

Spite of the legend, "Why go to Europe? See America first," we keep on going to Europe to see America. Why? For a lot of reasons; and most of them lies.

Some fool once said, and we keep on repeating it — that it costs more to go West than it does to go to Europe. So it does, if "going West" means staying at hotels that are weak imitations of the Waldorf and the Plaza, where you never get a sniff of the real West, nor meet anyone but traveling Easterners like yourself; but if you strike away from the beaten trail, you can see the real West, and have your holiday, and go drunk on the picturesque, and break your neck mountain climbing, and catch more trout than you can lie about, and kill as much bear meat as you have courage, at less expense than it will cost you to stay at home. From Chicago to the backbone of the Rockies will cost you something over \$33 or \$50 one way. You can't go half-way across the Atlantic for that, unless you go steerage; and if you go West "colonist," you can go to the backbone of the Rockies for a good deal less than thirty dollars. Now comes the crucial point! If you land in a Western city and stay at a good hotel, expenses are going to out-sprint Europe; and you will not see any more of the West than if you had gone to Europe. Choose your holiday stamping ground, Sundance Cañon, South Dakota; or the New Glacier Park; or the Pecos, New Mexico; or the White Mountains, Arizona; or the Indian Pueblo towns of the Southwest; or the White Rock Cañon