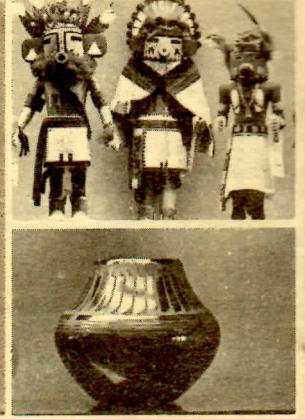
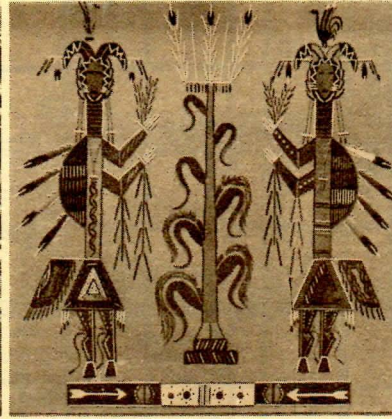


# ATKINSON'S INDIAN TRADING POST

INDIAN TRADING POST is located in the heart of OLD TOWN SCOTTSDALE, specializing in Indian Arts and Crafts & also featuring unique western gifts and souvenirs in the low, medium and higher price range. INDIAN TRADING POST is owned and operated by the Atkinson family now in its second generation dealing in Indian Arts and Crafts.

For your viewing pleasure famous Woodcarvings of the Old West.

We accept the following credit cards:  
American Express, Diners, BankAmericard, Mastercharge & Carte Blanche  
3957 North Brown Avenue  
Scottsdale, Arizona 85251 Phone: (602) 949-9750  
Open Monday Thru Saturday • Closed Sunday



## POINTS OF INTEREST

### SCOTTSDALE'S NEW CIVIC CENTER PLAZA COMPLEX

Housing the City Hall, Library and a Center for the Arts Building, 88,000 square feet for 882 seat Main Theater - 175 seat Cinema - 3,000 square feet for Art Gallery. Designed by Bennie Gonzales.

### SCOTTSDALE'S CHAMBER OF COMMERCE

Housed in the Historical Old School House at Main St. & Brown Avenue - 7333 E. Main St. Tel. 945-8481.

### TALIESIN WEST;

Famous School of Architecture founded by the late Frank Lloyd Wright - open during the winter months - 108th St. & Shea Blvd. Tel. 948-6670.

### RAWHIDE WESTERN TOWN

Old West Town depicting the 1880's - No Admission Charge. 23023 N. Scottsdale Road. Tel. 992-6111.

### CONSANTI FOUNDATION

A Complex of Unusual Apses and Earth Formed Shapes - designed by architect Paolo Soleri - Daily 9:00 A.M. - 5 P.M. 6433 Doubletree Road.

### PIONEER ARIZONA

Historic Pioneer Town using old structures found in Arizona-Black Canyon Highway north to Pioneer Rd. (24 Miles)

### SCOTTSDALE ALL ARABIAN HORSE SHOW

Held 2nd week of February each year at McCormick Ranch - Arabian Farms may be visited.

### PARADA DEL SOL RODEO

Last of January or first of February each year.

### SCOTTSDALE STADIUM

Home of Chicago Cubs - 75th St. & Osborn.

### PHOENIX MUNICIPAL BASEBALL STADIUM

Home of the Phoenix Giants and homesite for San Francisco Giants cactus league games. 54th St. & E. Van Buren.

### PAPAGO PARK

A spacious desert area with many facilities for entertainment and recreation. 56th St. & E. Van Buren.

### PHOENIX ZOO

Outstanding exhibits & Children's Zoo. Guided tours via trams. 62nd St. & E. Van Buren. 9:00 A.M. to 5:00 P.M. daily.

### DESERT BOTANICAL GARDENS

Large display of plants and cactus from arid areas in typical desert settings. Papago Park 9:00 A.M. to 5:00 P.M. daily.

### ARIZONA STATE UNIVERSITY

An expanding educational facility for Arizona and the Southwest. Tempe, Arizona.

### MORMON TEMPLE

In Mesa, founded by Mormons in 1878 - 16 Miles East of Phoenix.

### WILLIAMS AIR FORCE BASE

Used for additional combat training of commissioned pilots. South and East of Mesa.

### LUKE AIR FORCE BASE

Training facility for jet pilots. North and West of Litchfield.

### PUEBLO GRANDE RUINS

Prehistoric ruins and museum where visitors may get a glimpse of the past. 4619 E. Washington St. Monday thru Friday 9:00 A.M. thru 4:45 P.M. - Sunday 1:00 P.M. thru 4:45 P.M.

### JAPANESE FLOWER FIELDS

Large commercial acreage of flowers indigenous to the southwest - 36th to 40th Street on Baseline Road.

### PHOENIX INTERNATIONAL SKY HARBOR AIRPORT

The municipal airport of Phoenix serving transcontinental, regional and local airlines and planes. Use 40th St. or 24th entrance.

### PHOENIX SOUTH MOUNTAIN PARK

Largest municipal park in the world - desert and mountain area of 14,817 acres. Extremity of So. Central Avenue.

### ARIZONA STATE CAPITAL BUILDING

Center of state government. Arizona became 48th State in 1912. 1700 W. Washington St. Open Monday thru Friday 9:00 A.M. thru 5 P.M.

### ARIZONA MUSEUM

Early pioneer and territorial exhibits. 1002 W. Van Buren. October thru June 1st. 2:00 P.M. to 5 P.M. Wednesday thru Sunday.

### ARIZONA STATE FAIRGROUNDS

Mineral Museum features Arizona ores and minerals - very comprehensive. Arizona State Memorial Coliseum - very unusual design with suspended roof. 1826 W. McDowell Road.

### ENCANTO PARK

Entertainment facilities for all ages. Playground, lagoon, golf, etc. 2705 N. 15th Avenue.

### NEW COUNTY COMPLEX

New City Hall - Federal Building - Downtown Phoenix.

### PHOENIX CHAMBER OF COMMERCE

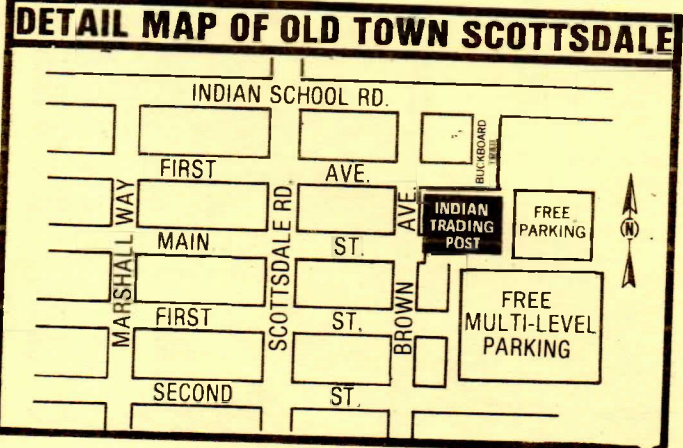
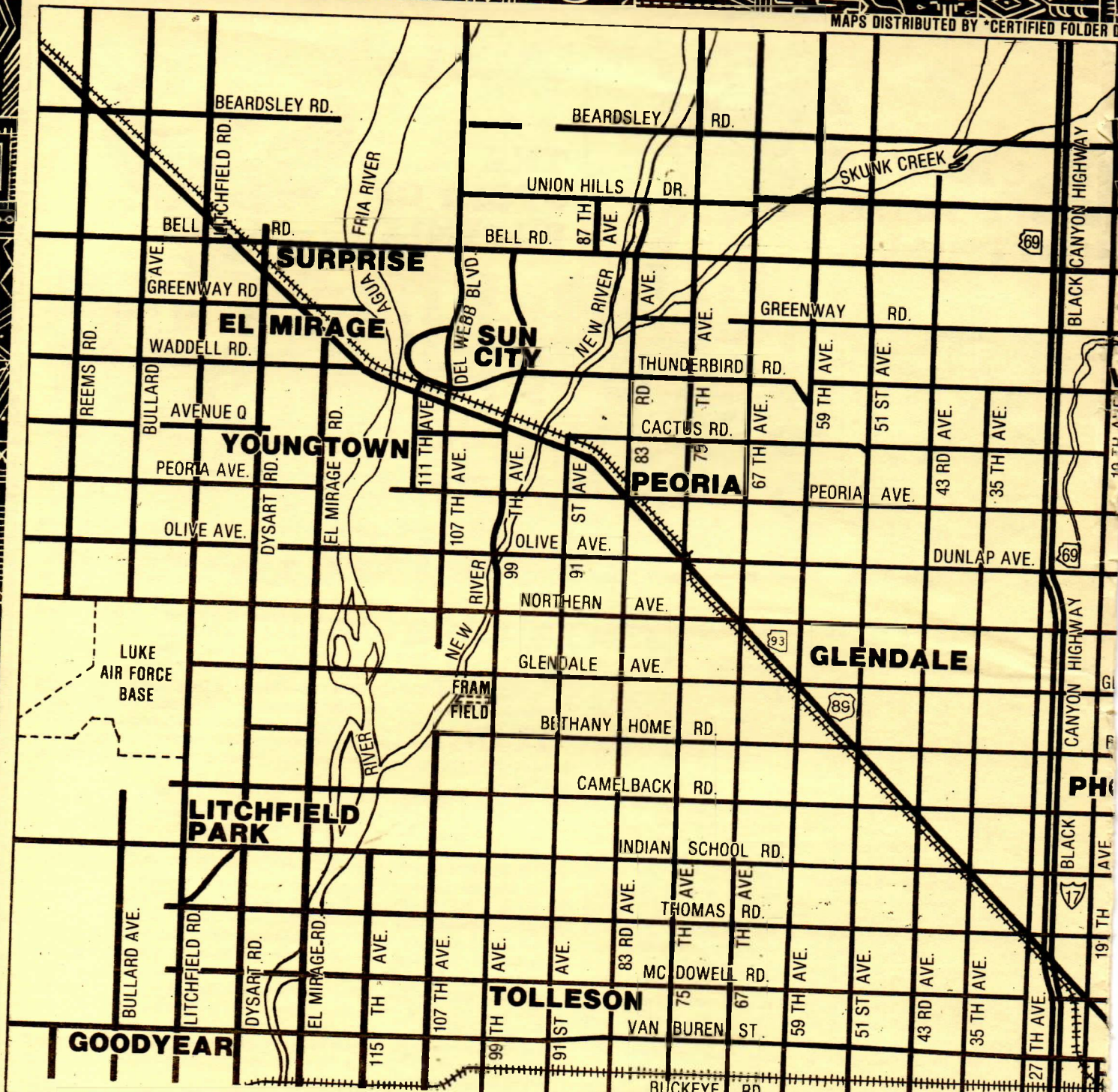
805 North 2nd St. Tel. 254-5521

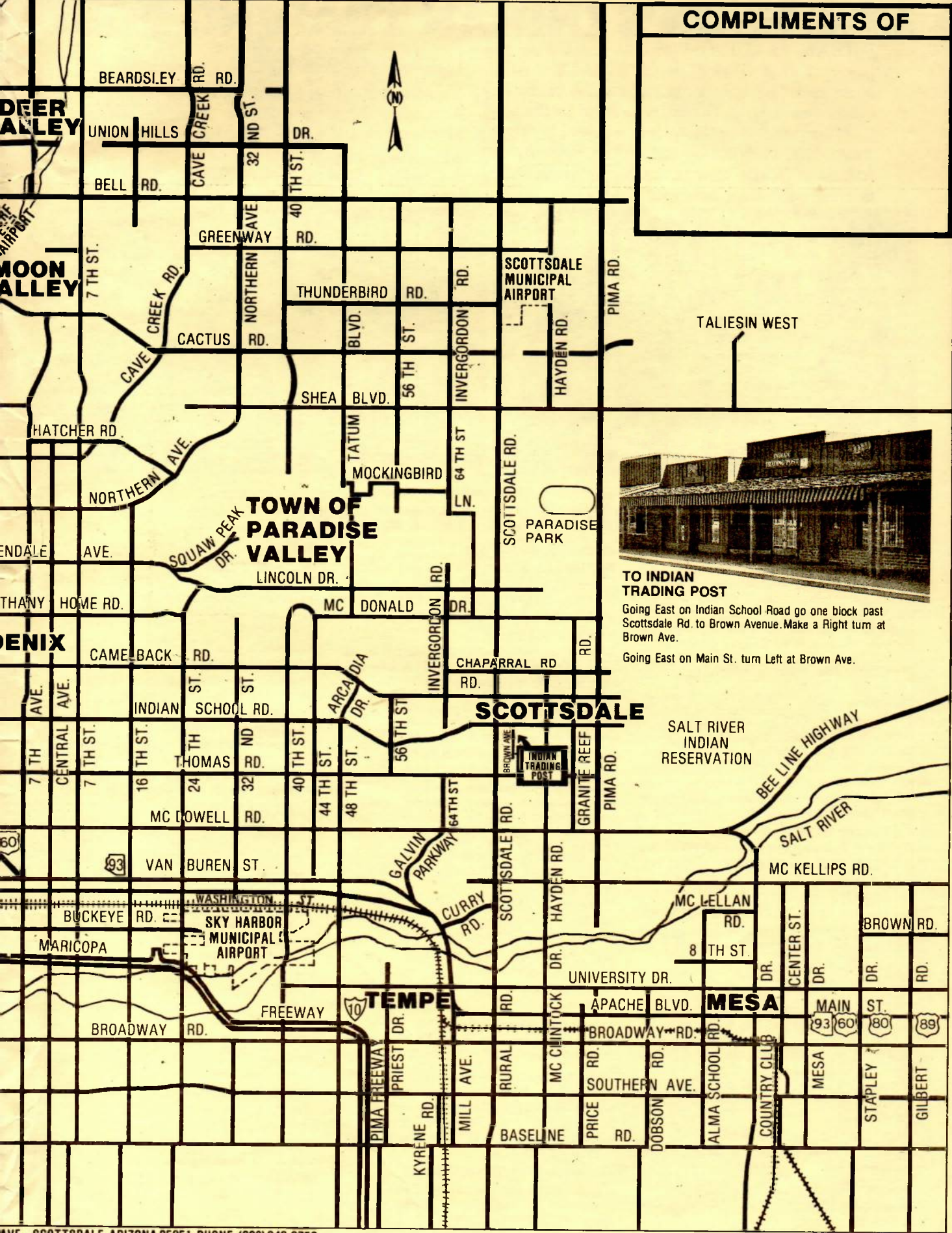
### PHOENIX CIVIC PLAZA & CONVENTION CENTER

2nd St. & Washington.

### ROYAL LONDON WAX MUSEUM

5555 E. Van Buren, Tel. 273-1368





**COMPLIMENTS OF**



**TO INDIAN TRADING POST**

Going East on Indian School Road go one block past Scottsdale Rd. to Brown Avenue. Make a Right turn at Brown Ave.  
 Going East on Main St. turn Left at Brown Ave.

# THE STORY OF OLD TOWN SCOTTSDALE



The birth of this flourishing community seems to have revolved around one Army Chaplain by the name of Winfield Scott.

Scott was born in Michigan in 1837 but grew up in New York State where he graduated from a Theological Seminary.

Young Scott was in the Ministry field only a short time when war between the states broke out. He entered the army as a volunteer only to be severely wounded about a year later. His wounds were slow in healing but after his discharge he was determined to start his journey west. Scott, being a tireless religious worker, was rewarded by being given the distinguished honor of having Winfield, Kansas named for him. His missionary work took him across Kansas, Colorado, Nevada and into California. In 1882 Scott again re-entered the army as a Chaplain. On one of his visits to the Phoenix area Scott was very impressed by what he saw in the land southeast of what is now known as Camelback Mountain. In fact he was so impressed that he homesteaded and started to develop it into a ranch. After his retirement from the army Scott moved on the ranch and devoted his full time to it.

By 1896 Scott had persuaded enough newcomers that there was a need for a school house so Scott, Frank Titus and John Tait met at the Titus ranch and created for the community school district No. 48. Lots were selected on Brown Avenue for the first school house and with the assistance of the townspeople a school building was erected. It had its grand opening with 14 pupils and one teacher named Hattie Green who received a monthly salary of \$45.00. The community was now in need of a name so what better honor could be bestowed upon their chaplain than by calling it "Scottsdale."

One of the early buildings on Brown Avenue is the Old Cavalliere Metal Corrugated Building that was built for a blacksmith shop. Where the Basket House now stands was once a residence and feed store. One of the first large general stores was built about 1909 on Brown Avenue and Main Street and an early postoffice was housed in the old Porters western building on Brown Avenue.

The small Scottsdale community began to show considerable growth after World War 2 when it started to take on a western resort flavor. Numerous shops began opening up featuring the famous Indian crafts of the south west as well as other picturesque and unique shops. From the outgrowth of Old Scottsdale has developed a city of approximately 100,000 people and covers an area of some 89 square miles. Scottsdale boasts some of the finest resorts, hotels and motels including some of the most famous. Also there is a special delight in choosing from the numerous gourmet restaurants or just plain casual dining. Shopping is almost endless as the town abounds with hundreds of colorful shops that offer a wide array to choose from. Indian Arts and Crafts are a specialty with probably as large and fine a selection to be found anywhere.

We hope you will visit Old Town Scottsdale and enjoy with us the charm of this beautiful desert city.

# THE STORY OF PHOENIX



The first people to settle in the Phoenix area were Hohokam Indians. They diverted the water of the Salt River near Phoenix into a complex network of irrigation ditches. Several of these narrow canals are still being utilized today. However, what became of the Hohokam Indians still remains a mystery.

The first white settler, John Y. T. Smith decided to settle at the present site of Phoenix in 1865 because of these canals. Jack Swilling, a friend from Wickenburg, came in the fall of 1867 with twelve men to enlarge one of the ditches into a larger canal. By the spring of 1868 the Salt River Valley Canal extended several miles west from the Salt River. Now with 30 people living in the settlement the need for a name arose.

It was Darrell Duppa who suggested a mythical name that was unanimously accepted after he told an ancient Egyptian story. To the ancient Egyptians, the Phoenix Bird was a symbol of immortality. They believed that every 500 years this bird set himself afire only to rise again from his own ashes. Duppa, an educated Englishman, suggested the imaginative name of Phoenix because 500 years before the entire Hohokam tribe disappeared. The Hohokam left only their canals behind, which now became the arteries . . . the pulse beat . . . of this new city.

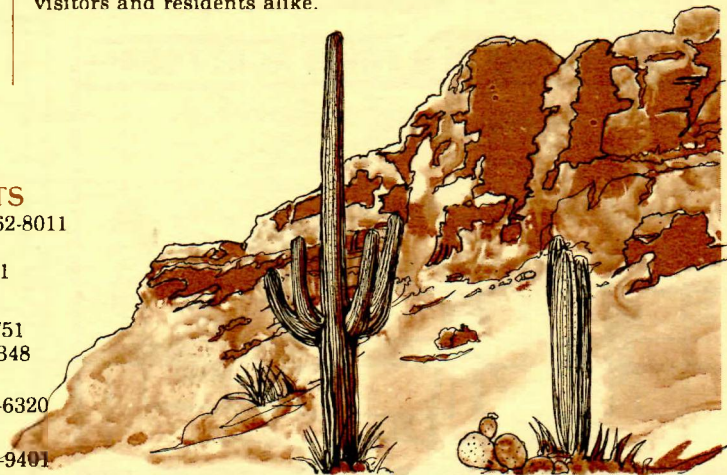
Phoenix was officially filed as a townsite in 1872. The same year the first dry goods store was opened, owned and operated by the Goldwater family. Cotton cultivation began the next year and in 1887 the arrival of the first railroad advanced the phenomenal growth of the agricultural industry. Two years later Phoenix became the Territorial Capital.

In 1911, with the completion of the Theodore Roosevelt Dam, the growth of this desert oasis began in earnest. Roosevelt Lake assured the city of an ample water supply. One year later . . . Phoenix became the State Capital of Arizona . . . and Arizona became the 48th State.

World War 1 gave Arizona's cotton, produce, and cattle farmers a big shot in the arm. This prosperity caused Phoenix's population to almost triple to a figure of 29,053 by 1920, and by 1945 greater Phoenix had a population of over 160,000.

With an average annual temperature of 69.4 degrees and only 7½ inches of rain Phoenix has become an ideal tourist spot, and the tourist trade has become the number one source of income.

Today metropolitan Phoenix offers 420 special events of interest. The population is now over 700,000 and Sky Harbor Airport is the third busiest in the nation. With this 110 years of growth, colored by Indian and Western pioneer heritage, plus breathtaking scenery and holiday climate, Phoenix has become the vacationland for both visitors and residents alike.



## TAXI CABS

Scottsdale 945-8241  
Phoenix 252-5071

## TOURS

Tanner Grey Lines Tours 258-6011  
Chauffer's International  
7502 E. Monterey Way, Scottsdale  
946-3278

## AUTO RENTALS

See Yellow Page

## POLICE DEPARTMENTS

Arizona Highway Patrol 262-8011  
Phoenix Police 262-6151  
Scottsdale Police 946-6511

AAA Auto Club  
748 E. McDowell Rd. 252-7751  
701 N. Scottsdale Rd. 947-7348  
Beeline Dragway  
Beeline Highway Mesa 832-6320  
Manzanita Speedway  
35 Ave. & W. Broadway 276-9401