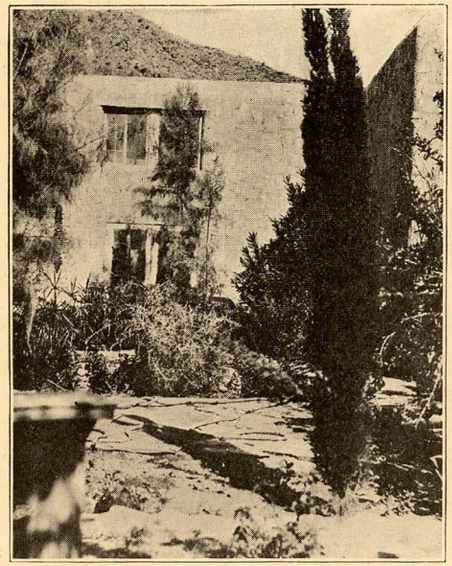


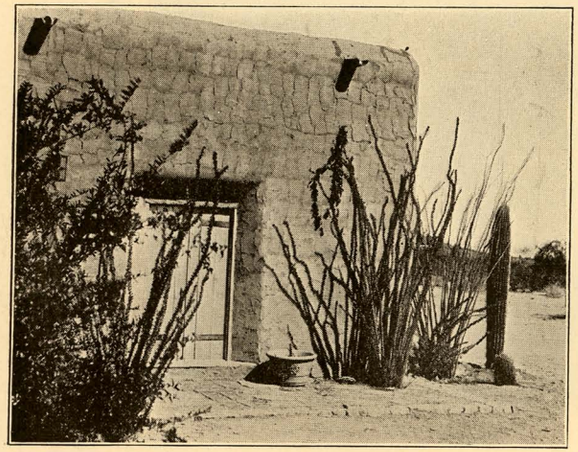
A corner of the garden.

Jokake Inn

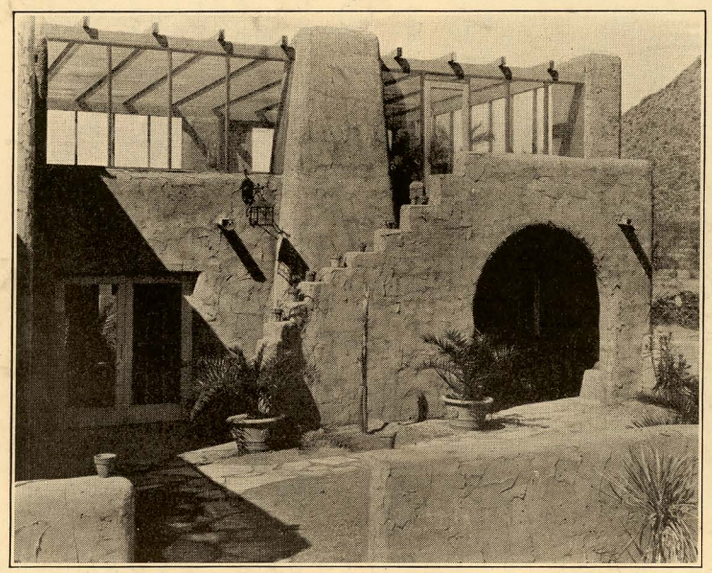
SCOTTSDALE, ARIZONA

NINE MILES FROM PHOENIX

A winter guest ranch with all modern appointments and with the charm of the Southwest.



The Front Door of Jokake

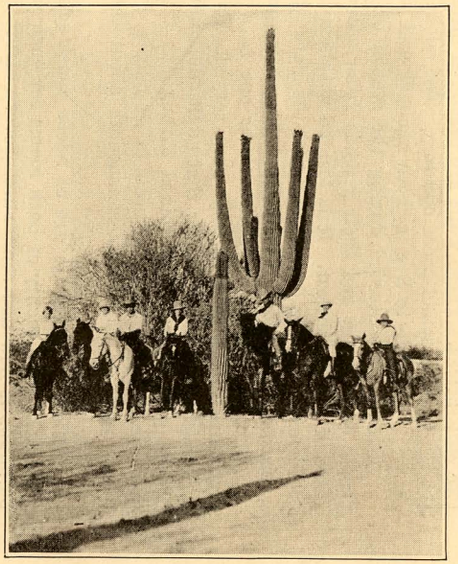


Patio and Roof Garden at Jokake

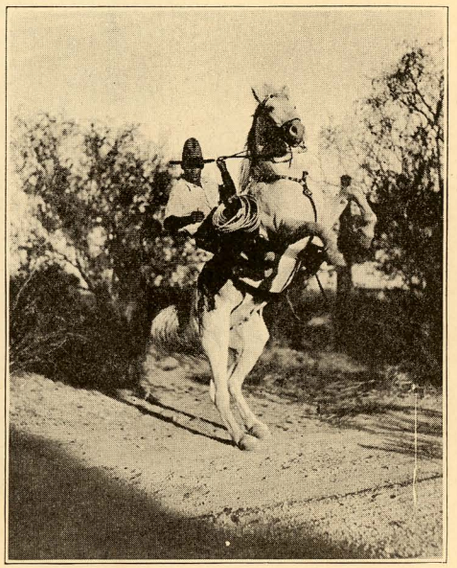
Jokake Inn

SCOTTSDALE, ARIZONA

NINE MILES FROM PHOENIX



Riders starting from Jokake



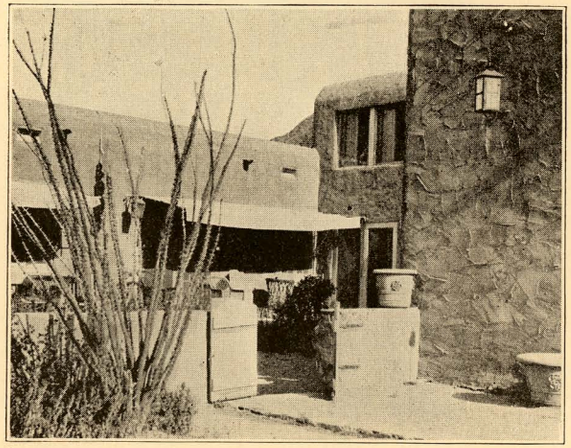
Typical cowboy with his trick horse at Jokake

Jokake Inn

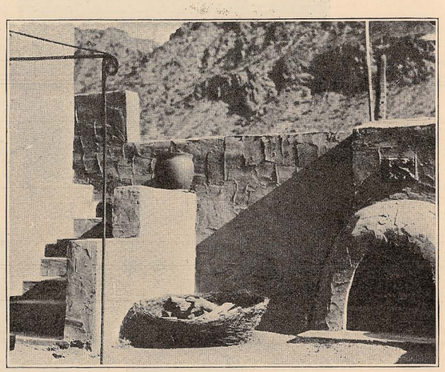
SCOTTSDALE, ARIZONA

NINE MILES FROM PHOENIX

Mail and Telegraph Address
Scottsdale, Arizona
Telephone, Phoenix 169-J4



Part of the Front Patio, of Jokake, overlooking the desert and the mountains.



A corner of the Patio at Jokake, showing an interesting Pima basket, used by them for the storage of grain.

History and Location

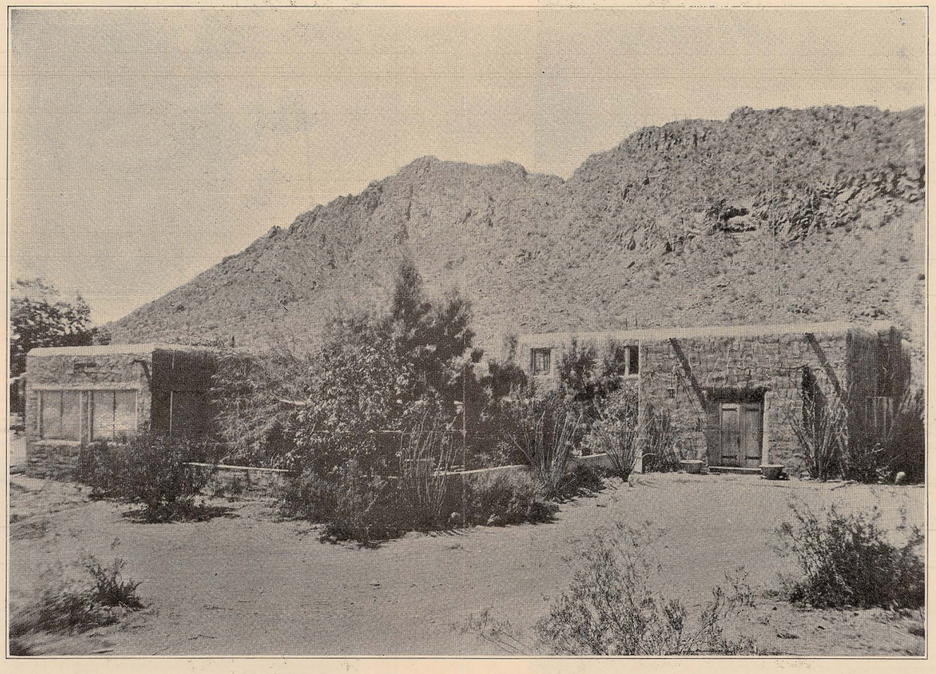
JOKAKE is a Hopi Indian word pronounced "Joe-Cocky" and means "*Mud House.*" The mud in this case being the natural adobe of the Southwest, baked into bricks by the heat of the Arizona sun and laid in the wall by masons who have never laid any other sort of bricks. These walls are plastered inside and outside to form a clean, solid, sound-proof building. The adobe house is by far the most comfortable to live in, both summer and winter.

JOKAKE was started during the season of 1926 as a Tea House, where people of Arizona and their friends from other places might find a typical place of the Southwest. It is located within a half-hour's drive of the center of Phoenix, on the desert, with all the natural desert growth about it, and is directly at the foot of Camelback Mountain, on its southern slope.

The first season at JOKAKE was one as a tea house only, where special luncheons and afternoon teas were served. So many visitors asked for accommodations for the winter that additional quarters were provided and about fifteen guests were entertained throughout the season of 1927-1928. Once more, in response to the requests of its guests, JOKAKE has now provided additional quarters and will accommodate about thirty guests during the season of 1928-1929.

All of the buildings are of adobe construction, with all modern appointments and with plenty of bath rooms for each suite. While everything in the buildings is new and comfortable, every effort has been made to preserve the atmosphere of the old Southwest and the natural vegetation surrounds JOKAKE and grows right outside the attractive patios which are filled with flowers and shrubs which thrive so well in the sunshine and clear, fresh air of the finest climate in the world. Situated as it is just outside the irrigated section of the Salt River Valley, JOKAKE offers the most enjoyable climate, with dryer air and warmer temperatures and with an entire abscence of smoke, fog or haze in the atmosphere. Citrus and deciduous fruits, dates, figs, and other tropical plants thrive on the premises. At the same time JOKAKE is only nine miles from the center of Phoenix and very close to several good golf courses. In short, all the advantages of being near a large city and all the pleasure of being away from one are combined to afford an ideal winter resting place.

Mail should be addressed, "Care of JOKAKE, Scottsdale, Arizona." Express and telegrams, "Care of JOKAKE, Scottsdale, via Phoenix, Arizona." JOKAKE is connected by private line to Phoenix Telephone Exchange.



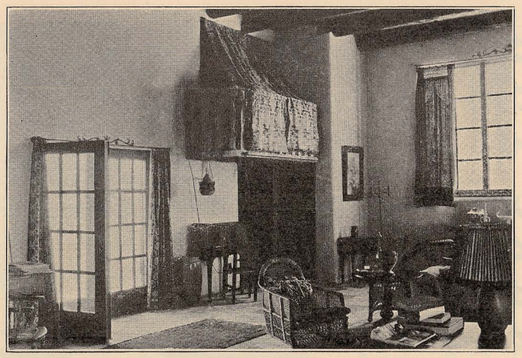
Jokake, at the Foot of Camelback Mountain

COOKING

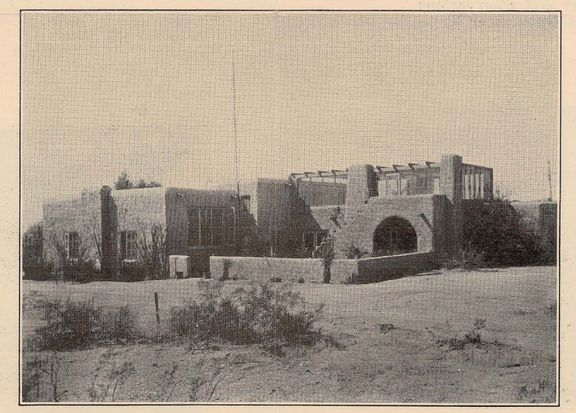
JOKAKE has been noted from the beginning for its good food and the same food which has made it so successful as a Tea House for Special Luncheons and Afternoon Teas has contributed largely to its success as a winter home for those people who do not wish the bother of owning a winter home of their own or for people who wish to spend a winter in Arizona to see for themselves if all the wonderful things they have heard of it can be true. The entire atmosphere of JOKAKE is that of a well-managed home and there is no "hotel constraint." Every effort is made to have both food and accommodations exactly fit the wants of the guest and as JOKAKE is not too large, this can be done and greatly contributes to the comfort of a visit there.

Because of the increasing popularity of JOKAKE as a Tea House as well as an Inn for resident guests, additional dining rooms and kitchens have been provided so that resident guests may be served entirely apart from the daily guests. A roof garden has also been added so that those who wish may eat there in the open air.

The convenient location of JOKAKE enables us to serve the very best fresh vegetables and fruits as well as sea foods, which are shipped daily from the Coast. A special effort is made to provide an abundance of fresh vegetables.

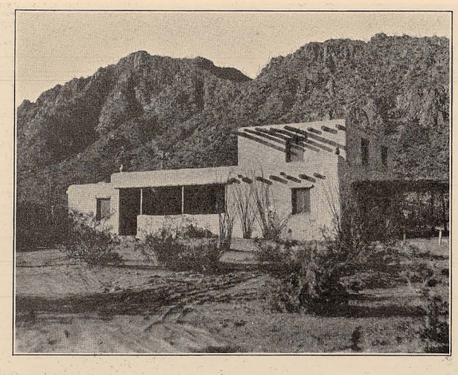


Living Room at Jokake



Rear of Main Building

Hopi House
A Guest Cottage



Amusements and Interests

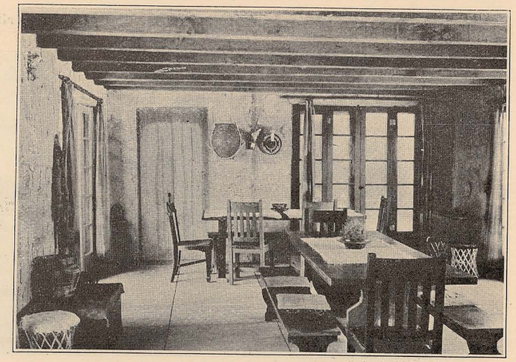
JOKAKE might be called a Guest Ranch, as all of the usual qualities of a ranch are present. Excellent horses are available for those who care to ride and many trips to interesting places are made by the guests, accompanied by a competent guide. Camelback Mountain may be climbed as it is right in the back yard. The Phoenix Country Club, with the best golf course in Arizona and its excellent swimming pool and tennis courts, is within twenty minutes' ride. Phoenix and its amusements and winter concerts is a half hour distant.

Most interesting trips may be made to Roosevelt Dam, Mormon Flats Dam and Horse Mesa Dam, the three great engineering wonders which impound water to form three lakes totaling fifty miles in length, the lower ones winding through great gorges with rock walls towering thousands of feet above. The water from these lakes generates electricity in three great power plants and then flows through the canals and irrigation ditches for miles to irrigate one of the most fertile valleys in the country, where green crops are grown every month in the year and where cotton and citrus fruits thrive and are grown in great quantities, as are melons, cantaloupes, lettuce and many other crops. Over two hundred and fifty thousand acres of cultivated land lie just below JOKAKE, while on the other side lie millions of acres of desert and mountain country of great magnificence

Trips may also be made to the prehistoric ruins of great temples and houses and to the ruins of a great irrigation system which included over a hundred thousand acres and which were cultivated by a forgotten people of whom we know nothing.

The so-called desert, with its millions of flowers and its verdure and beautiful trees, is all about and extends for miles, finally rising to the mountains in the distance which in turn rise to heights of many thousands of feet. Within a few hours' ride by automobile are forests of pine with streams and excellent hunting and fishing. The Gulf of California is not a great distance, and many people go there from Phoenix to enjoy excellent ocean fishing. Nowhere is there better opportunity than at JOKAKE for desert and mountain picnics and everywhere is the great Arizona sun which gives so plentifully of cheerfulness and warmth.

A playground is provided for children.



Corner of Dining Room at Jokake

The Ask Mr. Foster Travel Information Service
STRAWBRIDGE & CLOTHIER
PHILADELPHIA, PA



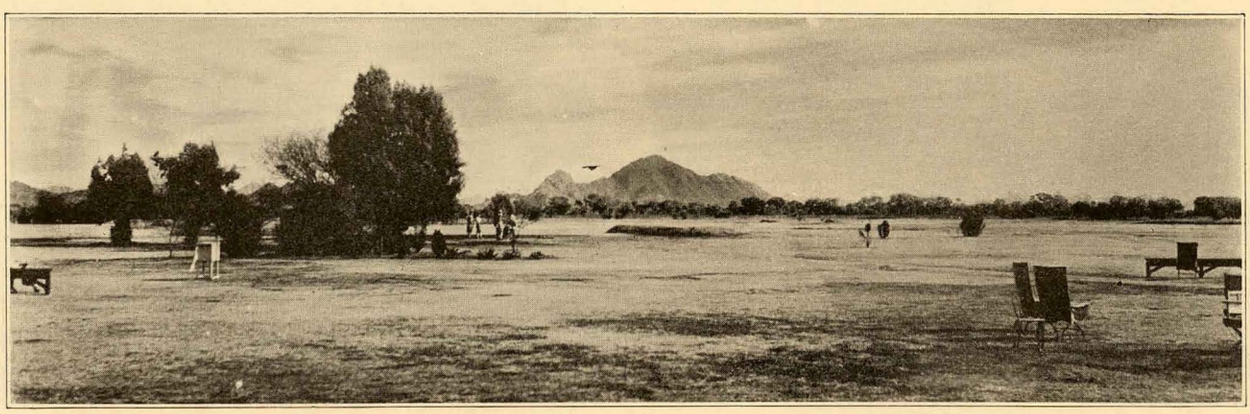
Arizona Canal near Jokake

ACCOMMODATIONS

THE accommodations at JOKAKE are designed to be as flexible as possible so that any sort of group of guests may be made entirely comfortable. Suites may be arranged with sleeping porches or without. They are available in several buildings so that a maximum of sunlight and air are secured. All buildings are separated enough to insure privacy and yet are close enough to the main building, with its large living room and dining rooms, to be convenient. Plenty of bath rooms are included and adequate electric heat is provided. Excellent water is pumped from a deep well at JOKAKE and is free from taste or alkaline salts. Many partly inclosed or entirely inclosed patios are built into the buildings and these are filled with plants and flowers. The roofs of the buildings are flat and most enjoyable evenings are spent upon them, looking out over the desert and mountains in the bright moonlight and clear air. JOKAKE is the only inn near Phoenix which has the advantage of all that Arizona has to offer in the wonderful clear, pure desert air.

JOKAKE is limited in size and no more persons may engage accommodations than may be made entirely comfortable. For this reason it is wise to make early reservations. JOKAKE is not a health resort and reservations by persons suffering from tuberculosis or other communicable diseases are not solicited.

For further information write **Jokake,** Scottsdale, Arizona



Golf Links at Phoenix Country Club with Camelback in Background