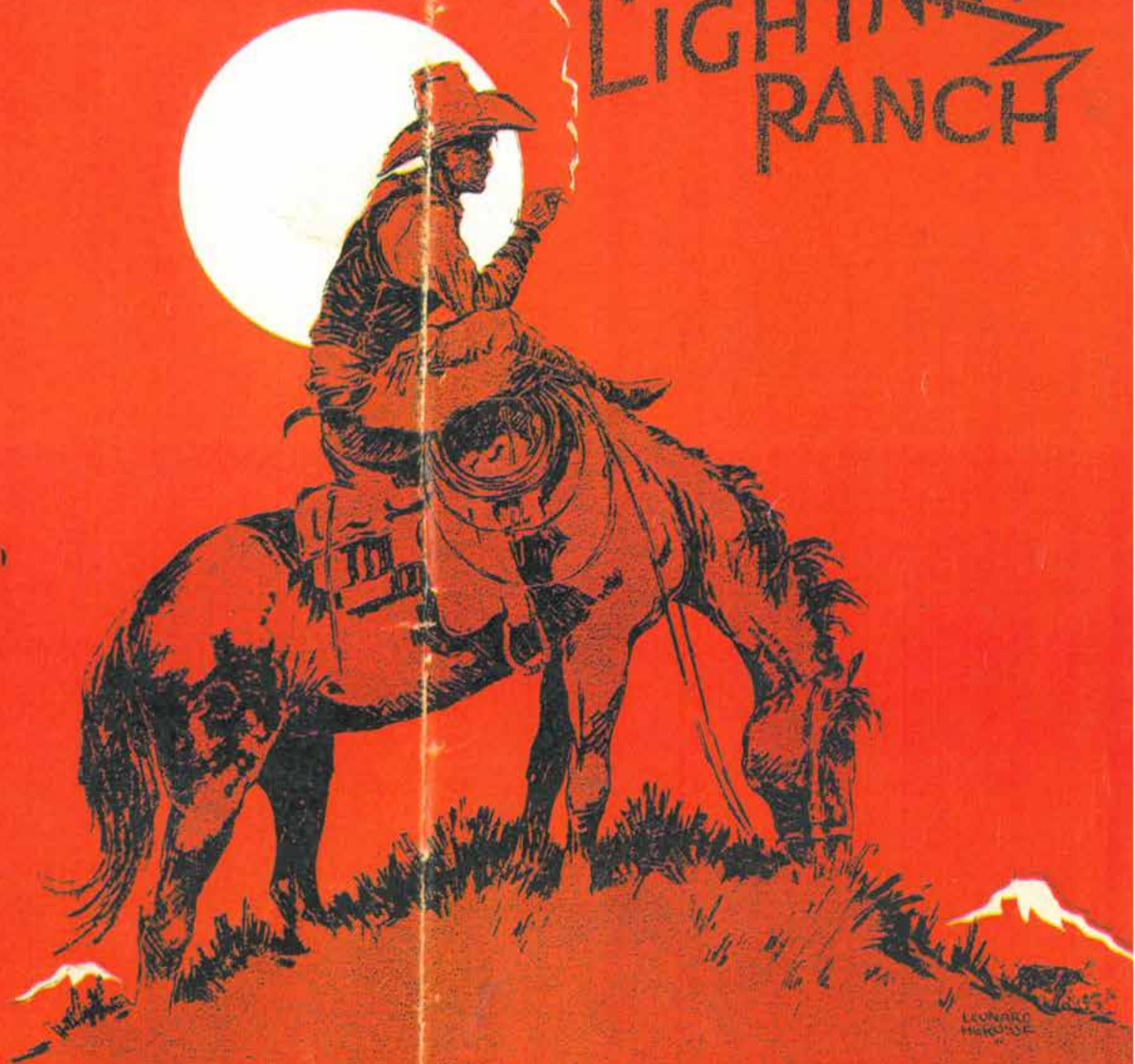


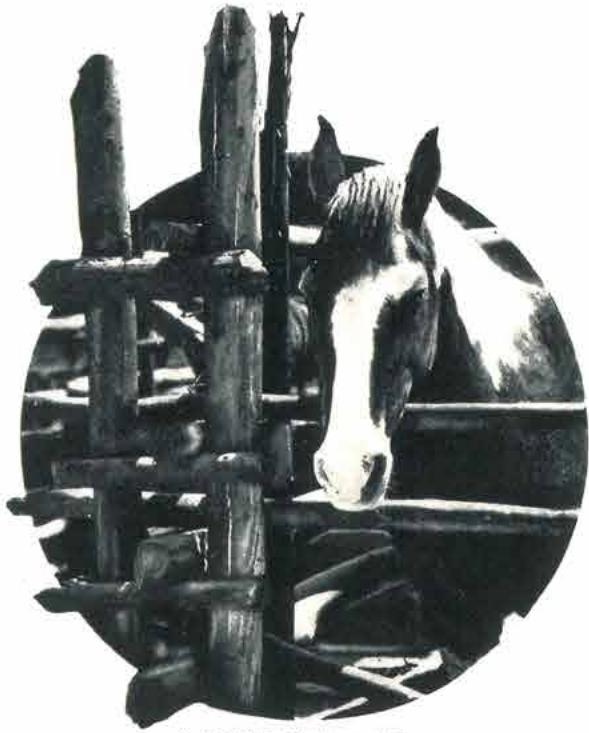
*The Most Interesting,
Picturesque, and Com-
fortable Ranch in the
Whole West.*

TEX AUSTIN'S FORKED LIGHTNING RANCH

OPEN THE
YEAR ROUND



In the Heart
of the Old Spanish Southwest. On the Santa Fe Indian Detour



A friendly velvet muzzled pony waiting for you at the bars of the Forked Lightning horse corral.

New Mexico! The land of sunshine and of romance. The objective of the Coronado expedition of 1540. The home of the Padres and of the old Spanish Dons. Where the Indians of today are living practically as they did at the beginning of the Christian era.

The stamping ground of the notorious outlaw, Billy the Kid, and of Pat Garrett, the famous Sheriff who killed him.

The end of the SANTA FE TRAIL.



LEONARD H. GROSS



The grave of one of the old Spanish conquistadors with Starvation Peak in the background.

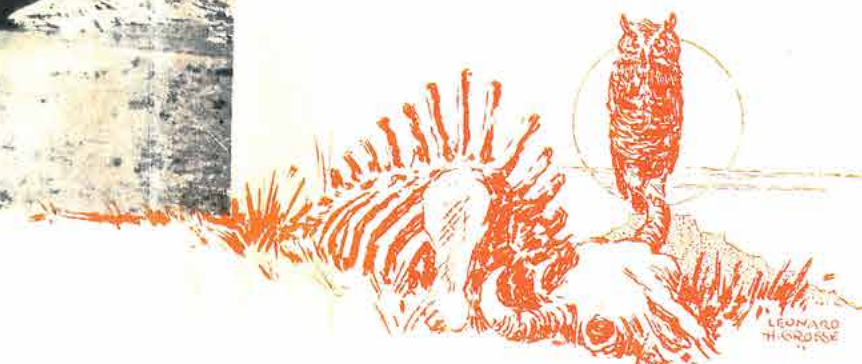


Roundup wagon ready to leave with party for plains.



Tex Austin's Forked Lightning Ranch is situated in the middle of the Pecos Indian Pueblo Grant, in the heart of the New Mexico Rocky Mountains and of the Santa Fe National Forest Reserve, at Rowe, New Mexico.

The Forest Reserve, combined with the broad acres of the Ranch, comprises one of the largest and most interesting playgrounds in America, an empire of approximately one and a half million acres.

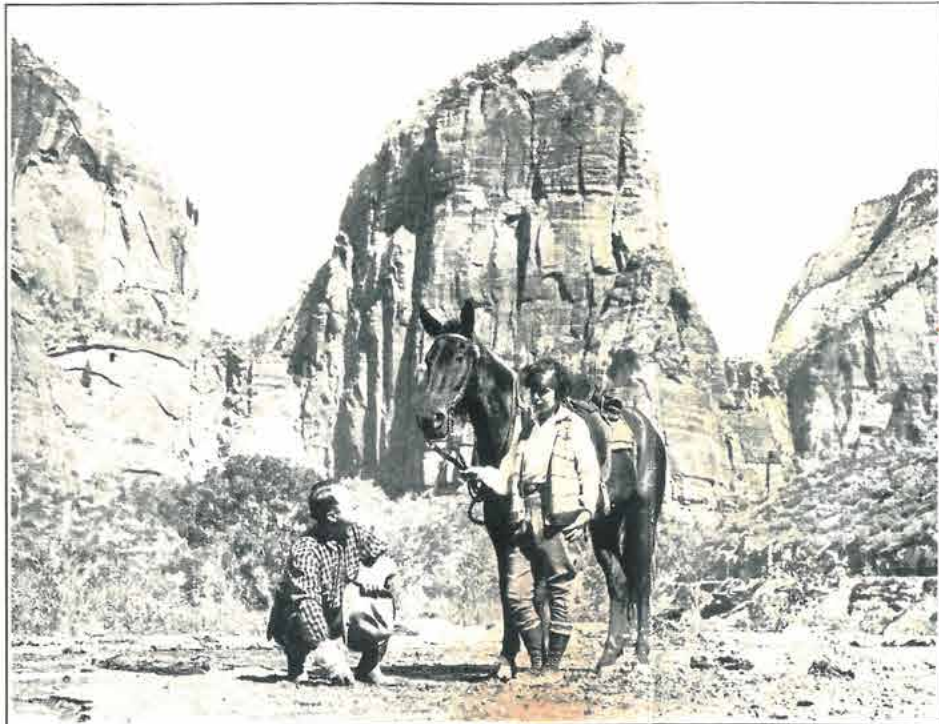


LEONARD H. GROSS

Within a radius of 50 miles of the ranch house, may be seen every type of country which is to be found in the whole west. Ten minutes to big timber in one direction and 20 minutes to the open plains the other. An hour and a half to the most desolate and awe inspiring desert with its varied and ever changing col-

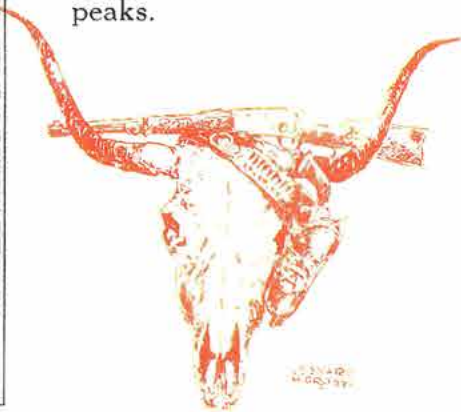


A trail party fording mountain-stream



Wastelands of the desert.

ors, or over the forest trails through virgin timber to the primitive log cabin at the beautiful mountain meadow camp on Bull Creek, surrounded by towering pines and mighty peaks.



Pack outfit bringing in a couple of bucks from Bull Creek.

You can stay at the main ranch and waste away in luxury, what with the box mattress beds and Crane equipped bath rooms, or you can take trips of various duration, with pack outfit or regular roundup chuck wagon, to the many spots of beautiful interest in the mountains or plains if you crave to "rough it."

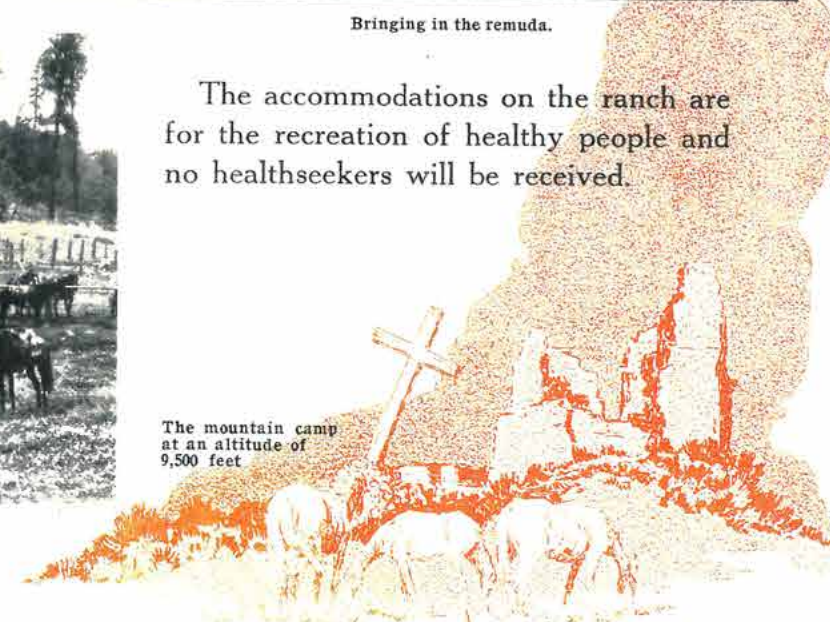


Bringing in the remuda.



The accommodations on the ranch are for the recreation of healthy people and no healthseekers will be received.

The mountain camp at an altitude of 9,500 feet





Ranch Polo Team.

You may join other guests and the cowboys on the ranch polo field, where everyone is mounted alike and most are novices at the game, though some noted players have also had considerable practice on our field.



Heads or Tails.

Regardless of the fact that Tex Austin has produced the world's largest Championship Rodeos, you will not be mounted on any bucking horses. But as is befitting with Austin's reputation the ranch is said to have the best remuda (string of saddle horses) of any ranch in the west. Good, handy, reliable and gentle cow horses of the highest type and patient, sensible riding instruction if desired.



The "Remuda" watering in the Pecos.

Each guest is dealt a private horse and that horse is available day or night throughout his or her stay at the ranch, and you don't have to tell anyone several days before nor the night before, that you MAY want a ride tomorrow.

Your one charge covers everything while at the ranch, except a deed to the outfit. There are no extras for horses, saddles, guides, camping bed, (or sleeping bag and bedding), etc. All you need is your own clothes, personal equipment, a good disposition and the desire to have a good time.



Tex Austin's Trading Post and Ranch Store, in the old Santa Fe stage station, showing the Old Santa Fe Trail monument in front of the store, and the wonderful motor road, into which the Old Trail has developed.

Such equipment as cowboy riding pants, cowboy hats, boots, etc., may be purchased at the Trading Post and Ranch Store, at reasonable prices.





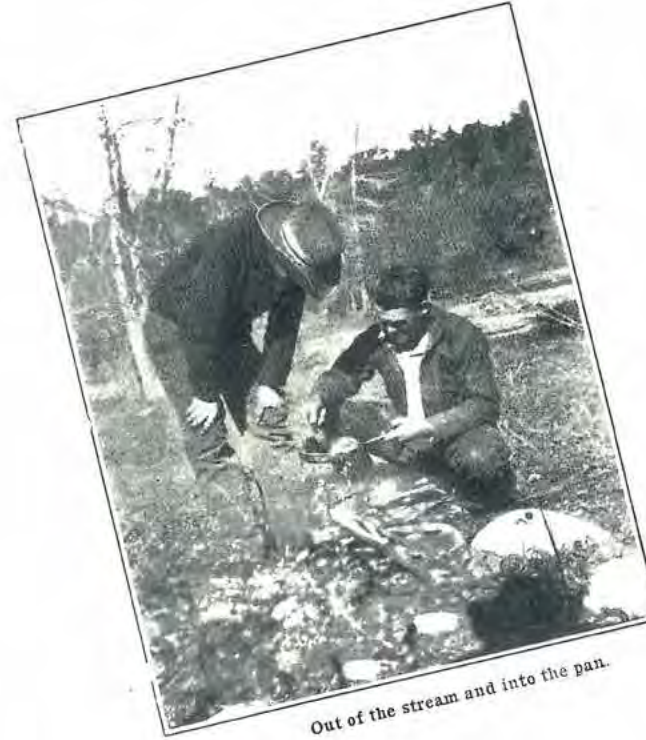
The Old Spanish Governors' Palace on the Plaza in Santa Fe.

The ranch is on the Old Santa Fe Trail, 40 minutes from Santa Fe, with its famous artists' colony, the old Spanish Governor's Palace, its Cathedral and Museums.

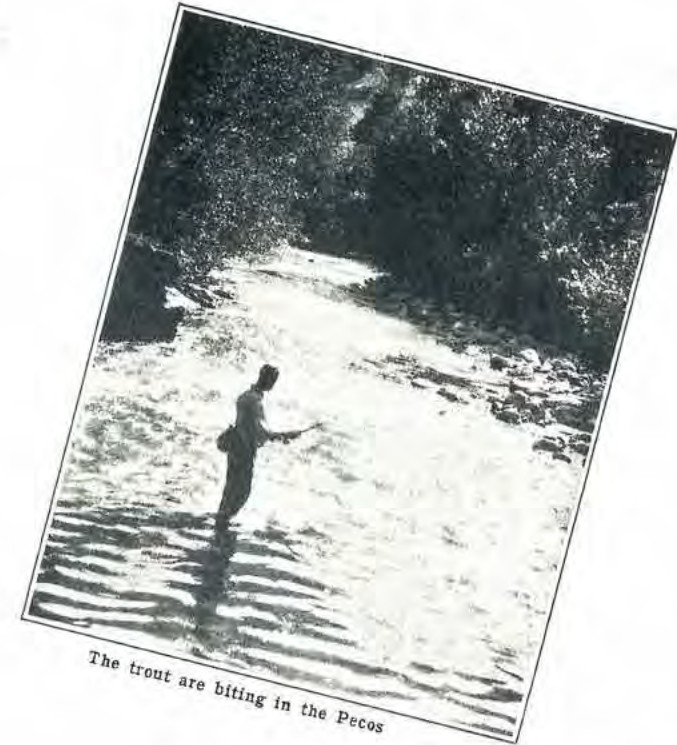
Deer and wild turkey are plentiful in season and hunting trips can be arranged although they are not featured.



Two that didn't get away.



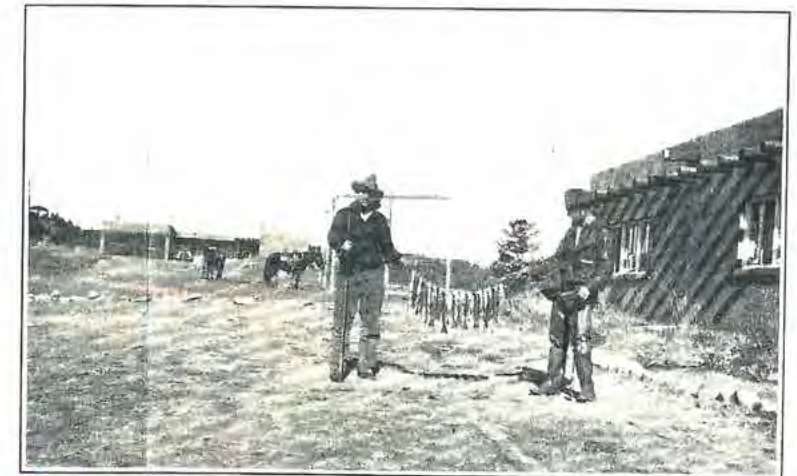
Out of the stream and into the pan.



The trout are biting in the Pecos

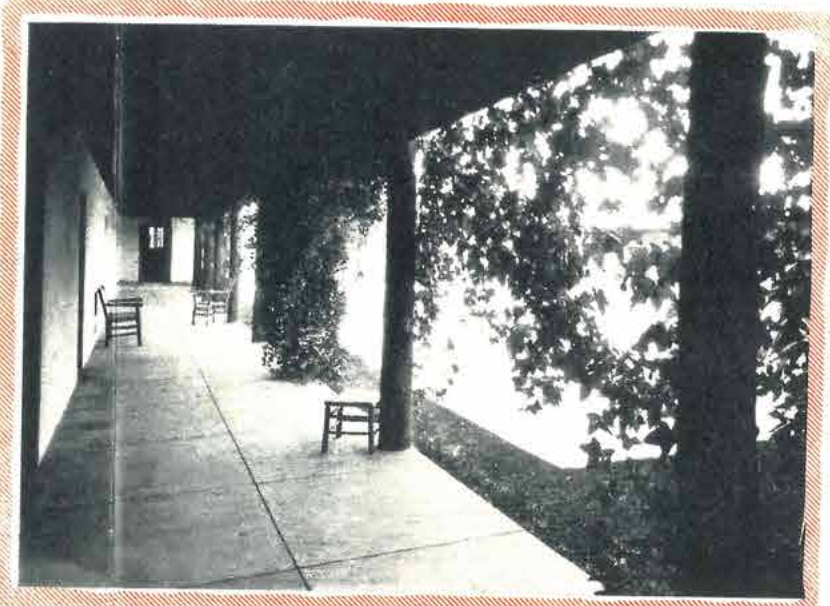
You may bask in the famous New Mexico sunshine or loll on the spacious veranda of the ranch house, gazing down the Pecos River or at the surrounding mountains and mesas.

If you care to swim in the cool clear mountain water, the pool is there for you. Or possibly you would prefer to pull a few fish from the old Rio Pecos, which runs just by the house and is practically infested with trout.



Trout for dinner.





The ranch house is reputed to be the finest in the entire southwest. It is built in the old Mexican-Spanish style of architecture, with a large patio in the center. It has all electrical equipment, baths, refrigeration, steam heat and all other conveniences anyone would wish in a well appointed home.





Watermelon feast in the patio.

Feed—and how! Breakfast is when you want it. In the dining room, or in bed. Dinner and supper are served ranch style, placed on the large family table in big heaping dishes. "Pitch till you win," and no one keeps track of the helpings. Plenty of fresh vegetables, ranch butter, milk, buttermilk, cream and cottage cheese. If you fail to "put on the fill" it's your own fault. Do not bring dinner clothes, as the idea is to do away with formality, relax and have a good time.



Limitless trails through sage, cedar, pinon and pine forests are awaiting you.



The Ruins of the old Spanish Church of the Pecos Indian Pueblo, on the ranch.

graphed from the air by Col. Chas. A. Lindbergh while he was staying at the ranch in 1929. According to Kidder, these ruins were old when "King Tut" was a pup, and the ruins of the old Spanish Church antedates by at least 100 years the oldest Mission in California.

Climate? The year round climate is unsurpassed anywhere in the world. At an altitude of 7,200 feet (more

If you are archaeologically inclined, and care to dig into the past, there are four ancient Indian ruins situated on the ranch, which have been partially excavated by Dr. A. V. Kidder of the Andover Academy and the Carnegie Institute, who has been prowling the place for the last ten years. These ruins were photo-



A grandstand seat.

than a quarter of a mile higher than Colorado Springs), the hot summers, just naturally "aint," and spring and fall are above reproach.



Calf branding on the Forked Lightning.





Kiva or ceremonial council chamber of the chiefs at the San Ildefonso pueblo, where the famous black pottery is made.

Motor Trips may be arranged to the various inhabited Indian Pueblos and to the Fiestas and Ceremonials held at different times throughout the year. Such trips are handled by the Santa Fe Transportation Co., with their luxurious 16 cylinder Cadillacs, by special arrangement with the ranch.

A very interesting trip to the colorful City of Juarez, Old Mexico, may also be made over good roads, in a very few hours from the ranch. There one may enjoy game on the table all the year round, Mexican music and dancing. A nice trip for the week-end.



Taos Pueblo, near the old town of Taos. Long the home of Kit Carson and one of the renowned art colonies of the Southwest.

Tex Austin dispenses hospitality bearing the brand of the OLD WEST. But he knows modern metropolitanism as he knows his native Southwest, having conducted his World's Championship Rodeo Contests with equal success in New York, London and Chicago over a period of ten years or more.



Sunset in the New Mexico hills.

Among the folks who have visited the ranch are the Henry Craig Flemings, Lee Maidment Hurds, Floyd G. Blairs, Leroy Whitneys, Edmund A. Lynch, Jr., Richard Nelson Ryan, W. Herbert Adams, William E. Bennett, R. J. Cuddihy of New York City, William H. Claflins, Jr., Donald McKay Frosts, Henry G. Lord, Mary F. Lord, Mrs. Edwin F. Atkins, Corrine Wheaton Bradish and the Westons of Hyannisport and Boston, Ralph M. Stauffen, Montclair, New Jersey; P. V. G. Mitchells, Summit, New Jersey; James Cox Bradys, Far Hills, New Jersey; Theodore S. Watson, Greenwich, Conn.; Mrs. Jarvis Beach, Saybrook, Conn.; Robert Fergusons, New Haven, Conn.; E. E. Dickinsons, Jr., Essex, Conn.; Warner H. Jones, A. A. Hartmans of Long Island, Edger Uihleins, Frank H. Warren, Col. R. R. McCormick, Cyrus McMormicks, Jr., of Chicago; Byron Harveys, Joseph Ryersons, Arthur Reynolds, Arthur Reynolds, Jr., and J. E. Otis, Lake Forest, Illinois; Warren Booths, Detroit; Emil C. Werten, Barrington, Illinois; George E. Page, Kansas City; John R. Bradley, Randall Daveys, Colorado Springs; Harry L. Dunns, Pasadena; Mrs. Stewart Elliott, Redwood City, California; the Will Rogers, George Palmer Putnam, and Col. and Mrs. Charles Lindbergh.

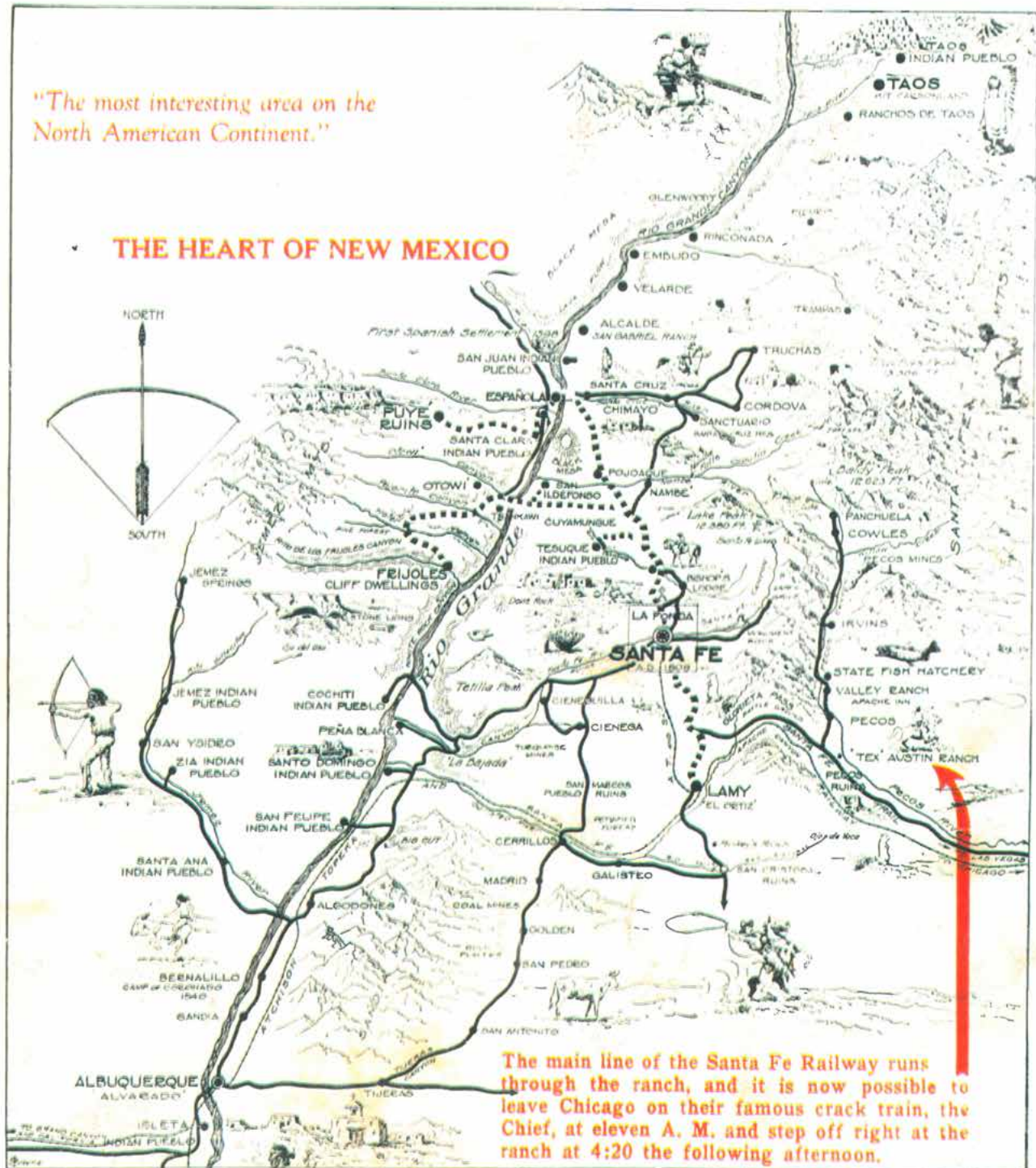
There are accommodations for only a very limited number of guests and no one will be received without references. For reservations or further particulars, address

Tex Austin's Forked Lightning Ranch
Rowe, New Mexico



"The most interesting area on the North American Continent."

THE HEART OF NEW MEXICO



All Santa Fe Trains Stop within Seven Miles of the Ranch House