

Sunny
San Antonio

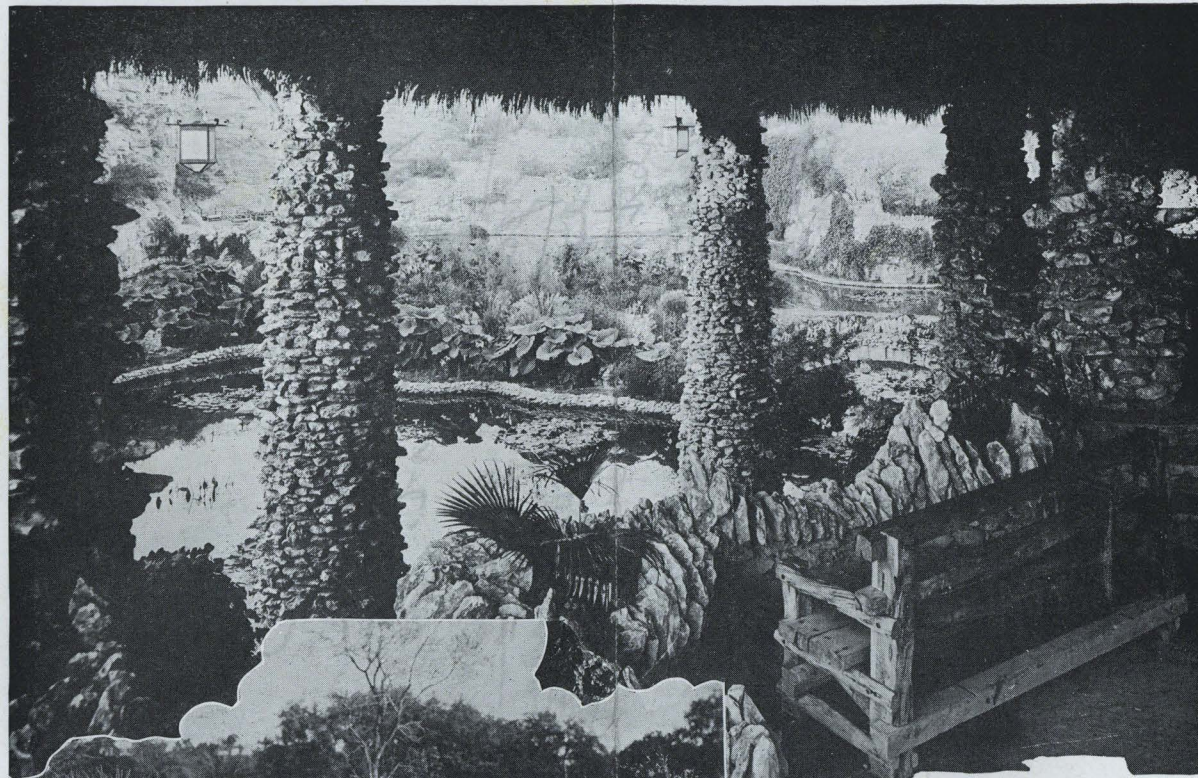
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*The Winter
Playground
of
America*

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Nature finds expression in semi-tropical beauty



A Land of Sunshine and Romance

San Antonio—what a glorious picture the name conjures!

A city of intoxicating sunlight, haunted by the memories of a romantic past; a bower of semi-tropical beauty; a city of picturesque contrasts, set in a fertile, fruitful country; a spot so lovely that Spain and France struggled for its possession more than two centuries ago.

Spanish adventurers were the first white men to fall under the spell of San Antonio's charm. Missions were toilfully reared by Franciscan Fathers as outposts of civilization. In one of these missions—The Alamo—a band of gallant Texans later made the

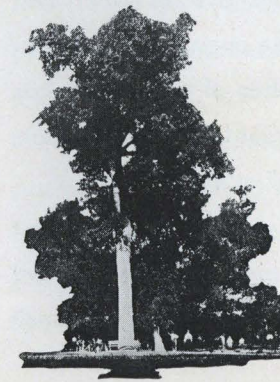


Where playgrounds are found in the heart of town



immortal sacrifice which resulted in the freeing of Texas from a foreign yoke.

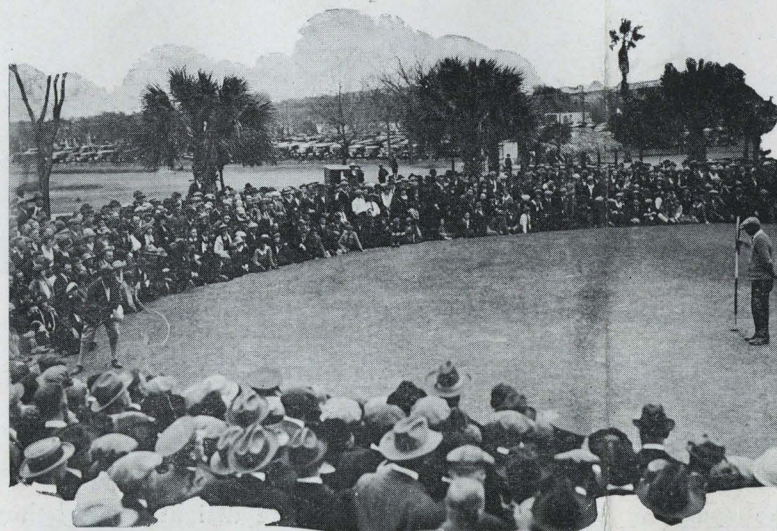
Against the mellow background of its romantic history, San Antonio stands today the largest city in Texas—with modern business houses jostling its ancient cathedrals and missions.



And Today, as Yesterday, men come to San Antonio to LIVE!—lured by the dazzling glory of its sunshine, the silver radiance of its moonlit nights, the sparkling purity of its water and the delight of its balmy climate.



Nature invites outdoor recreation the year around

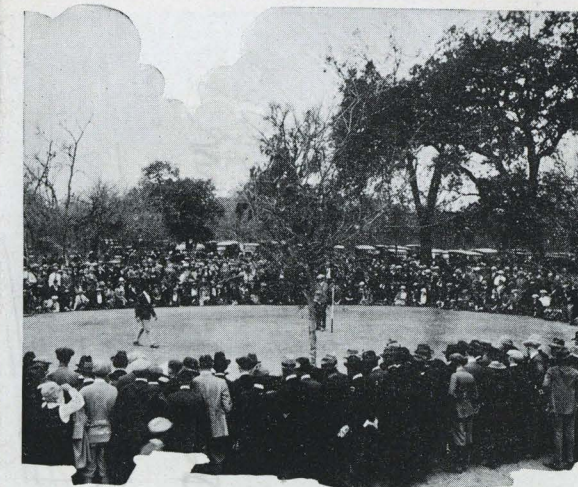
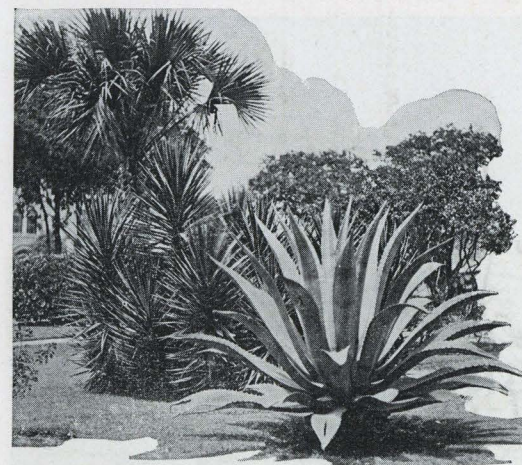


The Winter Playground of America

In San Antonio winter only serves to accentuate the perfume of roses and give an added zest to life in the open. Roses bloom in the shelter of swaying palms and the great Outdoors trumpets "welcome" at every turn.

Is it any wonder, then, that San Antonio is the mecca for eager golfers from all directions?

Every day is a golfing day in sunny San Antonio



They come from coast to coast to make the city's numerous sporty courses their winter "stamping ground." Here Maine shakes hands with Michigan; New York waves to Illinois.

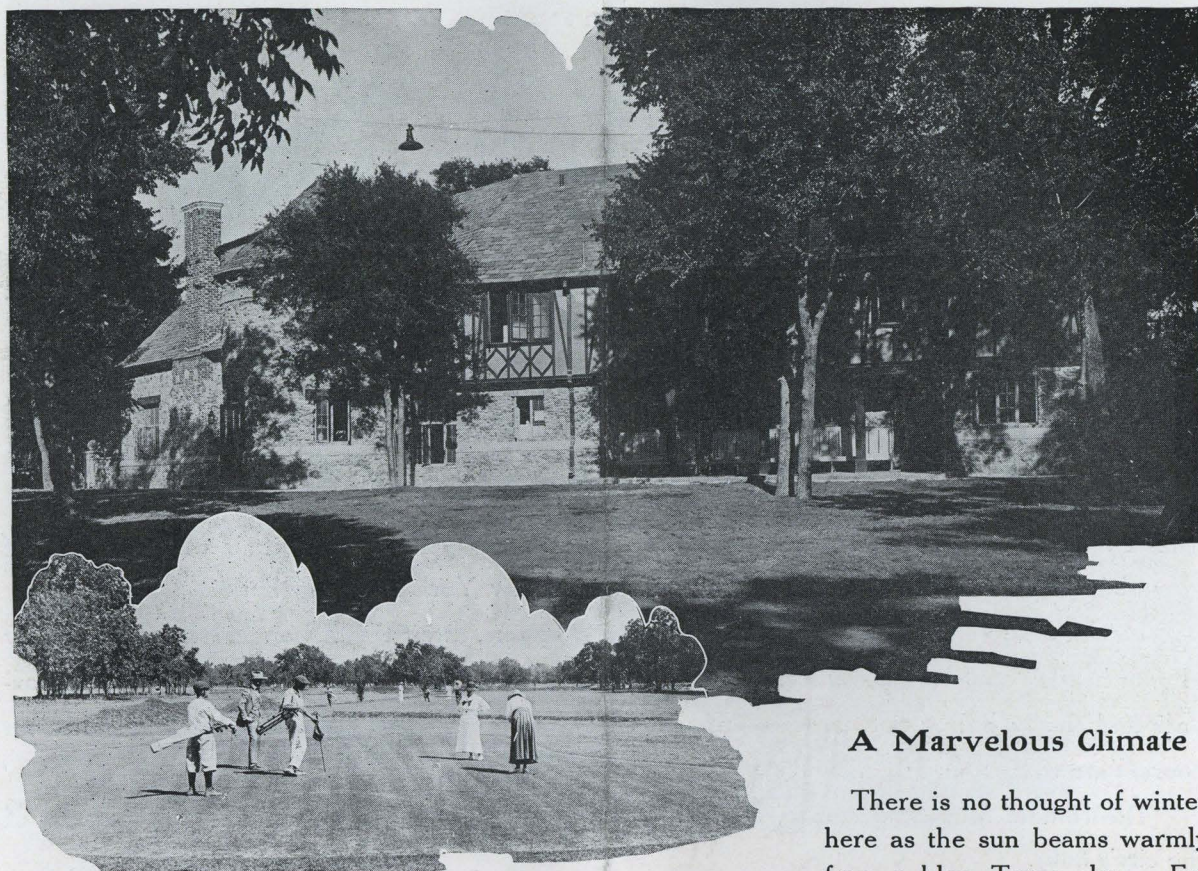
Ideal links, to which ice and snow are perfect strangers, await the visitor. Here you can play to your hearts' content, one satisfying day after another—making smashing drives, overcoming hazards and finally holing out on grass greens of velvety smoothness. Go where you may, no better courses are to be found the country over.

The 18-hole Municipal course, located in Brackenridge Park, is perhaps the most famous of the city's links.

Not only are players welcome on this course the year around, but it is the scene of the annual Texas Open Championship Tournament, an event which attracts the country's leading professionals. The prize list is the largest offered for any tournament in the United States.



Mellow sunshine adds zest to winter golf



A Marvelous Climate

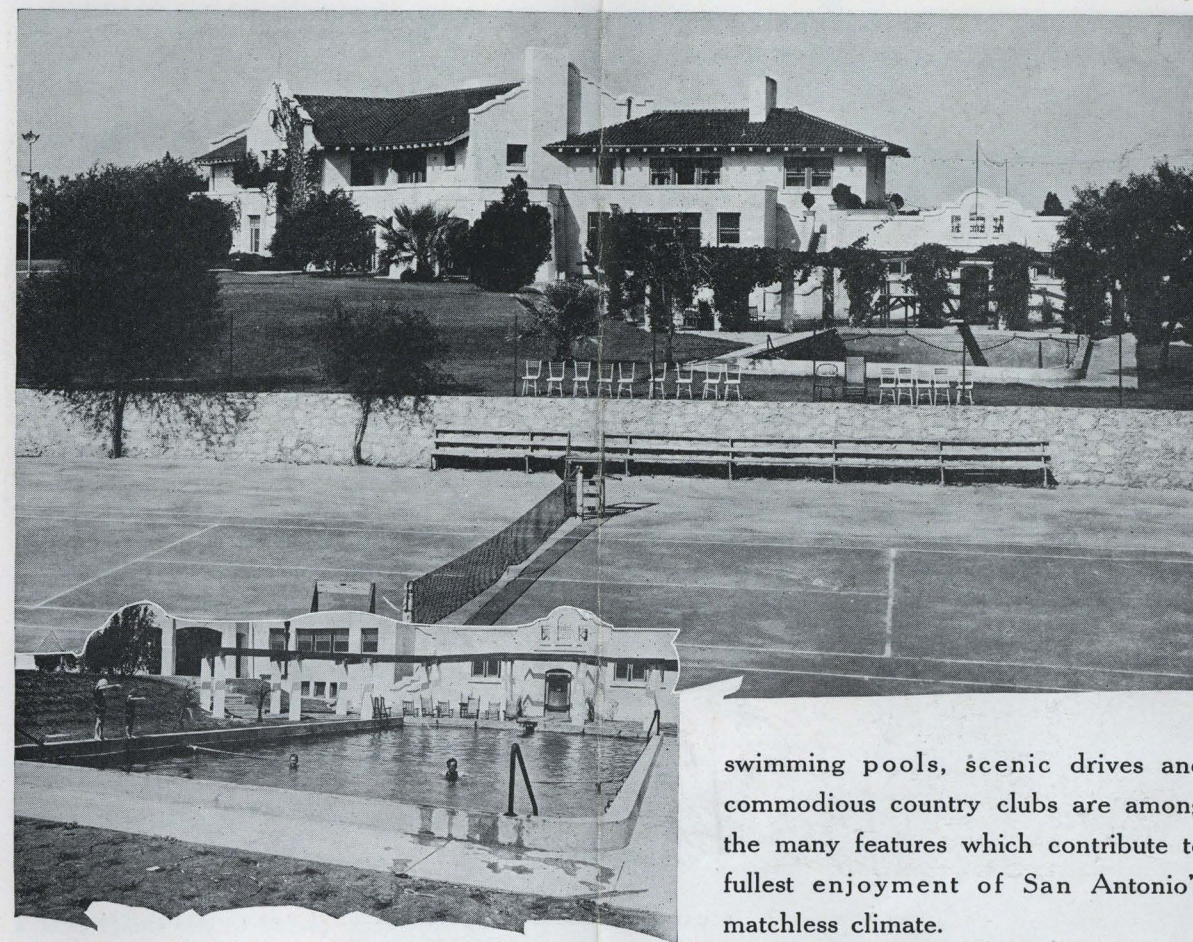
There is no thought of winter here as the sun beams warmly from a blue Texas sky. Ex-

hilarating days follow each other in fascinating succession—weather that lures you forth to saunter in flower-grown parks and plazas; to explore winding streets of the quaint Mexican quarter to motor over smooth roads to mountains and sea; to picnic in the open; to tramp the hills for game! To breathe the clean, sweet air is to know the joy of living.

An altitude of 700 feet above sea level gives San Antonio a dry, clear atmosphere. This lack of humidity is one of the first things to impress the visitor, whether he comes in summer or winter. Prostrations from heat are un-



Winding roads lead to hospitable country clubs



swimming pools, scenic drives and commodious country clubs are among the many features which contribute to fullest enjoyment of San Antonio's matchless climate.

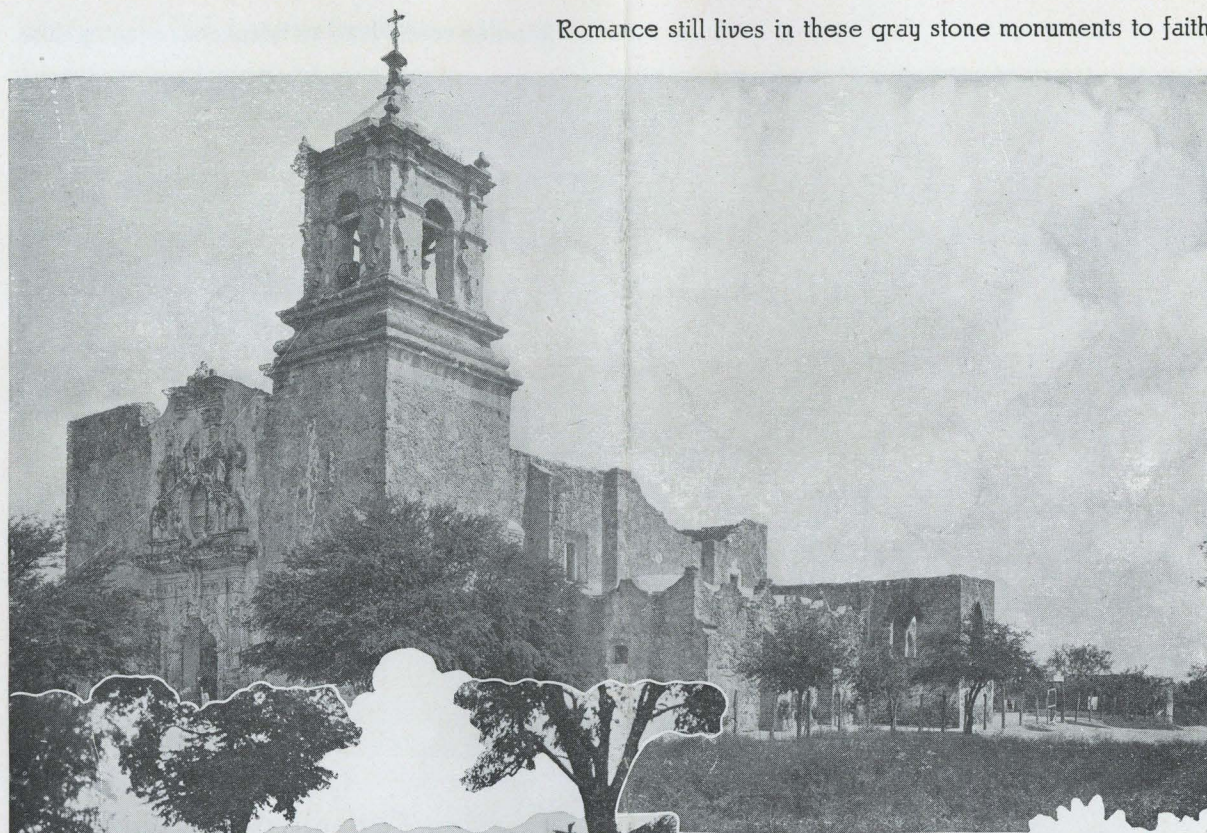
known and in the winter months it is only on rare occasions that temperature causes the slightest discomfort, so dry is the air. The mean annual temperature is 67.9 degrees.

Although the rainfall is adequate for agricultural needs, it is so evenly distributed over the year that pleasure seekers are caused no inconvenience. There is no "rainy season." Cloudless skies greet the visitor for more than 300 days in the year.

Golf courses, tennis courts, polo fields,



Romance still lives in these gray stone monuments to faith



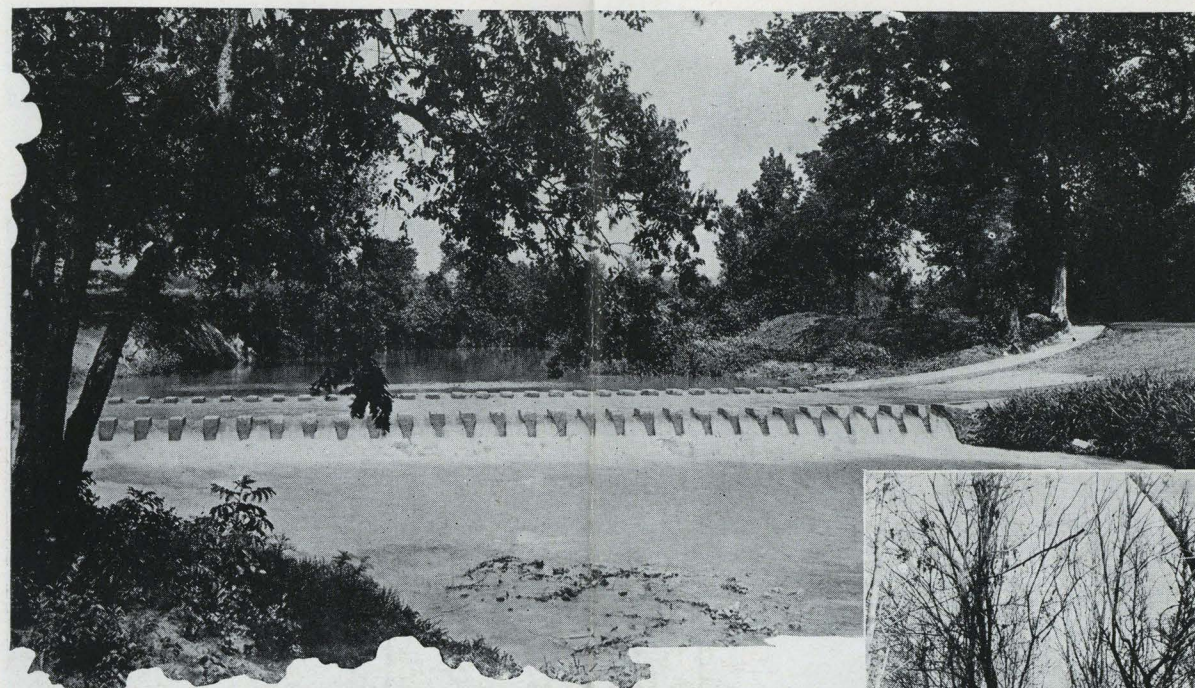
An Old World Atmosphere

A quaint Latin atmosphere adds a lazy charm to the delights of a sojourn in San Antonio. Down meandering side streets are tucked fascinating bits of old Mexico.

In the heart of town stands the Alamo, an ivy-covered monument to a glorious fight for liberty. South of the city are the missions—five gray pearls strung on a white highway—mute tributes to the faith of the "padres" who carried the cross of civilization into the wilderness two hundred years ago.

Mission San Jose numbers among its treasures one of the finest carved windows in American architecture.

Shady nooks along singing waterways bid the camper linger

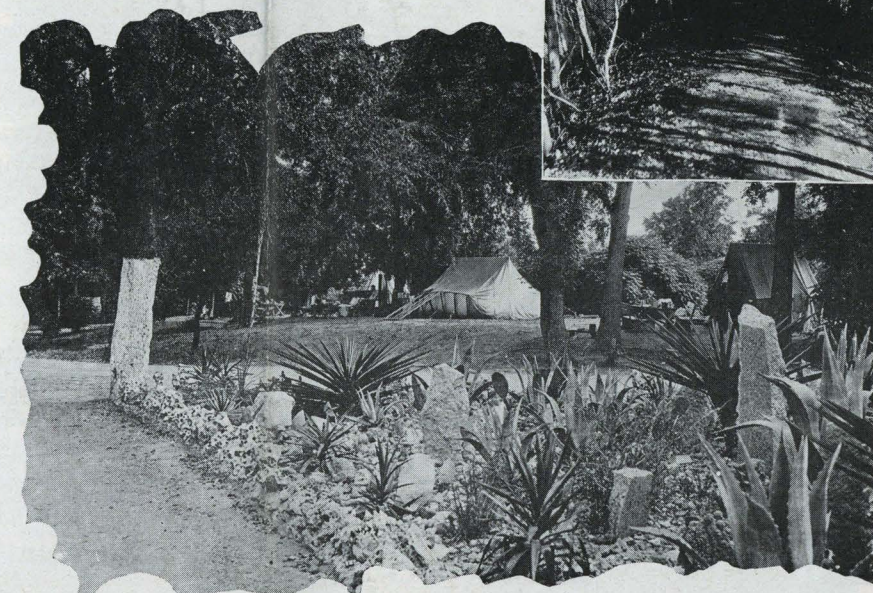


Ideal Camping Grounds

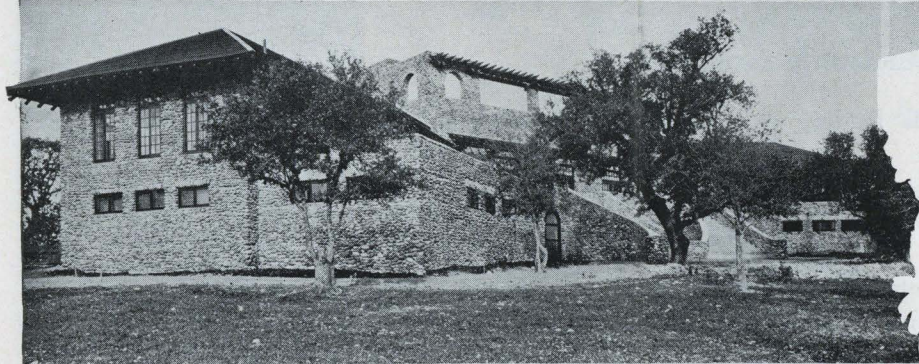
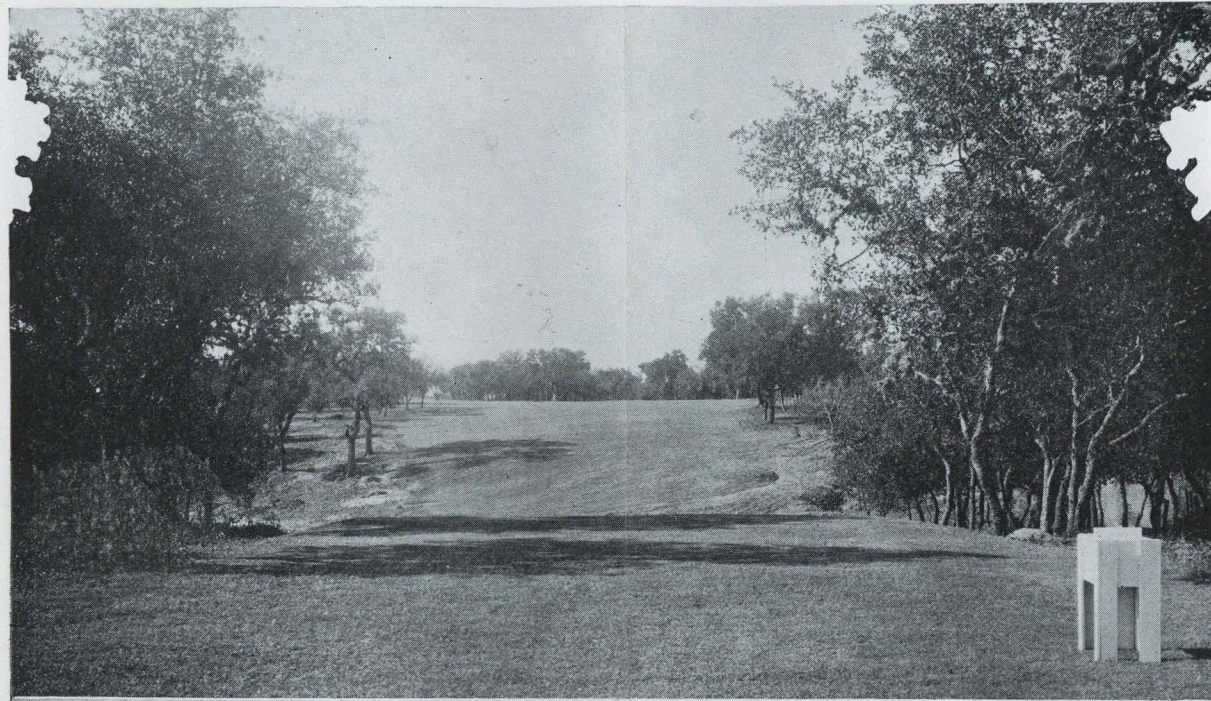
Along the paved roads leading into San Antonio are shaded lanes and gurgling streams to lure the motorist from the highway, coaxing him to linger by the roadside in secluded camping grounds.

In whatever direction the traveler turns, he finds these beguiling spots. They dot the smooth highways stretching away into the hills to the north, and south to the Gulf coast.

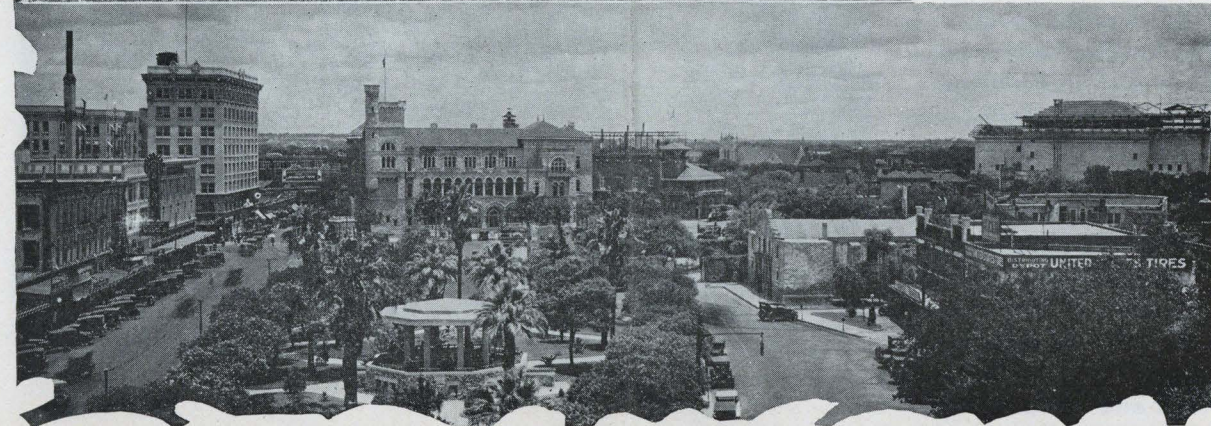
A free municipal campsite in Brackenridge Park provides its nomadic guests with water and wood.



Here work and play unite in happy measure



San Antonians work with their playgrounds in sight!—with office windows framing pictures of rustling palms on verdant plazas and hospitable country clubs in the distance.



Today's temples of modern commerce tower above ancient cathedrals

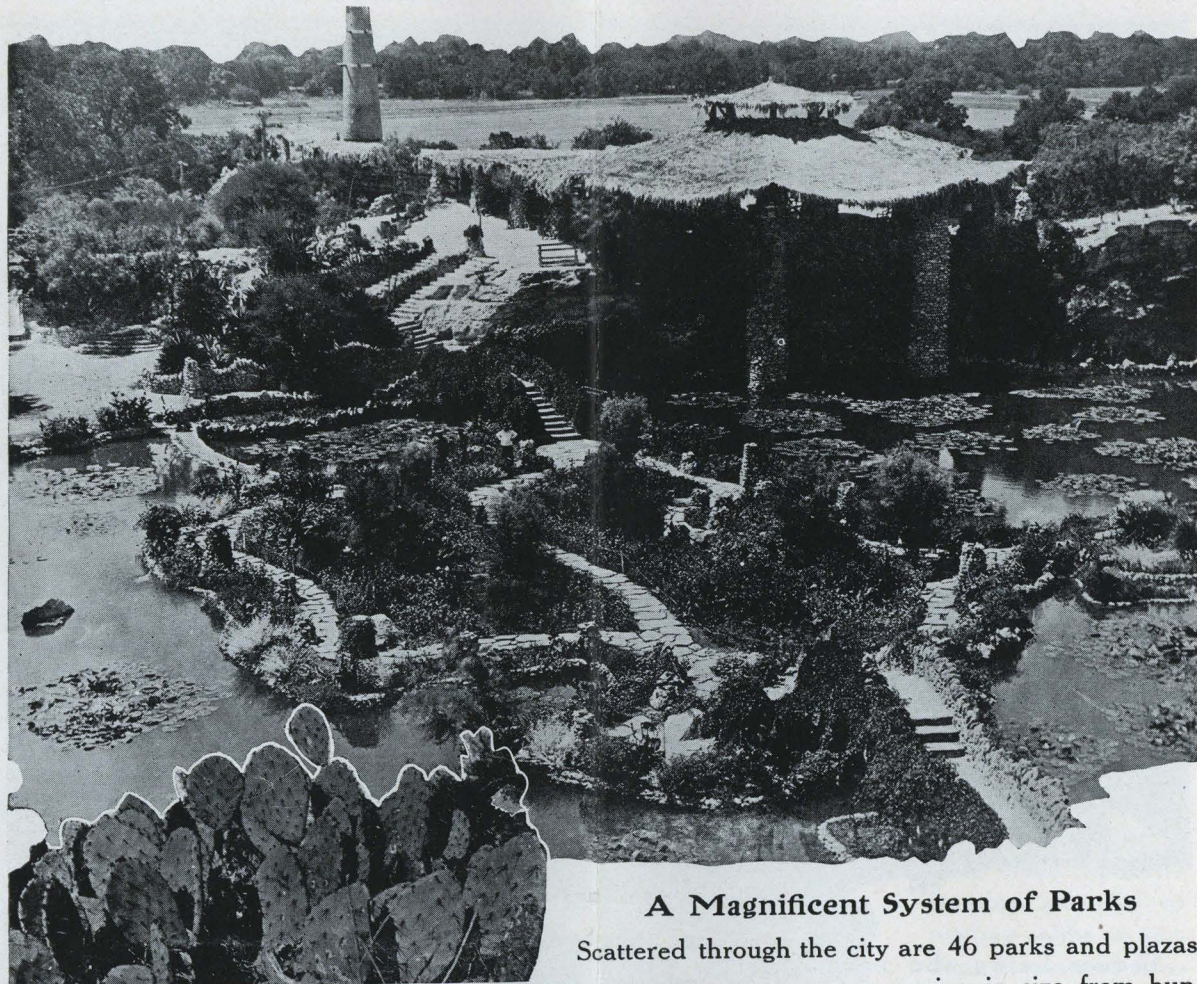


Besides being the natural gateway to Mexico, San Antonio is the center of a rich trade territory larger than the combined areas of Ohio, Massachusetts, New Jersey, Delaware, Rhode Island and Connecticut.

Plentiful labor, cheap fuel, equable climate, abundant raw materials and adequate transportation are factors in the rapid growth of industrial enterprises. A wide variety of products are manufactured.



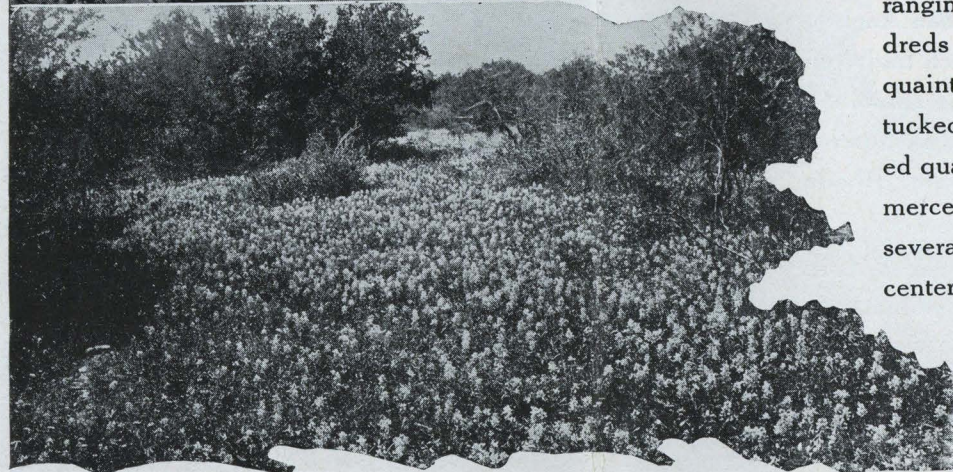
The Sunken Garden is world-famous for its beauty



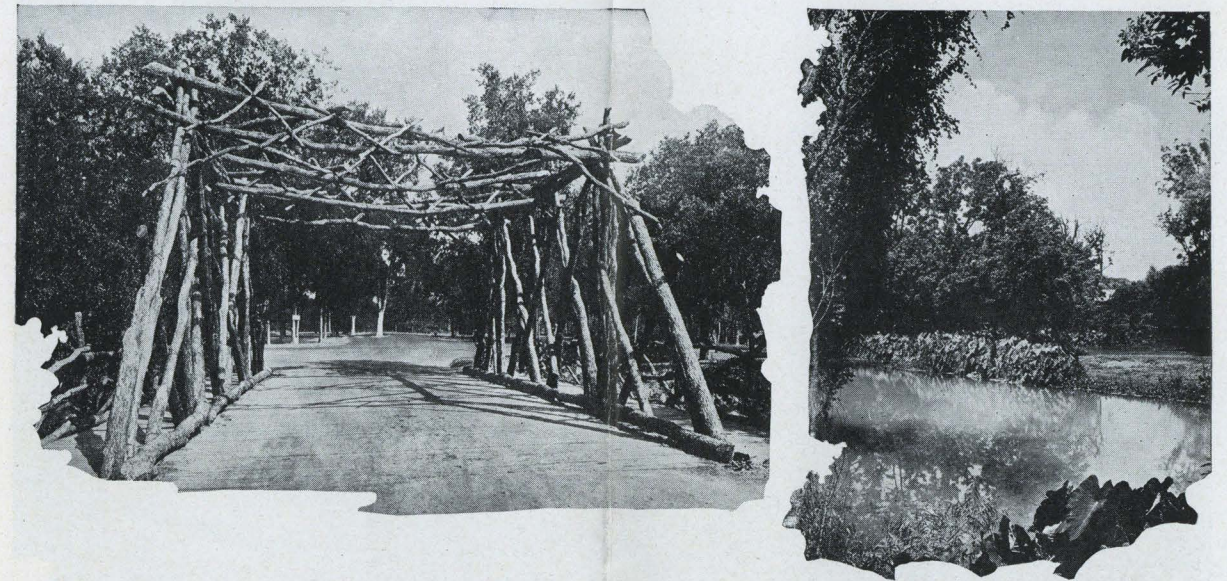
A Magnificent System of Parks

Scattered through the city are 46 parks and plazas, ranging in size from hundreds of acres down to quaint little beauty spots tucked away in unsuspected quarters. Modern commerce flows around the several plazas that are the centers from which the city has grown.

In Brackenridge Park is the Sunken Garden, a fairy-land



San Antonio's artesian water is the purest in the world

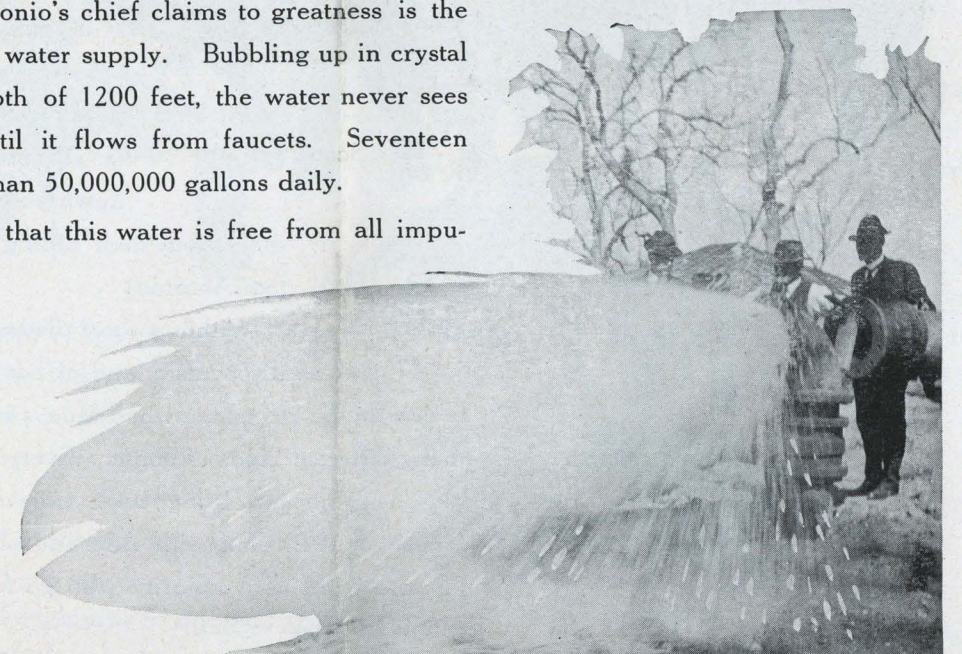


of semi-tropical loveliness. Here, too, is the municipal golf course, polo field, tennis courts, rifle range, bathing beach, and other facilities for recreation.

Having its headwaters above Brackenridge Park, the San Antonio River winds its picturesque way through the heart of town, traveling twenty miles to go a distance of six.

One of San Antonio's chief claims to greatness is the purity of its artesian water supply. Bubbling up in crystal clearness from a depth of 1200 feet, the water never sees the light of day until it flows from faucets. Seventeen wells provide more than 50,000,000 gallons daily.

Analysis reveals that this water is free from all impurities, very low in mineral content, and can be used with every assurance of absolute wholesomeness. Nature produces nothing more pure!



San Antonio is in the heart of a sportsman's paradise



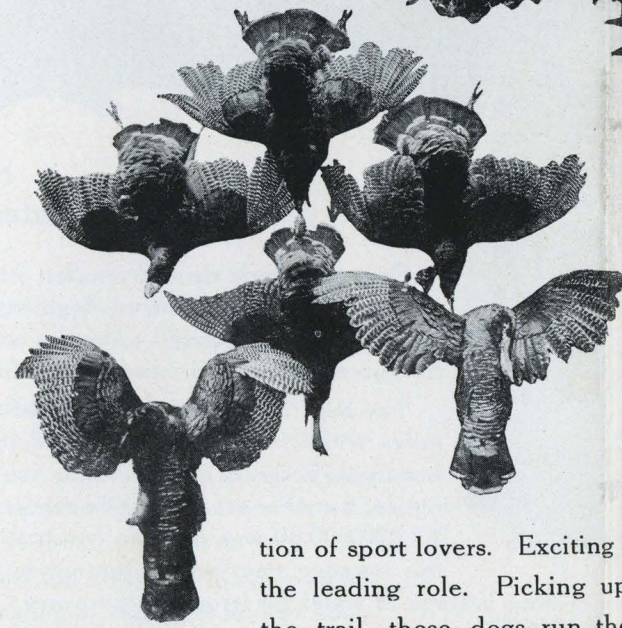
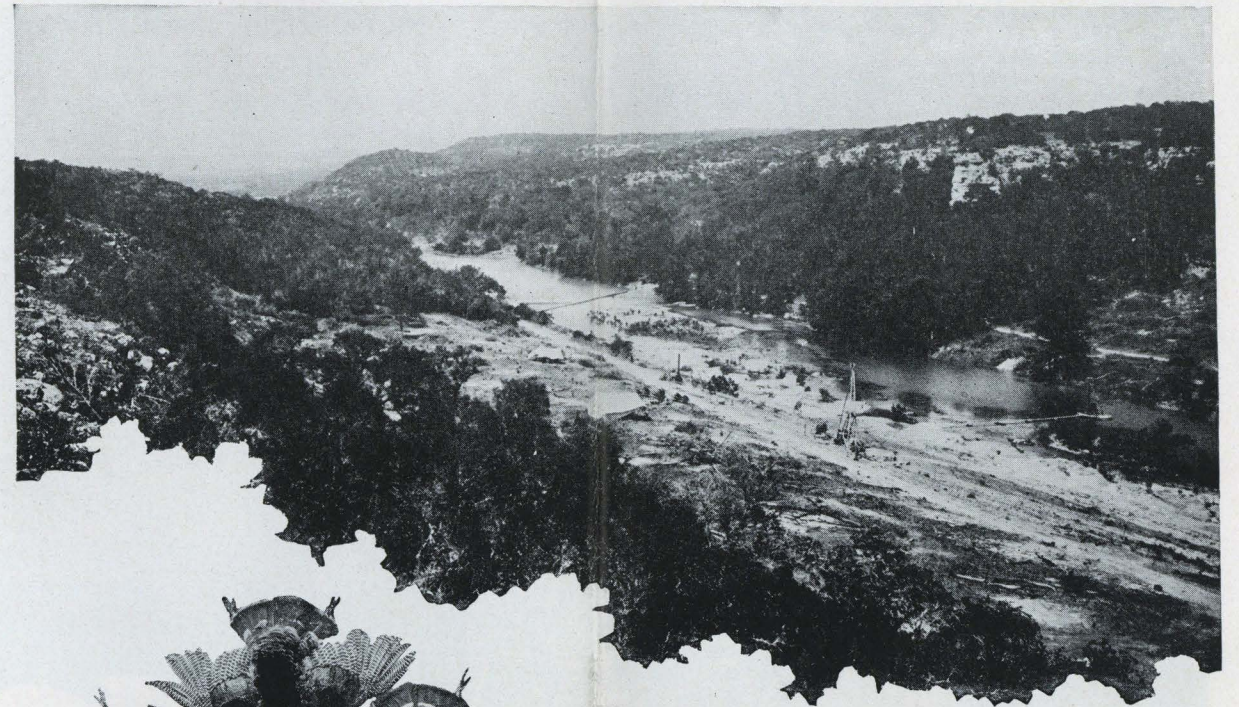
The "Happy Hunting Ground"

If you would match your aim against the fleetness of big-pronged bucks, bag wild turkey in sequestered haunts, bring down your limit of ducks, flush quail from their hiding place—then come to San Antonio!

Within a short distance of town the hunter discovers a land of heart's desire; a region in which the far-stretching wooded hills and dales abound with many different kinds of game. Every day during the open season sportsmen bring back from the field tangible evidence of their skill with rifle and shotgun. Deer is the favorite quest of a majority who go forth, with wild turkey running a close second.

However, many take keen pleasure in duck and bird

The hills and streams abound with game



shooting. Doves and quail are plentiful and ducks are found in large numbers on nearby lakes.

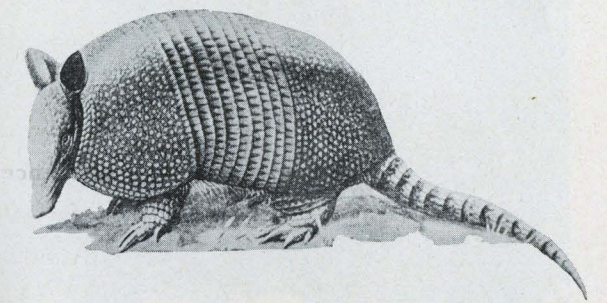
Even the lowly jack rabbit and chattering squirrel come in for attention from nimrods who like to "keep their hand in" on small game.

Among the sports followed here is that of wolf hunting, under the auspices of an associa-

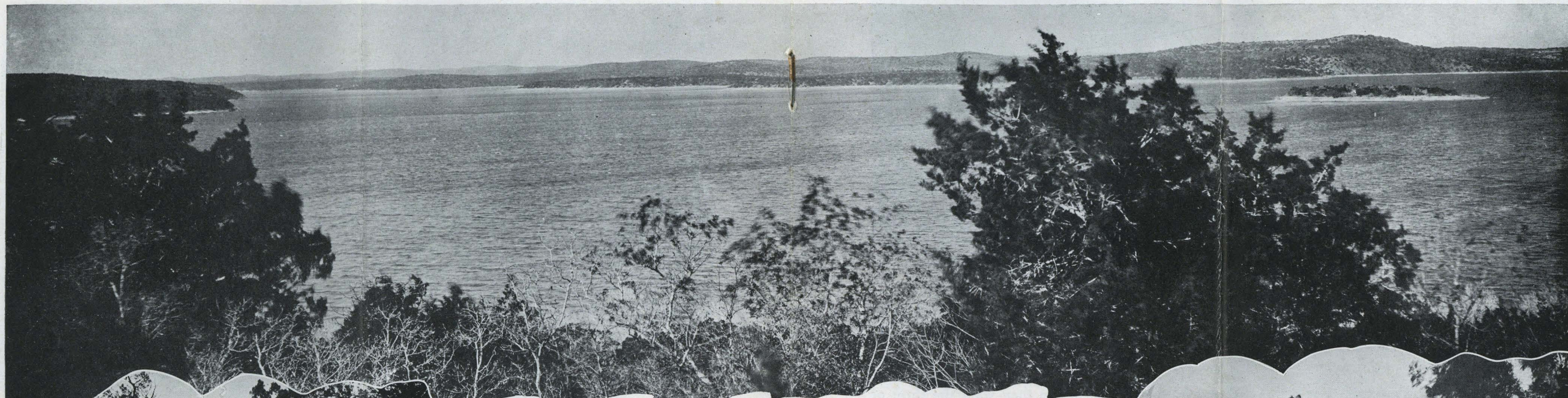
tion of sport lovers. Exciting hunts are staged at intervals, with trained dogs in the leading role. Picking up the trail, these dogs run the

wolves down or corner them in lairs.

The Chamber of Commerce facilitates the pleasure of visiting sportsmen by supplying full information about the best places to go for any particular game and by assisting in the arrangement of hunting parties.



Medina Lake—America's greatest black bass fishing ground



Medina Lake
America's Greatest Black Bass Fishing Ground

Only an hour's drive from San Antonio over a hard surfaced highway is Medina Lake, conceded to be the country's premier resort for black bass fishing.

The lake is 18 miles long by about 2 miles wide. It is the largest and most beautiful body of fresh water in the entire Southwest. Approximately \$7,000,000.00 was spent in constructing the massive dam which impounds this enormous volume of water for irrigation purposes.

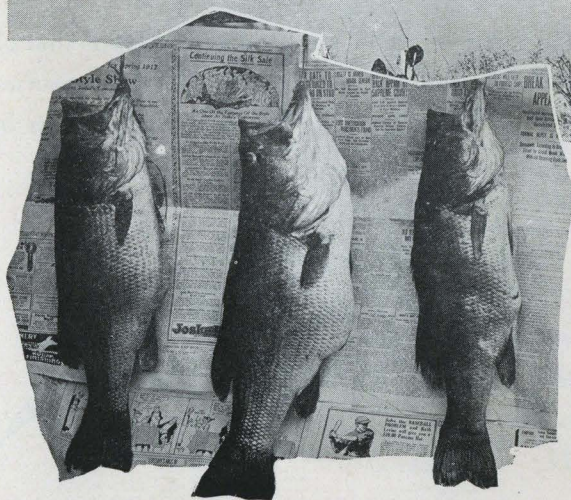
But it is the fighting black bass that has made Medina Lake a familiar name to devotees of the reel. The lake fairly teems with these game members of the finny tribe.

Bass weighing as much as nine pounds have been landed after exciting fights and the ordinary catch ranges from two pounds up. Any fisherman who has cast a line on Lake Medina will testify to the prize strings that are brought in daily.

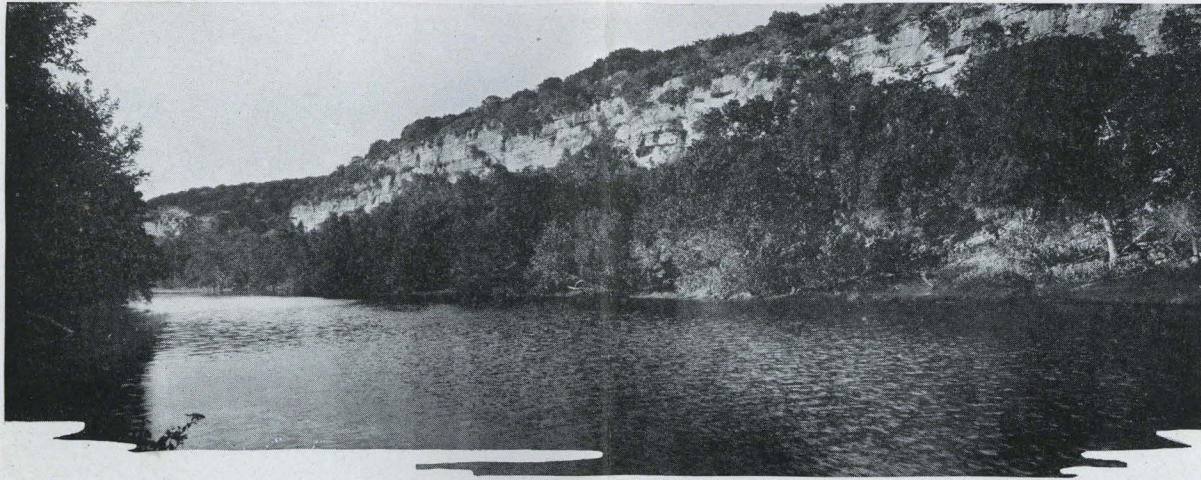
The lake is kept well stocked from a government hatchery and rigid enforcement of the game laws insures continued growth of the sport. In addition to bass, perch, crappie and channel cat are among the fish caught in large numbers.

Duck shooting is also a favorite pastime and surrounding hills are alive with game.

Lake Medina nestles in the mountains at an elevation of 1080 feet and, in addition to its fishing, is famous as a recreation center. Its wooded shores and cliffs are dotted with comfortable lodges and taverns for visitors and the country homes of San Antonians. Scores of fast motor boats and numerous house boats have a place on the lake. Regattas, swimming contests and other aquatic sports are popular.



Gray crags mirrored in clear waters



Hills and Waterways Return Rich Rewards

One of the reasons why San Antonio possesses such a strong attraction for sportsmen is because of the practically limitless field in the choice of game in the territory of which this city is the center.

Disciples of Isaac Walton do not search beyond Medina Lake, unless they want the thrill of landing a tarpon. In this case the Gulf coast to the southwest, where the "silver king," mackerel and other deep water fish have their abode, is easily and quickly reached by motor car or train.

As already stated, deer and wild turkey hunting is to be had within an easy radius of the city. For longer hunting trips the many big ranches in this section offer a fertile base of operations. While some of these ranches are posted, in most cases arrangements can be made for hunting privileges.

If you are in search of doves and quail, it is only necessary to proceed a little beyond the city's outskirts to keep your gun warm.



Shooting on upland, marsh and stream

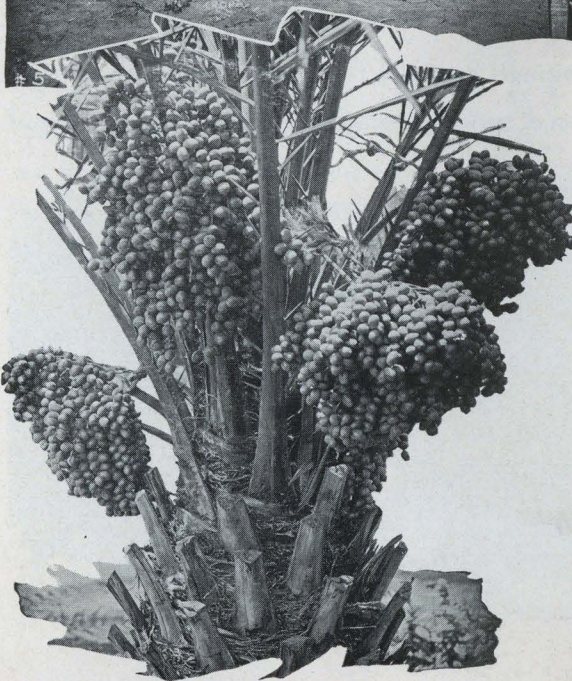


Nearby lakes and ponds are favorite haunts for ducks of every kind. Teal, blue-bills, red-heads, pin-tails, and canvas-backs dot the waters of Medina Lake. The wily mallard haunts the coves and marshes in secluded spots. The whistling wings and constant "bang" of guns are welcome sounds that thrill the sportsman's heart.

And then the coast, a field preferred by some, invitingly awaits, a few hours ride by car or train. Huge flights of ducks and geese stir the imagination and invite comparison to any found south of Alaska. Hundreds of hunters spend happy days along the bays that fringe the Gulf of Mexico and none returns without a word of praise. Duck shooting, that gem of sports, is indeed no better anywhere than in the territory surrounding San Antonio.



Winter fruits and vegetables yield a golden harvest



An Agricultural Empire

San Antonio is the trade center of a vast agricultural empire, the resources of which have hardly been scratched.

Although extensive development has been carried on as evidenced by the prosperous truck gardens, farms and ranches in this section, countless fertile acres still await the magic touch of cultivation. Land in Southwest Texas is surprisingly cheap in comparison with smaller and more thickly settled regions. And on farms down here crops are grown the year around!

Because of fertile soil and ideal climatic conditions, more and more acreage is being planted in winter fruits and vegetables. Carloads of luscious strawberries are shipped to hungry markets in the north and east at a season when they bring top prices. Citrus fruits from this section are unsurpassed for taste and quality.

Cattle and sheep flourish on far-stretching ranches

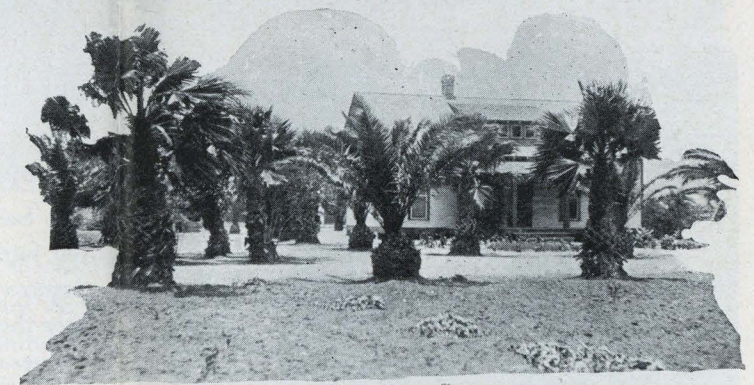


Among other fruits that flourish are figs, plums, peaches and pears. The territory to the immediate south of San Antonio is the country's center for production of Bermuda onions. Cotton, corn, grain, sorghums and hay are grown in large quantities.

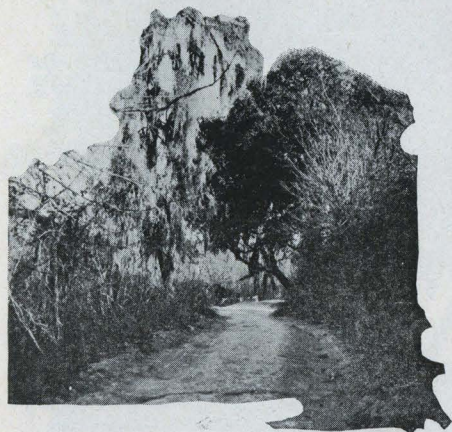
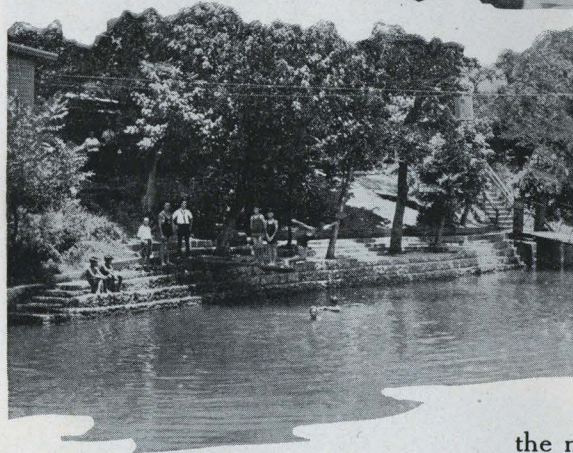
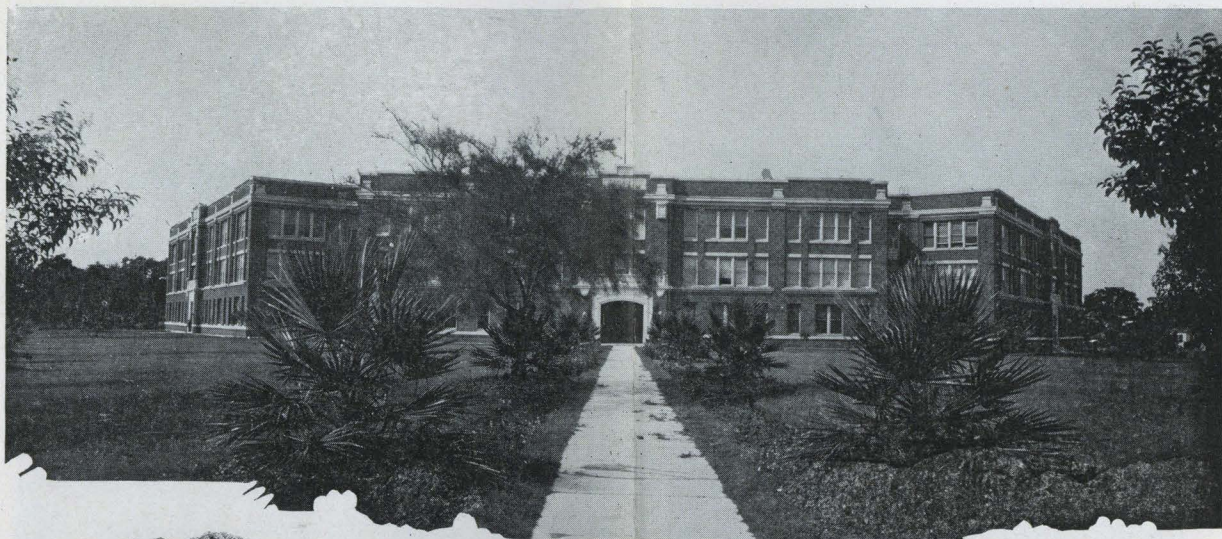
Most of the crops can be grown without irrigation. But to supplement the rainfall there is water from streams and from artesian wells, some having a flow as high as 1500 gallons a minute.

Considerable of the territory around San Antonio is especially adapted to grazing. Big ranches give pasturage to myriad cattle, sheep, goats and horses. The Texas ranch of storied fame still exists, except that the old-time steer is being replaced by blooded stock.

Rich oil deposits add to the wealth that comes from beneath San Antonio's soil. There are heavily producing fields on all sides and as yet development is in its infancy! Natural gas is piped into the city for domestic use.



San Antonio is a city of fine schools and churches



Eighty-odd Churches

In San Antonio a total of 87 church spires raise beckoning stone fingers to followers of their faith. Mass is still solemnized in ancient missions and cathedral bells call worshipers in tones the Indians once heard.

Moss-covered churches, facing verdant plazas, have settled down in their resting places like placid grey doves. And in sharp contrast are the many stately edifices of modern construction. Virtually every faith is represented here.

Housing the Three "Rs"

San Antonio's 91 schools and colleges provide educational facilities of the most comprehensive sort. There are more than 40 private institutions of learning—comprising large and well equipped sectarian schools supported by various denominations, military academies of high rating, private boarding schools and schools of music and art.

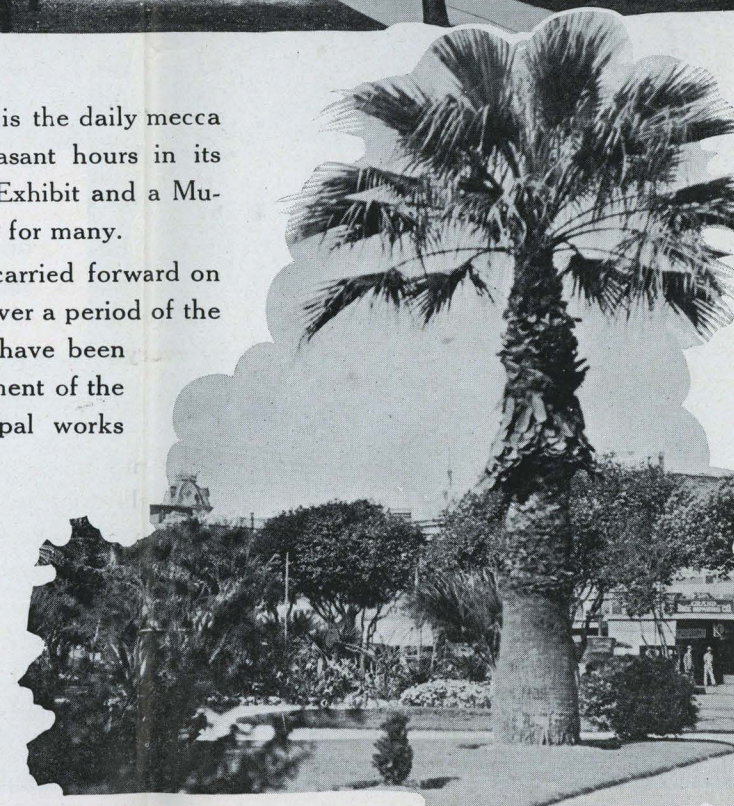
The public school system is most complete. In addition to an adequate number of ward schools, it embraces three high schools, and six junior high schools, all modernly equipped. Free text books are furnished, under a state law.

One of the foremost educational centers of the South



A bright and airy public Library is the daily mecca of hundreds, who while away pleasant hours in its peaceful shelter. A permanent Art Exhibit and a Museum of Natural History hold interest for many.

Public improvements have been carried forward on a tremendous scale in San Antonio over a period of the last ten years. Millions of dollars have been spent for paved streets, on enlargement of the park system and for other municipal works that make for beauty, convenience and permanence. But citizens are not content to rest on past records and performances. New civic undertakings are being inaugurated from month to month in the program of maintaining the city in its rightful position as the metropolis of Texas.



Glimpses of modern buildings in the metropolis of Texas



San Antonio enjoys the proud distinction of being the largest city in the largest state in the union!

It is a cosmopolitan center, supporting a population in excess of 200,000 progressive citizens.

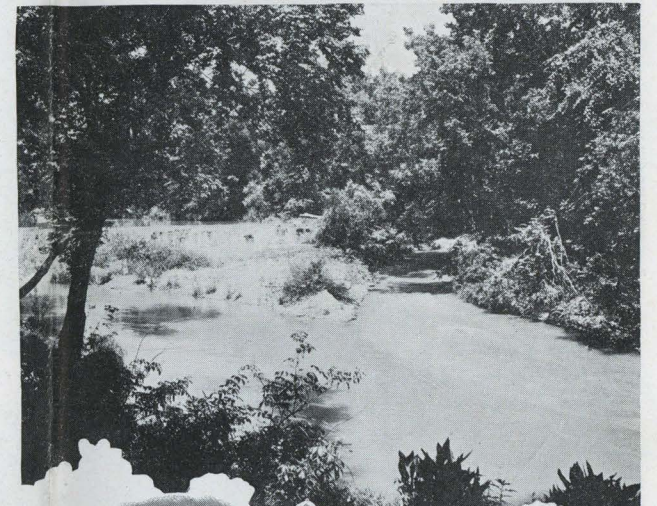
Its importance as a trade and distribution center for an enormous section contributes to its phenomenal growth. As the natural gateway through which flows much of the trade between Mexico and the United States, it is an important railroad point, served by several trunk lines.

Stop-over privileges are granted on all through railroad tickets.

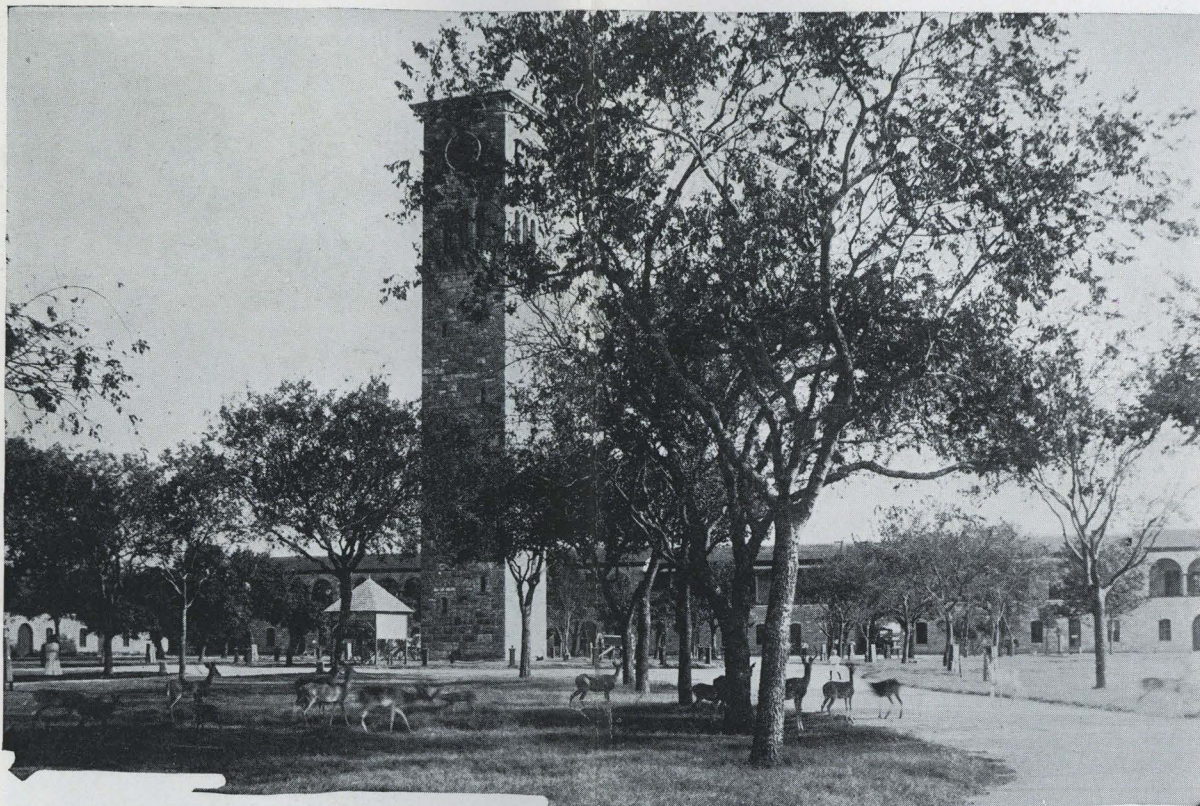
Clear streams water the ranch country



From ultra-modern hotels, to the domain of cattle barons is but a matter of few moments, by motor. Such is one of the charms of this land—the contrast between the modern luxuries of the city and the hardy seed from which it sprang.

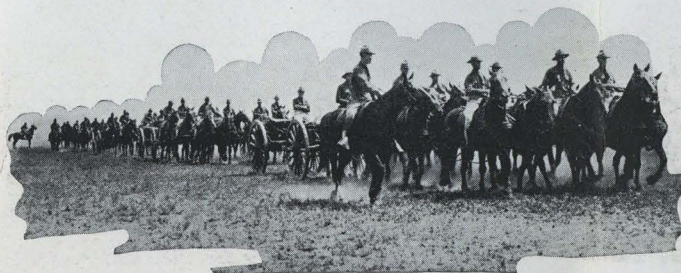


San Antonio is the largest army center in the United States



The Army Lends Color

Army activities weave a colorful thread through the tapestry of San Antonio's daily life, for it is here that Uncle Sam maintains his largest military establishments.



Every branch of the service is represented in the 8th Corps Area, of which Fort Sam Houston is headquarters. The Alamo City is home to the famous Second Division, and

Army maneuvers are a part of San Antonio's daily program



here, too, are the army's greatest flying schools and aviation fields.

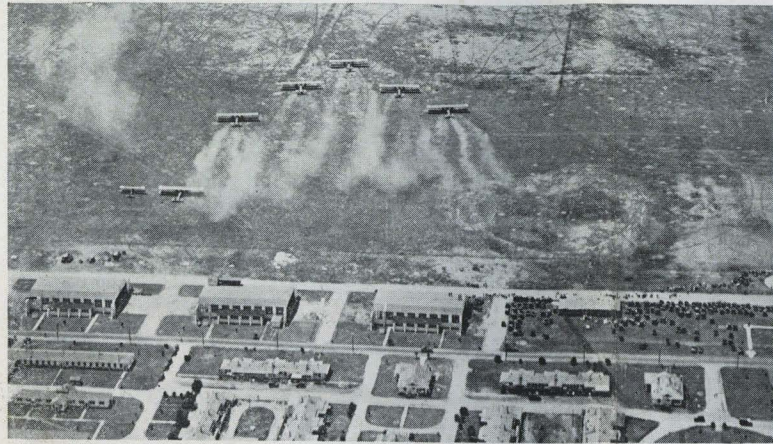
The burnished wings of planes flash over the city at all hours. A regiment of cavalry clatters across town on its way to maneuvers. On the stillness of night "taps" re-echoes sweetly.



Since long before the Civil War, San Antonio has been an important army center. Among the illustrious soldiers who have been stationed here appear the names of Robert E. Lee, Theodore Roosevelt, Frederick Funston and John J. Pershing.



Every branch of the military service is represented



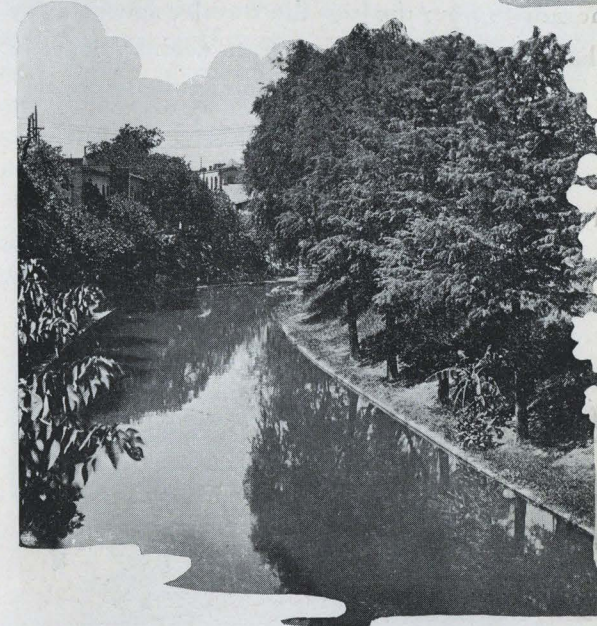
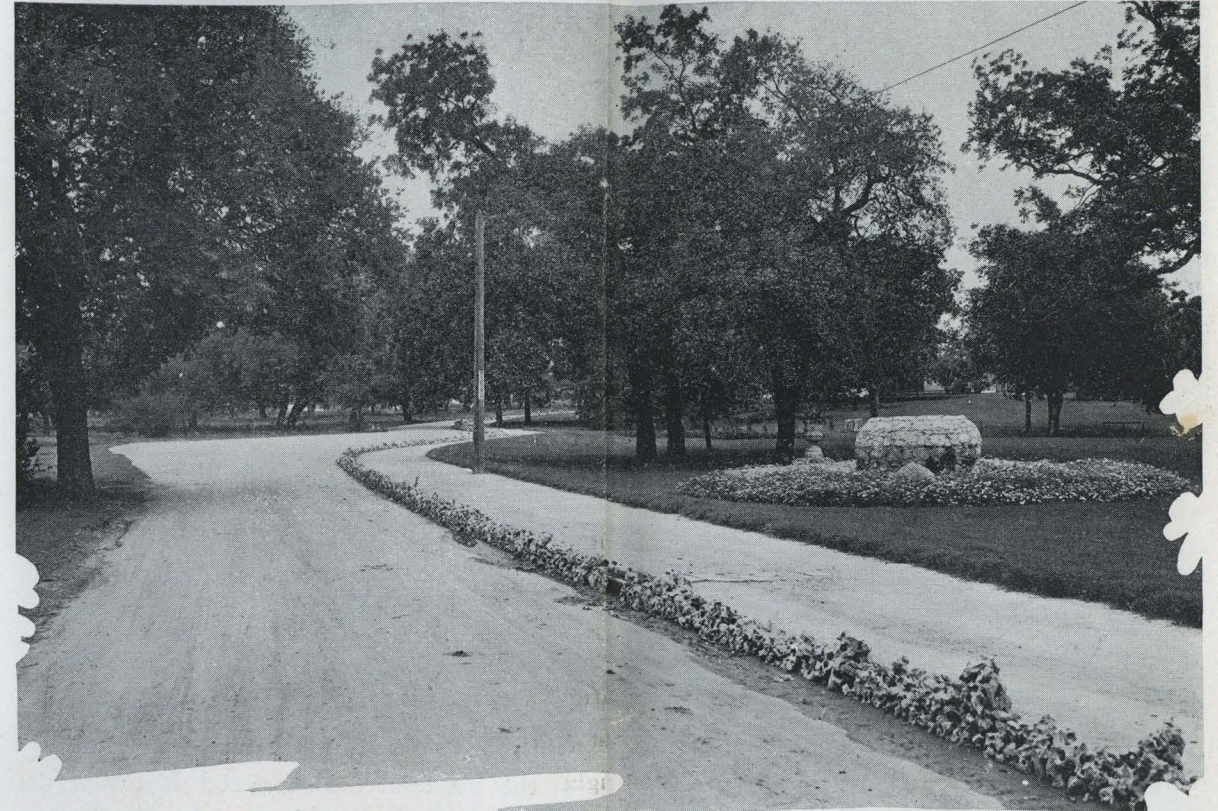
It was from San Antonio that General Pershing was called to lead American troops to glorious victory in the World War.

Visitors find keen interest in watching the army at work and at play. One day a mimic battle is staged; the next, scores of planes ascend in impressive fighting formation. Polo tournaments, horse shows and the gay social life in army circles add a cosmopolitan brilliance to playtime in San Antonio.

The dash and verve contributed by the army, and the traditions of the city's Latin founders blend in a gracious hospitality which is peculiarly San Antonio's own. There is no "stranger within the gate" here. All are made to feel at home.



Smooth roads reveal new delights at every turn

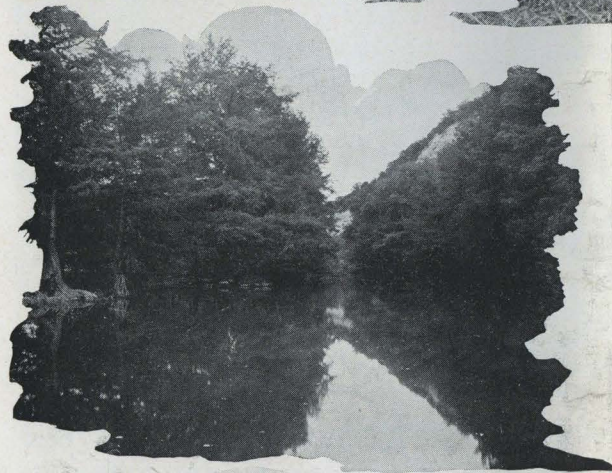
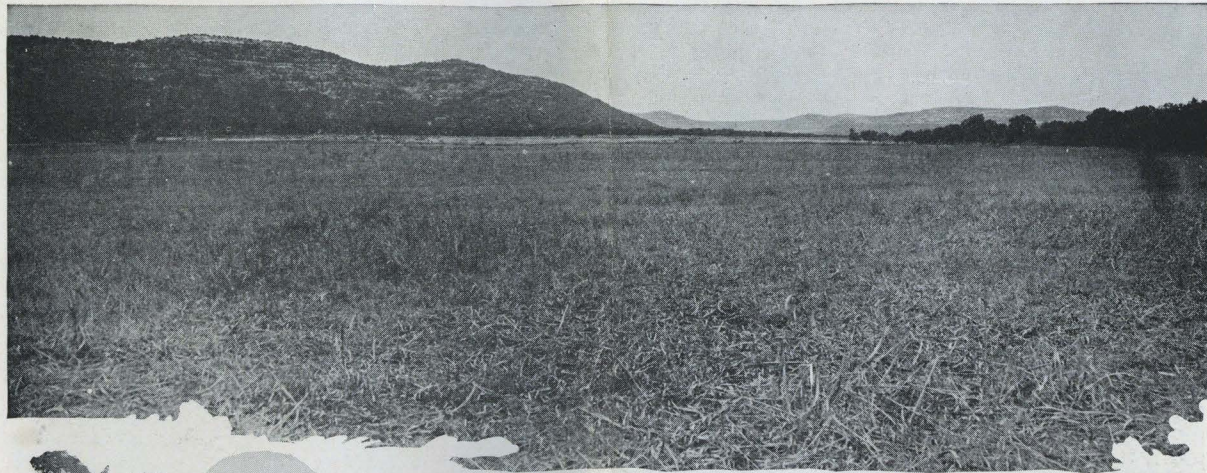


A Tourist Club provides a centralized meeting place for all visitors, where neighbors from the same state may clasp hands and new friendships are formed.

Churches and fraternal organizations join in the hospitable welcome, for all with affiliated interests.

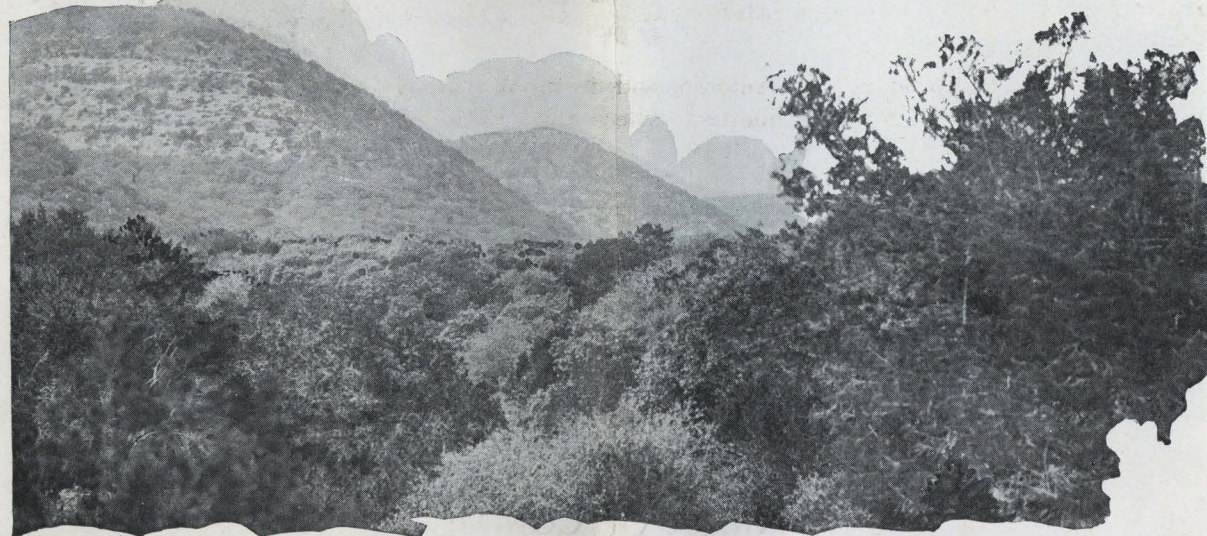
Lectures courses, a concert season with world famous musicians, theaters, motion pictures, afternoon teas and dinner dances in patios, on roof gardens and at clubs—all add to the wealth of diversions available.

Virgin hills that lure to picnic pleasures

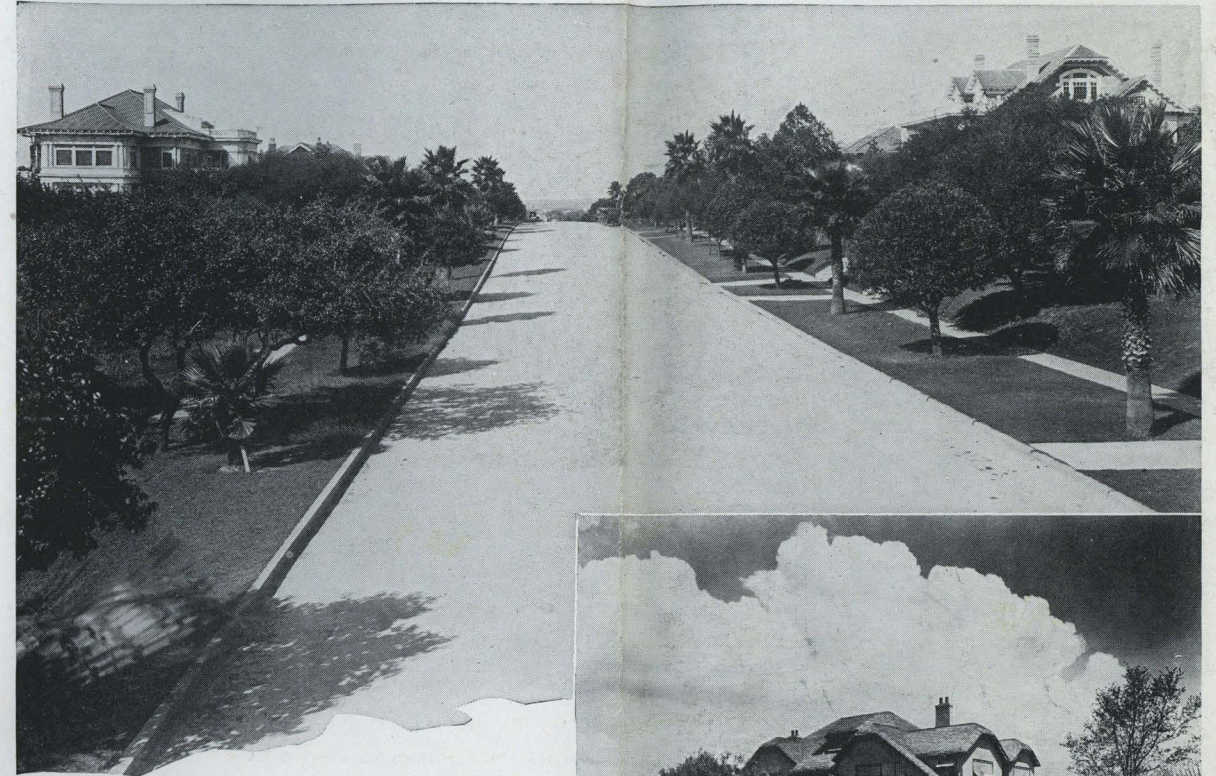


The High Road Calls!

Beckoning roads ribbon the countryside in every direction from San Antonio. Only one other county in the United States has a greater paved road mileage than Bexar, of which San Antonio is the hub. Over any one of the nineteen hard-surfaced highways that radiate from the city the traveler speeds away to enchanting picnic spots, to quaint villages in the hills or rich farmlands along the rivers.



There is no more delightful place in which to live



Southeast lies the coast, with its duck hunting and deep sea fishing. South, 150 miles, and Mexico reveals a new world. North and northwest is the scenic hill section, alive with deer, wild turkey and other game.

Then back again to sunny San Antonio, with its modern hotels, apartments and finely kept homes. Back, also, to Tourist headquarters, where a warm greeting and a friendly handshake await all visitors.

This booklet was prepared to acquaint you with the many features of interest and charm that San Antonio holds for visitor and homeseeker.

Any detailed information you may desire will be gladly supplied by

The San Antonio
CHAMBER OF COMMERCE



The Alamo