petrified wood (and Arizona's newest National Park), the Petrified Forest. Indian ruins and picture writing abound; fossils show that this high country once lay under water. Yet an easy hour's drive brings you to the world's largest Ponderosa forest. Slumbering logs of stone, flourishing stands of pine — one of the fascinating contrasts of Arizona!



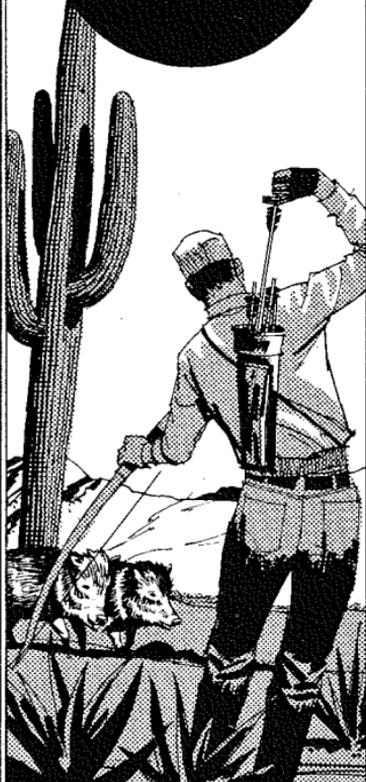
FREE ADVENTURE TOURS MAP

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ARIZONA DEVELOPMENT BOARD, Dept.
1500 W. Jefferson, Phoenix, Ariz. 85007

*Send me new Adventure Tours Map
and official Campsite Directory*

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CITY _____
STATE _____ ZIP CODE _____

**ADVENTURE TOURS
in AMAZING
ARIZONA**



**JAVELINA DERBY SPICES
'BOW AND RIFLE' SPORT**

Arizona's elusive "wild pig" is a great prize for hunters. Archers get first chance with a special bow and arrow season, January 1-31. Regular hunt is February 27 through March 7. Globe Chamber of Commerce offers many prizes in its annual Javelina Derby which attracted hunters from 22 states in 1964. Trophies include: first kill by out-of-state archer, heaviest, heaviest with hand gun, first over 40 pounds, hunter traveling farthest.



FREE CAMPSITE DIRECTORY

Bernard M. Mergen, Director
ARIZONA DEVELOPMENT BOARD, Dept.
1500 W. Jefferson, Phoenix, Ariz. 85007

*Send me new Javelina Derby Entry Blank,
Official Campsite Directory
and Hunting-Fishing Guide*

NAME _____
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CITY _____
STATE _____ ZIP CODE _____

**ADVENTURE TOURS
in AMAZING
ARIZONA**



**AUTUMN INVITES YOU
TO THE HIGH COUNTRY**

Quaking aspen tend the calendar in Arizona's highlands; their changing shades announce another autumn. Skies seem even bluer, these days in the high country; crisp, clear nights are perfect for camping under the pines. From the high-north Kaibab Plateau, the quiet peaks rise out of the great Ponderosa Pine forests of the White Mountains and the Mogollon Rim, over the Pinalis, Catalinas, Santa Ritas and Chiricahuas to the Huachuca Mountains on the Mexican border. Come now, when the highlands are at their exhilarating best.



FREE ADVENTURE TOURS MAP

Bernard M. Mergen, Director
ARIZONA DEVELOPMENT BOARD, Dept.
1500 W. Jefferson, Phoenix, Ariz. 85007

Send me new Adventure Tours Map
and official Campsite Directory

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ADDRESS _____
CITY _____
STATE _____ ZIP CODE _____

**ADVENTURE TOURS
in AMAZING
ARIZONA**



**FISH FOR THE BIG ONES
IN CANYON LAKES**

It's open season the year 'round in the deep blue lakes and sparkling mountain streams of Arizona! Belligerent large mouth black bass are plentiful . . . and savory in the pan! You can also hook blue gills, crappies and channel cat; brook, brown and rainbow trout. See Hoover Dam and Glen Canyon Dam. Fish famous Lake Mead and the new Lake Powell. Drive up into the cool, forested White Mountains. 213 public campgrounds help make it easy to enjoy an Arizona vacation.



FREE ADVENTURE TOURS MAP

Bernard M. Mergen, Director
ARIZONA DEVELOPMENT BOARD, Dept.
1500 W. Jefferson, Phoenix, Ariz. 85007

Send me new Adventure Tours Map
Hunting-Fishing Guide
and official Campsite Directory

NAME _____
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CITY _____
STATE _____ ZIP CODE _____

ADVENTURE TOURS
in **AMAZING**
ARIZONA



NEW ROADS OPEN
ROMANTIC INDIAN COUNTRY

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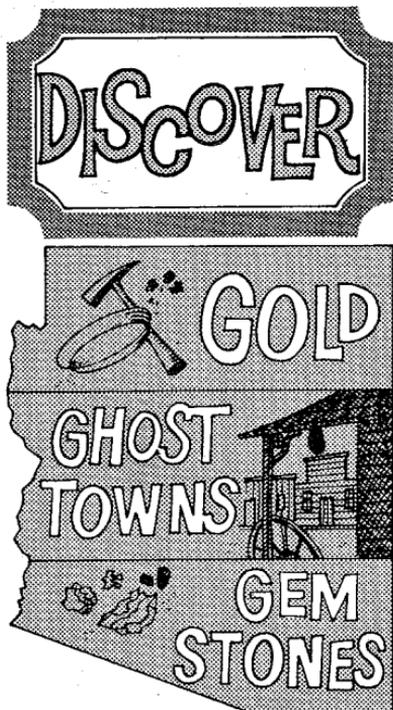
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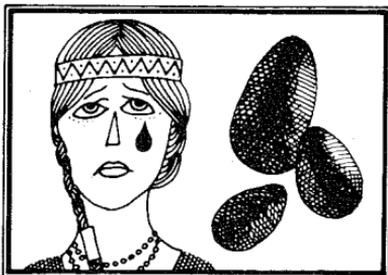
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