A stylized illustration in shades of brown, tan, and blue. On the left, a cowboy in a wide-brimmed hat and long coat leans over a dark cliff edge, looking down. Below him, a city with various buildings and streets is visible, with a river or road winding through it. In the background, a range of jagged mountains stretches across the horizon under a light sky. The overall style is reminiscent of mid-20th-century graphic design.

# EL PASO and the *New* SOUTHWEST.

J.D.  
Johnsen -

G A T E W A Y C L U B



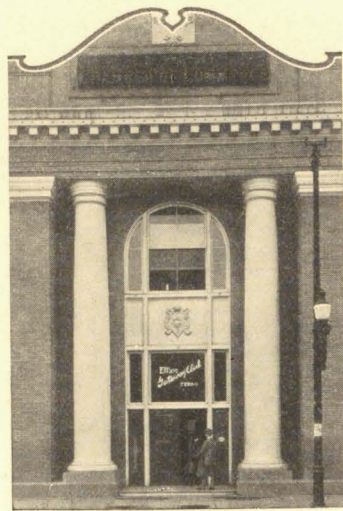
EL PASO  
and the *New*  
SOUTHWEST





Head of San Francisco Street, Showing Pioneer Plaza and San Jacinto Plaza



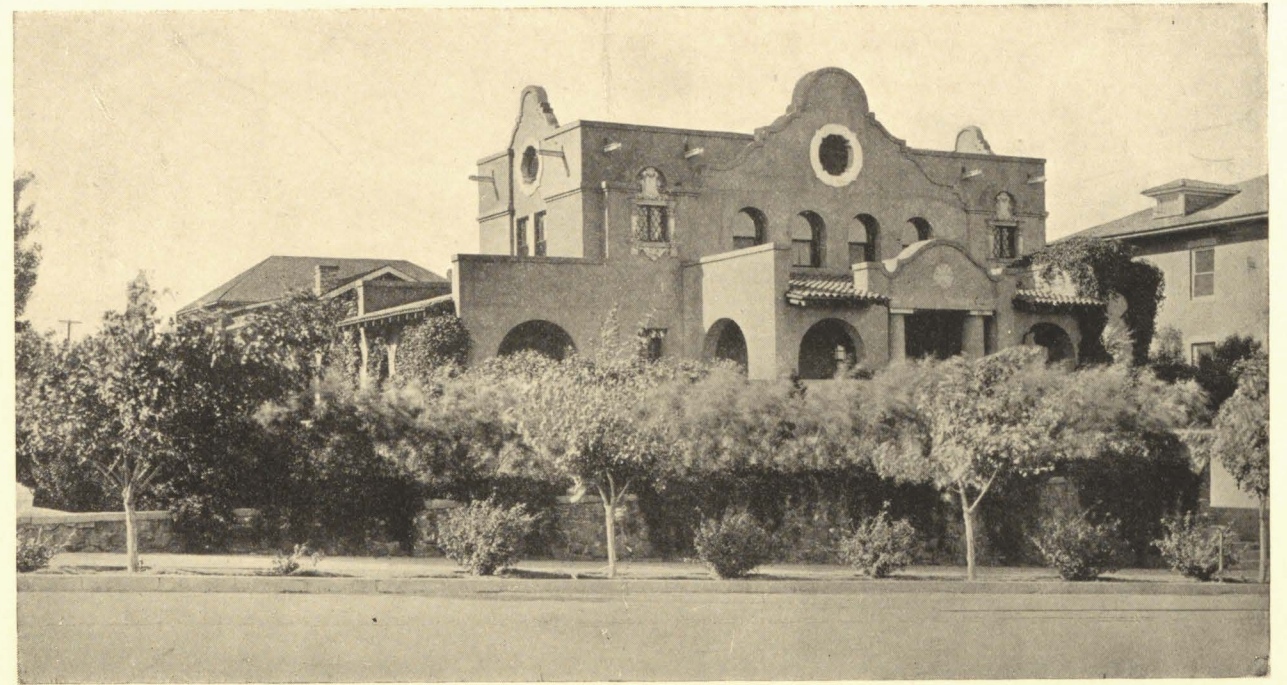


## FOREWORD

Here's hoping that your pleasure in reading the accompanying description of our city and community will be equal to ours in presenting it.

We hope, too, that we may have the pleasure of greeting you here in person at a not too distant date.

**El Paso** *Gateway Club*  
★ **TEXAS**



*Typical Residence in El Paso, the city of homes*

**U**NMATCHED geographical location, fertile and productive valley farm lands, ample water for irrigation, abundant mineral resources in the surrounding mountains and exceptional industrial and commercial opportunities, might serve as the theme of the invitation to come and live with us.

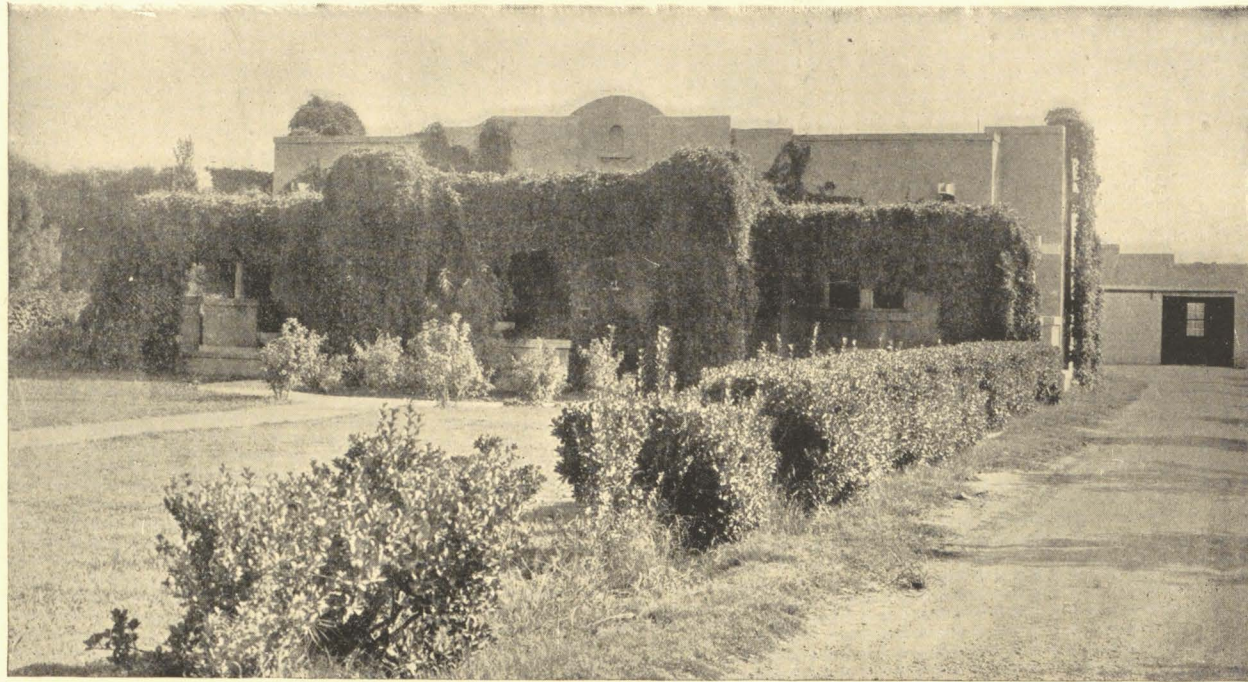
While our community possesses all these advantages, we have even better things. El Paso and tributary country offer, in full measure, not only opportunities to prosper, but also a healthful and delightful, dry, mild and sunny climate, and, in fact, every other requisite for long years of happy living.

El Paso is the county seat of El Paso County, at the western extreme of the State of Texas. Our county is roughly triangular in shape. Its area is 1,100 square miles. At a point a few miles above El Paso, one may stand with a foot in Texas, a foot in New Mexico and his head or hand in Old Mexico. The Rio Grande separates El Paso County from the Republic of Mexico and forms most of its southwestern boundary. The U. S. Census Bureau's estimate July 1, 1924, gives El Paso's population as 100,624.

El Paso stands on historic ground. Cabeza de Vaca led his brave but ragged followers to this vicinity in 1536. He was probably the first white man to see El Paso del Rio Bravo del Norte. Rodriguez stopped here in 1581 on his way north to found one of the first Missions within the present boundaries of our country. Benavides visited the district in 1630, followed later by Fra Antonio de Arteaga and other Christian pioneers. The first Spanish settlement was made at El Paso del Norte about 1659. El Paso was won by conquest from Mexico in 1836, when Texas was a nation. It was the first trading post and the first settlement in the territory which is now Texas. It was called Franklin for a time but when the new town was plotted in 1858 the name was changed to El Paso. It was incorporated as a city in May, 1873.

Our city is the social, religious, educational, industrial, commercial, financial and climatic centre of an area of many thousand square miles, an area as large as the whole of the United States east of the Mississippi. It has eight railroads. It is and has always been the principal portal for trade between the two great North American Republics;





Suburban home near El Paso

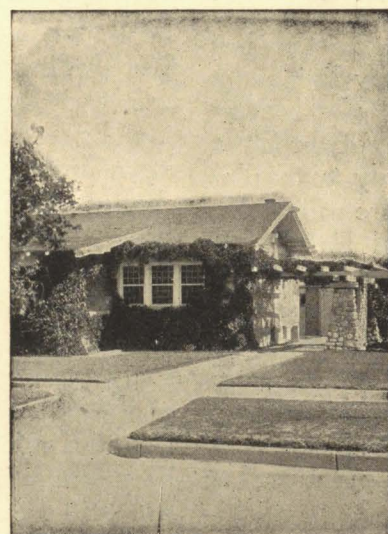
the gateway to and from Mexico for commerce and travel. Its resources north of the Rio Grande assure its present and future prosperity. Its position at the gateway to Mexico will make El Paso the thriving city of 150,000 or 200,000 population, which our citizens have already pictured it to be, within a few decades.

Our city nestles on the mesas, at the foot of lordly Mount Franklin. Mountain peaks rise on all sides. On the one hand, the colorful Organ Ranges, Hueco Mountains and the rugged Sacramentos; on the other the majestic Guadalupe and the Sierra Madres, all filled with fine fishing streams, natural parks, cañons and pleasure resorts of great beauty and interest. At El Paso's feet meanders the Rio Grande, famed in song, story and picture, the river along the banks of which the first settlers from Europe found their way north.

The charms of El Paso's climate can be fully appreci-

ated only by those who make their homes here, but these charms are quickly recognized by all. A commission appointed in 1852 reported back to Congress, not only that through El Paso del Norte was the most feasible way for a national railway line to the Pacific coast, but also made enthusiastic mention of El Paso's blue skies and bright sunshine.

El Paso enjoys sunshine on more than 331 days in every year. During last year, which was in no way exceptional, El Paso had 3,770 hours of sunshine, a daily average of ten and one-third hours. Only seventeen days were listed as cloudy and there was not a single day of fog or a single severe storm. Summer temperatures are modified by an altitude of 3,762 feet, by refreshing rains, (just about one-half of our rainfall comes in July and August), and by cool winds from the surrounding mountain peaks. Nights are usually cool. The air is dry and



Hundreds of artistic bungalows like this



Climbing vines and shrubs beautify our dwellings

light. The percentage of humidity, or moisture in the air, is remarkably low. Because of these conditions, even our moderate extremes of heat and cold appear to be from 20 to 25 degrees less than they really are. The average yearly temperature is 63.5 degrees; the average rainfall is 9.39 inches. Here in El Paso one finds the four seasons of the temperate zone at their best. Spring and autumn are less marked than in localities with more severe extremes of temperature. The winter brings delightful days of sunshine and starlit bracing nights. Temperatures cooler than 25 degrees above zero are rare. As heat prostrations, sun-stroke and tornadoes are unknown in summer, so fogs and blizzards are in winter, and earthquakes and floods are unknown at any time of the year. Nature is bountiful in supplying the very climatical conditions necessary for those suffering from broken health, and for long lives of health and happiness for all.

The efficiency of El Paso's climate in aiding in the cure of those suffering from pulmonary troubles or debilitated conditions, is generally recognized. One of the largest religious bodies in the South and one of the strongest fraternal organizations in the world, chose El Paso when selecting a place for the hospitalization of their members, and various groups of physicians of national reputation operate sanatoriums here. The William Beaumont General Hospital, one of the most important United States hospitals,

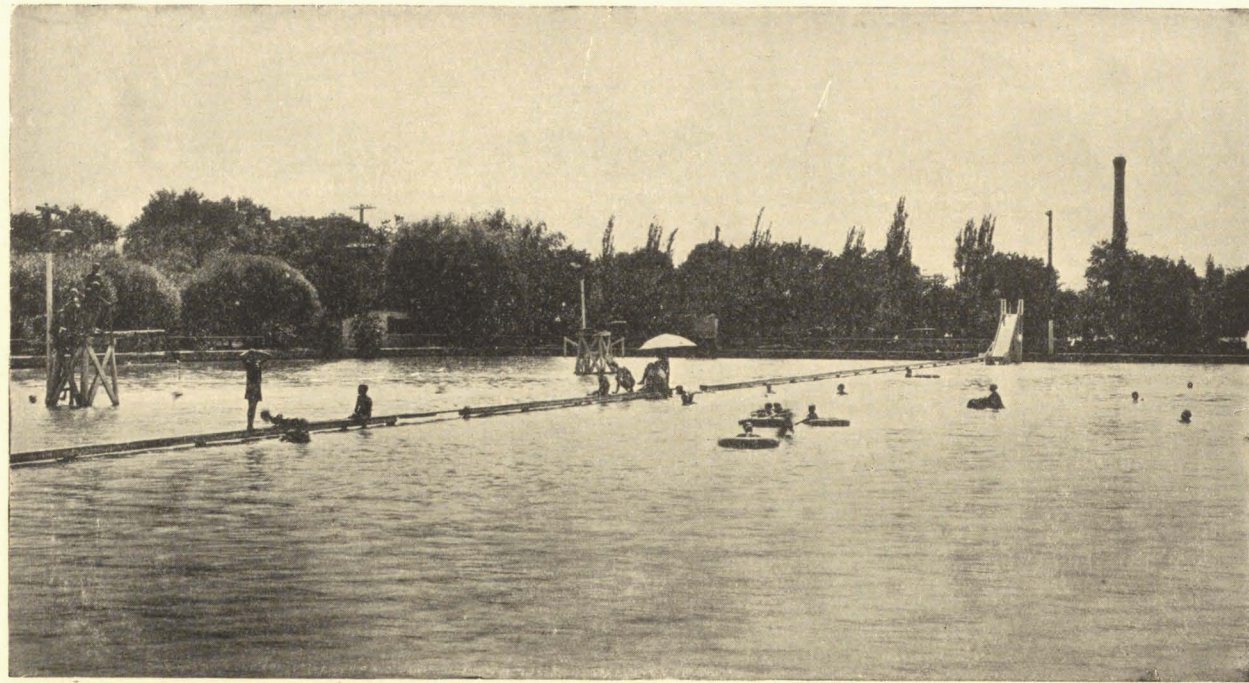
was located at El Paso after a thorough and painstaking survey, which shows that our climate is not excelled elsewhere as a place for speedy and complete recovery from many forms of ill-health, including tuberculosis.

Whether you come to El Paso as a tourist to share El Paso's delights with us for a week or two or as a permanent resident and citizen, you will find El Paso ready and prepared to



Entrance to Austin Terrace





Swimming pool, Washington Park

receive and entertain you. El Paso has an unusual number of excellent hotels. Besides our fifteen downtown modern commercial, tourist and family hotels, there are some 225 other smaller but thoroughly comfortable hotels and rooming houses throughout the city.

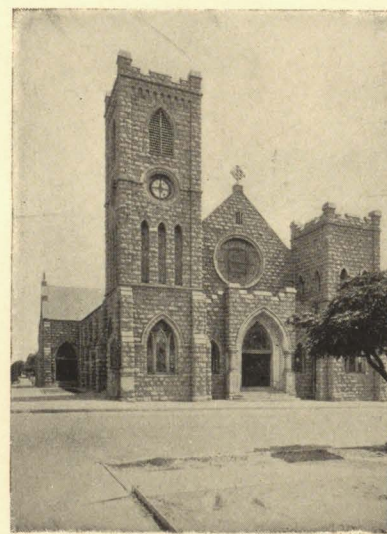
El Paso has numerous restaurants and cafes. All companies serving or handling food products are under the supervision of the City Sanitary Department. Probably nowhere else in the United States is such supervision less necessary; nowhere else is the inspection more exacting, so the sanitarianess, cleanliness and wholesomeness of all food products served in El Paso or bought in El Paso stores, is doubly assured.

Homeseekers will find attractive bungalows and cottages and more than 250 furnished and unfurnished apartment houses and dwellings awaiting them in El Paso. Attractive home-sites are available for those who

wish to build their own homes. Whether you rent, build or buy, you will be agreeably impressed by the reasonableness of prices and terms.

Most of our residences are built with brick, cement, stucco or deep adobe walls. The influence of early Spanish architecture is in evidence on all sides. Many beautiful Mission-type houses and bungalows are constructed around patios or courts. Dwellings are more attractive because severe extremes of weather do not have to be considered in their building. In less favored localities one must build to keep the weather out: El Paso homes are built to let the outdoors in.

Flower, gardens, shrubs and trees enhance the attractiveness of many El Paso city and suburban homes. Almost every variety of posies thrive — hollyhocks, cannas, sweet peas, tiger lilies, old fashioned pinks, zinnias, nasturtiums, shasta daisies, larkspurs and gladioli make gardens every-



St. Clement's Episcopal Church



San Jacinto Plaza, in the heart of the city

where continuous masses of bloom from early spring until late in the fall. Roses and chrysanthemums are popular and many fine varieties are grown. Climbing roses have been known to reach a height of eighteen feet in a single season.

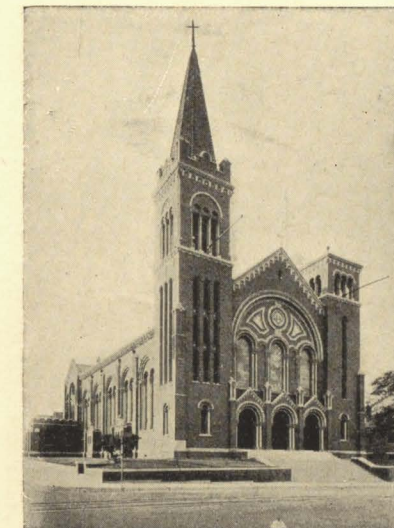
El Pasoans are home-loving people. We like to entertain and to be entertained by our friends in their homes and in our own. Most of our evenings are spent in airy rooms with open windows or on wide porches. Home-to-home bridge clubs and other social clubs of this nature, are numerous.

To add variety to home pleasures, Mr. El Paso attends his lodge, selected from the many well represented in El Paso, or enjoys an evening in social intercourse at the Toltec Club or one of our other clubs, while Mrs. El Paso meets with the sister members of El Paso Woman's Club, College Woman's Club, or at some of our many other

social centres. For those musically inclined, there is the El Paso Symphony Orchestra for both men and women, the MacDowell Club and the Woman's Choral Club for the ladies and the Orpheus Singing Club for the men.

Liberty Hall, a commodious municipal auditorium, is our civic centre. Most of our large community meetings are held here. Here, too, thousands congregate to hear grand opera, concerts and recitals by the world's best known artists or by our own people, under the auspices of one of our musical or dramatic clubs.

Here are Boy Scout and Girl Scout organizations, baseball, tennis and bathing for the juniors, and all the family may join in enjoying an outing at El Paso Golf and Country Club and Tennis Club, or a polo game at Fort Bliss. There is wholesome amusement and entertainment for all at our many excellent theatres and other recreational places.



St. Patrick's Cathedral





Picture writings, Hueco Mountains

Many miles of paved streets and highways contribute to the pleasure of motor trips past city parks and playgrounds; over the unique scenic highway, which takes one 4,500 feet high across Mount Franklin's placid face; to Fort Bliss, one of the most important army reservations in the west; through Ciudad Juarez, with a civilization a hundred years older than ours, or to countless other points of interest up or down the Rio Grande valley.

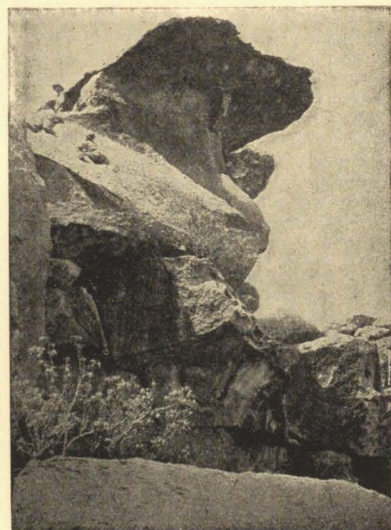
Where can be found more wholesome or more enjoyable recreation than picnicking in one of the groves beside the Rio Grande or some nearby mountain cañon? For week-end trips El Paso people visit the inns or the cottages at Cloudcroft, "El Paso's roofgarden," where it is always cool in summer; or enjoy a few days of fishing or hunting around the lake above Elephant Butte dam, with a stay at Hot Springs.

Anyone who has paused at sunset to view the changing colors on the Organ

Mountains — colors which combine every hue and tint of rose, crimson, purple, gold and blue—colors which glow and burn and fade, then glow again and seem alive; will carry away with him a never-to-be-forgotten impression. He will better understand why El Pasoans love their home, and he, too, will then be ready to agree with the man who said that in El Paso one sees pictures surpassing all masterpieces, because here they are painted by Nature on God's mountains.

El Paso people live well and economically.

Fertile farms in the rich Rio Grande valley, nearby, supply our tables with fruit in abundance and with fresh vegetables every month in the year. El Paso has an extensive plant for packing meat. The cattle, sheep and pigs handled at this plant are the choice from the largest ranches and ranges in the United States. Dairy and poultry farms furnish ample supplies of pure, rich cream and milk and fresh eggs and poultry. Food prices and



Dog's head, Hueco Tanks



Pueblo burial ceremony

the variety and quality of foods to be had in our city markets are always topics of praiseful comment on the part of housewives who come from other localities to take up residence here.

The many Mexican-American citizens and our nearness to Old Mexico solve the servant problem in El Paso. Mexican women and girls are inherently tidy and obliging and can easily be trained to become excellent household help. Domestic labor is abundant and inexpensive. A housemaid, a man to care for the garden or lawn, and similar help, may be hired for a small fraction of the wages paid elsewhere to this class of labor.

El Paso is a church-going city. Its twelve thriving religious organizations have sixty congregations, with a membership of more than 61,500. All the leading denominations are represented here. No matter what your present church affiliations may be, you will be able to worship in El Paso with

men and women of your own faith and creed.

Our educational facilities are unsurpassed. The High School and Stadium completed at a cost of \$600,000, exemplifies the thought and care that is devoted to the education of El Paso boys and girls. Our eighteen grammar schools and the junior high schools are exceptionally well equipped and ably supervised by an ample number of the best type of instructors. Provision is made to supply special instruction for new pupils. Children entering any grade at any time of the year can take up their studies here with no serious interruption.

El Paso Junior College teaches courses covering the first two years of regular academic work of standard college and university education. Its student ratings are accepted by the University of Texas, and all other universities and colleges at which recognition has been sought. Normal training courses for teachers, and



Pueblo basket weaver





*Cadet Band, El Paso High School*

instruction in expression, commercial work and other subjects are also provided. The Junior College makes it possible for El Paso's young men and women to complete the first two years of college or to take special training in normal school work without leaving their homes.

Trade schools, giving training in twelve different trades and crafts are a part of El Paso's public school system. A teachers' summer normal is held each year. Summer sessions of the Junior College, high schools and elementary schools are also conducted annually. The five different evening schools, embracing the various branches of school work are carried on throughout the year.

Texas State University of Mines and Metallurgy is located in El Paso. El Paso School for Girls, Loretto Academy and College, the Lydia Patterson Institute and fourteen other academies and private schools with numerous parochial

schools, make El Paso's educational facilities complete. Rural schools are rated very high. Children living at a distance are brought to and from the schools in motor busses.

El Paso's Public Library is popular with those who read for recreation, but is more appreciated by people who read for information and advancement. Among its 28,098 volumes are valuable collections of technical and scientific books and periodicals, many of them dealing with agricultural and mining subjects. The library building stands in a little park full of flowers, shrubs and trees. Its wide, airy porches and well arranged reading rooms are inviting and comfortable. The average monthly attendance is around 12,225. The fact that the reading porches are used almost every day in the year is a recommendation for El Paso's wonderful climate as well as for El Paso's well-equipped up-to-date Public Library.



*Two of our important crops, sturdy boys and sturdy cotton*



*El Paso High School building and stadium*

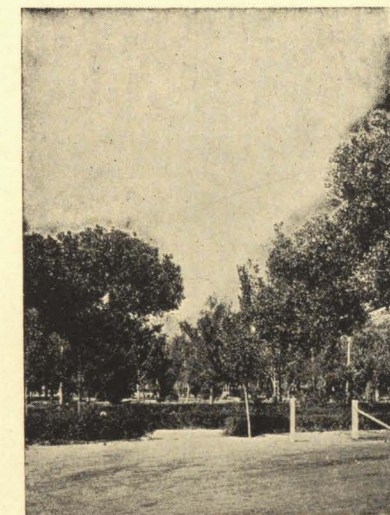
The El Paso library is located in the beautiful Carnegie Square Park, immediately opposite the Y. M. C. A. and is one of the most popular rest places in the city. During the summer months crowds may be seen enjoying the shade of the trees, which belong to a number of varieties considered almost indigenous to this country.

El Paso is well supplied with retail shops and stores. Every desire and need of El Paso inhabitants are adequately met by our merchants. Through our provision markets more than one hundred local firms are supplied with the products of our western seas, Old Mexico and eastern manufacturers and with an abundance of fruits and vegetables from our vineyards, farms and orchards.

Our numerous department stores are under the capable management of experienced merchandisers. Show windows and counter displays in our men's and women's shops, please the fancy of all.

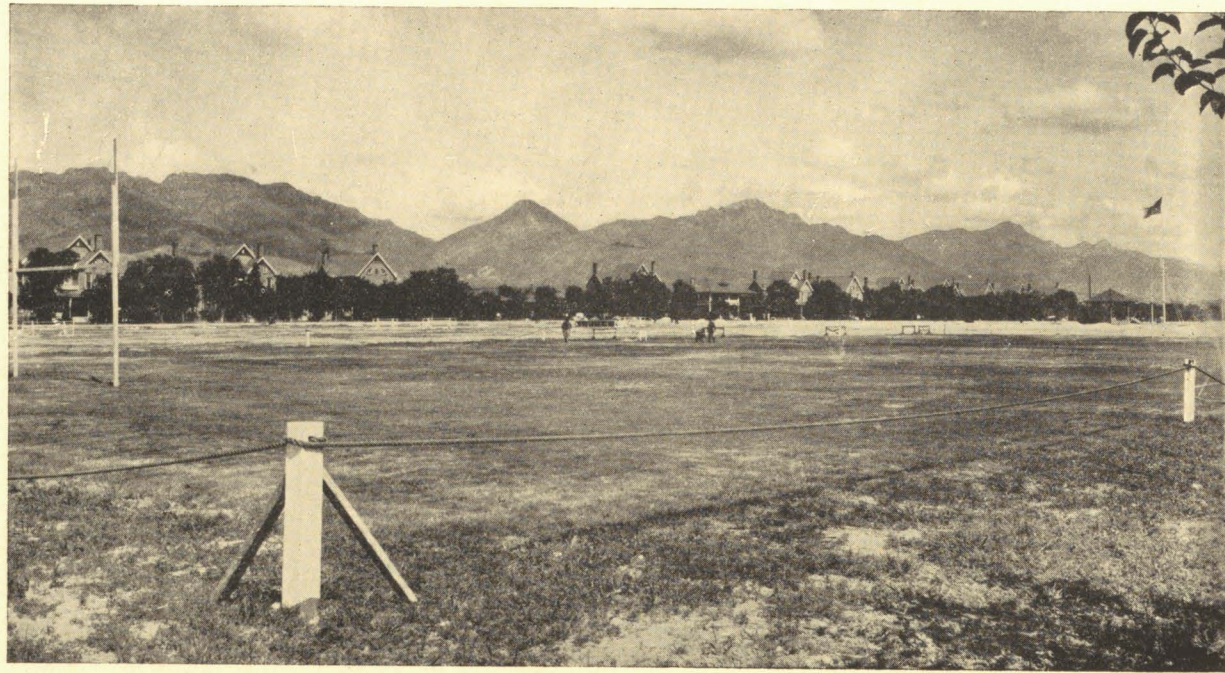
Displays of wearing apparel are all up-to-date and in accord with fashion's latest decree. There is a wealth of Indian wares and rugs, and unusual showings of beautiful drawnwork and other products of Mexican handicraft. An intermingling of the brilliant colors and the highly decorated garments so dear to the hearts of our Mexican neighbors, makes El Paso store and shop displays interestingly distinctive. In our stores one is again impressed with the unusual purchasing power of the dollar. El Paso women who have visited the large cities of the East and of the West to look, have as a rule returned to El Paso to buy.

Our water plant is city-owned. The water is supplied from deep wells. Large reservoirs are located high on the slopes of Mount Franklin, and arrangements for another are now well under way. An abundant supply of exceptionally pure, wholesome and palatable water under ample pressure is thus assured.



*Entrance to Washington Park*





Sectional View Officers' Quarters, Fort Bliss

This is reflected not only in the health of our people, but also in the fact that property owners have the lowest "key-rate" on fire insurance in the entire region.

El Paso Electric Company supplies electric current for lighting and power in El Paso and in various adjacent communities in West Texas and Southern New Mexico, also in Juarez, Mexico. The rates for power and lighting purposes compare favorably with those in other centres. The lighting system is equipped with all of the newest approved devices for efficiency and economy. Its growth has kept pace with the growth of the city and territory it serves.

El Paso has fifty-seven miles of street railway track, including the suburban line to Ysleta. Upward of one hundred cars are now operated. Both the service and the equipment are of the best. Serious accidents are so rare as to be almost unknown. The safety of its operation and the courtesy

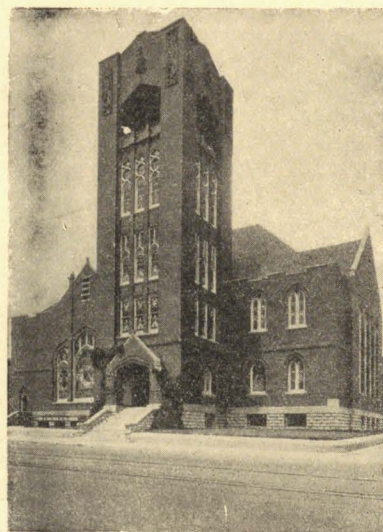
of its employes are credits to the city and to the management of the company.

El Paso Gas Company supplies the gas for all domestic use throughout the city. More than 135 miles of gas mains radiate to all parts of the city and suburbs from a modern plant of ample capacity. Gas is of a uniform quality and is supplied under the unvarying pressure so necessary for economy and good cooking.

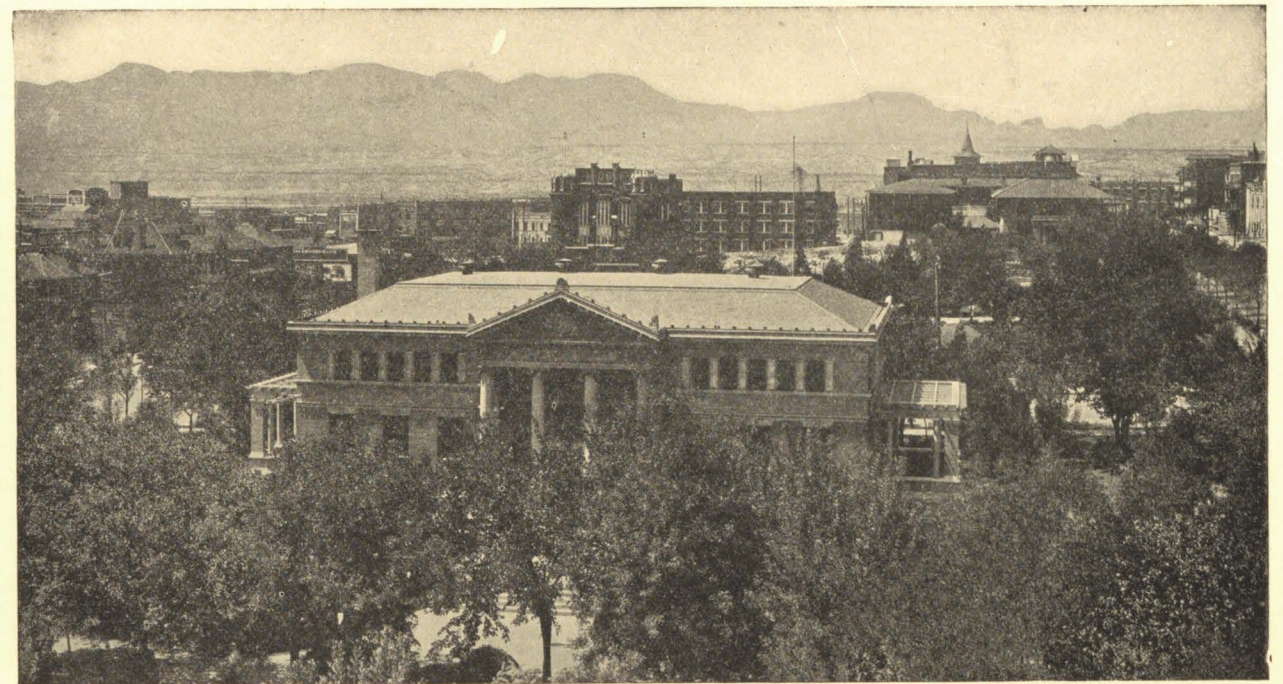
Our city is distinguished for its broad, clean streets and efficient traffic regulation.

It has 105 miles of paved streets, comprising all of the more important business districts and arteries of traffic. The sewerage system extends to every section and to most of the suburbs. Superior sanitary conditions are rigidly maintained.

El Paso and vicinity is a veritable paradise for those seeking pleasure and recreation. Natural splendors and beauty spots and points and places of historic and prehistoric interest are numerous,



First Presbyterian Church



Public Library building

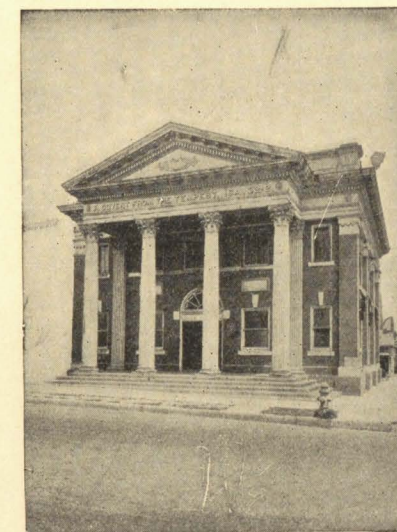
so numerous that it seems that Mother Nature must have conspired with our remote yesterdays in making our locality attractive.

Within a few blocks of the city's centre are numerous objects to intrigue the attention of those who seek the unusual or the unique. In the pool in San Jacinto Plaza, four gigantic alligators brought here from Florida in a cigar box less than thirty years ago, and a dozen enormous turtles, lie basking in the sunshine and blinking under El Paso's bright skies. Here too, is the little brass cannon, christened the "Blue Whistler." Diplomatic courtesy forbids the story here, but your guide or almost any El Paso resident will gladly repeat it for you.

A few blocks in another direction takes one into the "Mexican quarter." Adobe houses are here, many of them considerably more than a century old. Exteriors are not overly attractive but these little Mexican homes are cool and clean.

Scattered through the Mexican section and adjoining El Paso's principal business district, are Mexican "tiendas" or stores, filled with strange foods and raiment, which, to the visitor's eye, seem even more bizarre.

A five-minute drive takes one to the site of the old Hart Mill, El Paso's first manufacturing institution, where the dam, laboriously constructed of mud and stones many years ago, still stands. To the left, in old Mexico, across the Rio Grande from Hart's Mill is Peace Grove, through which Villa's army passed on its triumphant entry into Juarez a few years ago, and where the terms of peace between Porfirio Diaz and Madero were formulated and ratified. Somewhere near here, perhaps on this very spot, Rodriguez and his little band encamped for a few days' rest on the way north to establish a Mission in Albuquerque in 1581. The following year, Espejo, leading his rescue party through El Paso del Norte, also made



First Church of Christ, Scientist



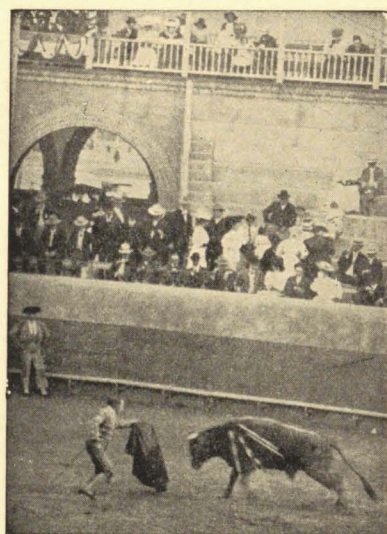


*Panorama of El Paso, showing a few of our splendid buildings*

a stop here before completing the journey to establish the Mission which has since become the city of Santa Fe. To the right of Hart's Mill are the remains and relics of old Fort Bliss.

A few steps farther, (or a few revolutions of the motor, in low, if one is traveling in a commodious sight-seeing bus), "Smelter Town," with one of the largest custom smelters in the world, presents itself. Here, too, is a large Portland cement mill and other important industrial enterprises.

A short return journey over smooth paved streets brings one to Sunset Heights, one of El Paso's residence districts; then across the mesa and by safe and easy ascent to the "Lookout" at the highest point on the Scenic Drive over Mount Franklin. A never-to-be-forgotten panorama spreads now before one. Most of the city can be seen, as well as Ciudad Juarez, and, in the distance, the course of the Rio



*Bull Ring, Ciudad Juarez*

Grande here may be traced for many miles as it winds its way southward through green valleys.

Completing the drive over Mount Franklin and passing through another district of homes, one enters El Paso's business centre with its interesting shops, hotels, department stores and towering financial and office buildings, among them one of the largest monolithic cement-concrete buildings in the world.

One may, with unflagging pleasure, extend the trip through East El Paso to view the splendidly equipped motor camps and to Washington Park, with its zoo, buffalo field and ostrich farm, or go in automobile or street car to Ciudad Juarez, which is separated from El Paso only by short concrete and wooden bridges.

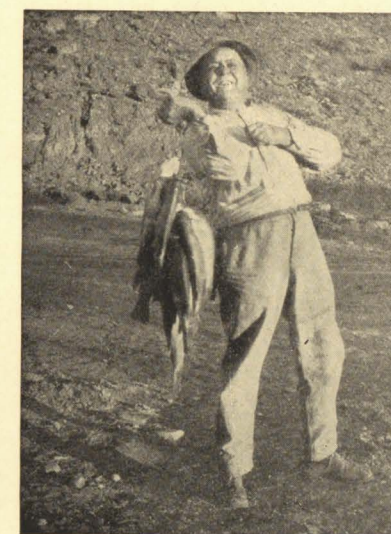
Farther afield, but all easily accessible from El Paso, are many other points of interest. Reached by train or motor, high up in

the Sacramentos, beautiful Cloudcroft with inns and cottages, graceful pines and invigorating atmosphere, is a loadstone for El Paso people and tourists throughout the summer months. Days of outdoor sports—fishing, horseback riding, tennis, golf, mountain hiking—nights when swaying pines lull one to sleep, and good food and social entertainment make Cloudcroft the leading summer resort in the Southwest. The progressive "Little City of Big Trees," Alamogordo, between El Paso and Cloudcroft and the Mescalero Indian Reservation, will repay the tourist well for visits. The White Sands, Monument City, Lost Mine, Twelve-mile Lakes, Steaming Wells, Mal Pais (the bad lands), are all as interesting as their names.

Do you like fishing? Where fighting bass leap from waters to follow the lure; where gamey perch strike as though your bait were an enemy to be overcome and demolished; where

mountain trout, speckled beauties, lurk in pools and rock shadows, waiting to be taken? If so, Elephant Butte Lake, stocked by the Government, and hundreds of mountain lakes and streams in the surrounding mountains beckon you. Elephant Butte Lake is 135 miles from El Paso. There is a good motor road all the way. This lake offers excellent bathing and boating along its shores; has attractive camp sites and picnic places.

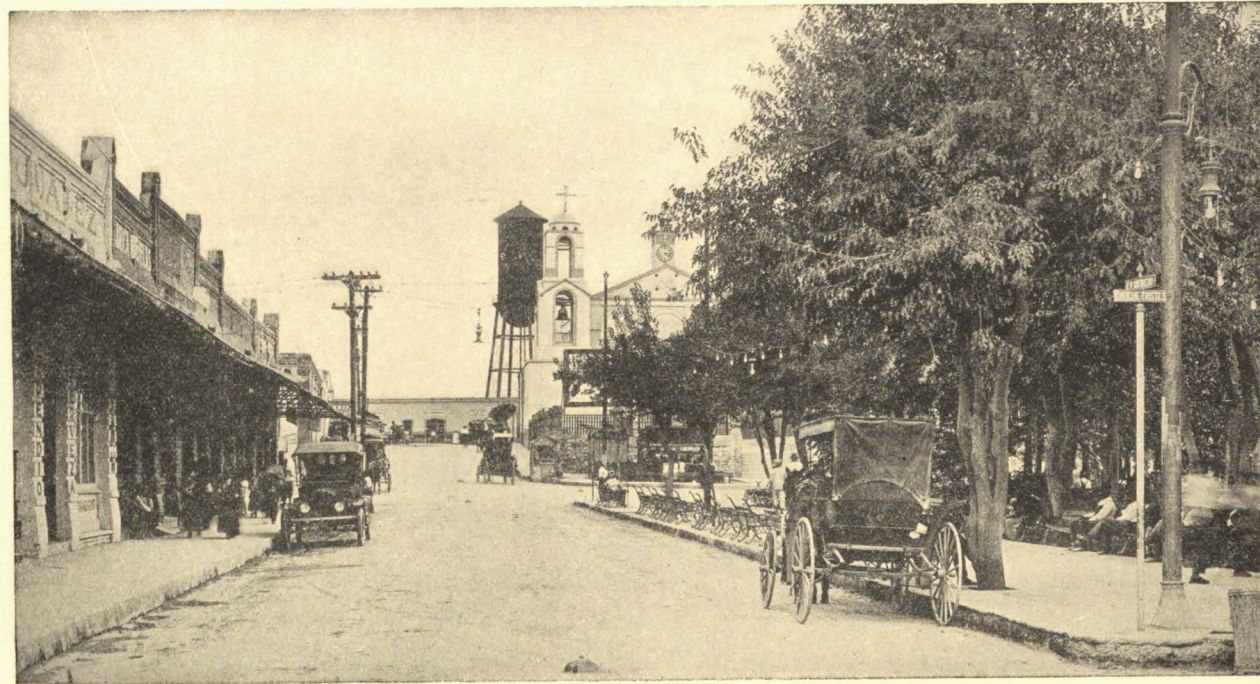
Is big game hunting your recreation? Do you like to explore rocky cañons, caverns,



*"A good catch" on the Rio Grande*

mountain valleys, where it is easy to believe no white man has ever been before? If so, select the season for your favorite game, then pack your tackle and have your important mail addressed to El Paso. Within a comparatively few miles in almost any direction are regions that seldom disappoint the good sportsman. The Black Range in New Mexico and the still unexplored Sierra Madres in Mexico are hunting pre-





Plaza and old Mission, Ciudad Juarez

serves which would draw big game hunters from the uttermost ends of the earth were their many attractions known.

Among the historic towns and villages in the valley of the Rio Grande near El Paso are Mesilla, Las Cruces, San Elizario and Ysleta. Las Cruces is a thriving little city of 5,000 which might well serve as a model for rural towns. Here in Las Cruces was built the first "Temple of Agriculture" ever erected. San Elizario was the first county seat of El Paso county and is now a prosperous Mexican-American town. Ysleta, a suburb of El Paso, has an Indian as well as a Mexican "Quarter," and is one of the most interesting villages near our city.

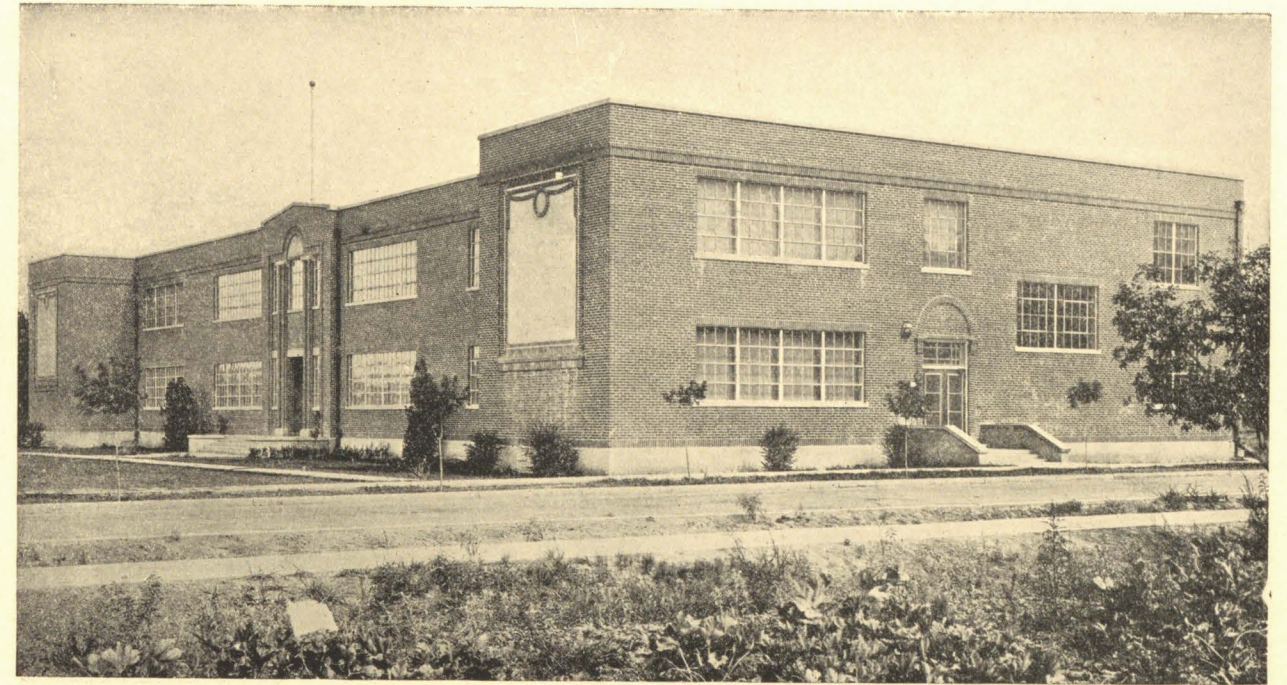
At Ysleta are found the last surviving members of a proud and ancient tribe of the Pueblo Indians. They have adopted many habits—some of them good and some bad—from our present-day civilization, but they still follow most of the pur-



Parkway, Austin Terrace

suits and quaint customs of ancestors, who were here long before Coronado discovered the Pueblo village at this point. If popular comment be true, many of the members of the tribe are now more than one hundred years old. Chief Mariano Colminero speaks familiarly of things which occurred in 1823, and places the date of his birth at some time before 1795. Ask him to what he attributes his long life and he will answer: "Because I have been a 'good Indian' and because El Paso's climate makes it so hard to die."

The old Spanish Mission, Nuestra Señora de Carmen, at Ysleta, founded in 1682, is the second oldest in the vicinity. Nuestra Señora de Guadalupe, in Ciudad Juarez, was established in 1659; San Miguel de Socorro dates from 1683; Capilla de San Elizario was founded when the town was the Spanish military headquarters, about 1682. The old bell in Nuestra Señora de Guadalupe is still hanging by the rawhide thongs with



Grammar School, East El Paso

The fall of the open road, Rio Grande Falls

which it was first tied in its place. The San Lorenzo Mission on the Mexican side of the Rio Grande, a few miles from El Paso, contains a wooden statue regarded as miraculously by the faithful.

Additions have been built to most of these old adobe structures and some of them have been given coats of plaster to protect them from weather wear, but the original structures in which the first Spanish Fathers said their Masses before congregations made up largely of convert Indians, are still to be seen as they were built.

These old Missions contain paintings, furnishings and almost priceless wood carvings, brought here by the Friars soon after the Missions were founded. The first convent in the El Paso valley was established by Loretto Sisters who traveled all the way from Kentucky to build their institution in San Elizario. This convent was afterwards removed to the city of El Paso.

Crossing the interna-

tional bridge between El Paso and Juarez, and passing the spot where Presidents Taft and Diaz clasped hands a few years ago to cement a stronger and closer friendship between Mexico and the United States, one enters Juarez.

Juarez is a city of striking colors and contrasts, where the civilized and the native, the old and the new, meet on common ground. On the paved streets of Juarez the sleepy burro and the ox-cart dispute the way with

high-powered motor cars. Picturesque vendors of foods and fruits line the curbs before brightly lighted and well-appointed cafes and restaurants. The peak-hatted peon, sandal-shod, from the interior, the dignified and handsome Don, the swaggering matadores and toreadores, Federal soldiers in their gay uniforms, and Madonna-like señoras with rebozo-covered heads, rub shoulders with the tourists, while from barred windows shy-eyed señoritas peep out at life.



Masonic Temple





*A few of the many who came here in ill health and who now, well and happy, are leaders in our civic and business life*

The old Mission Señora de Guadalupe is one of the chief points of tourist interest. This structure is of adobe, and was erected about 300 years ago. In addition, there are the residence streets where Indians and Mexicans live now pretty much as did their forefathers, several centuries ago; the Plaza del Constitución, the bull ring and almost countless unique shops.

Juarez bears its battle scars on building walls—even on the bells and statues in its old Mission—but these scars are rapidly being healed and will soon be forgotten in the peaceful pursuit of commerce and Mexico's desire for friendly relations and intercourse with the world.

Fort Bliss, largest United States cavalry post reservation in the Southwest, is only a few minutes' ride by auto or street car from El Paso. From 5,000 to 10,000 soldiers of all arms and auxiliaries are garrisoned and trained here, not only in military methods and pur-

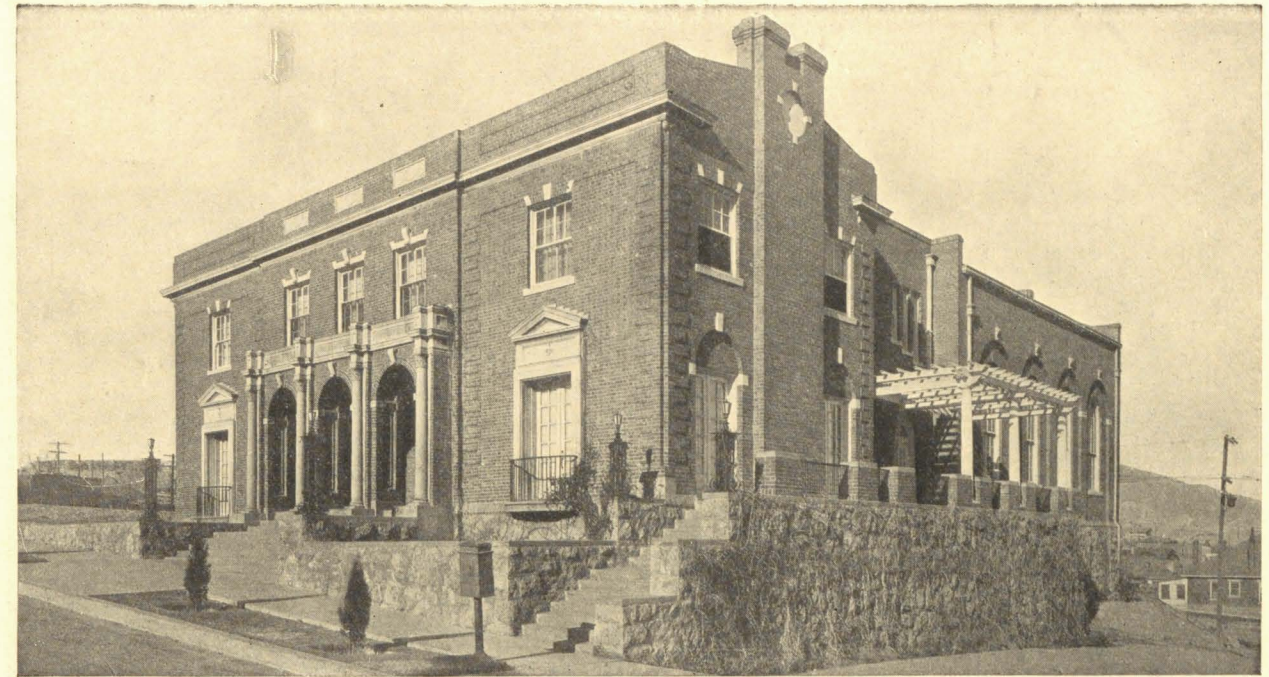
suits, but in the arts and crafts of peace. In addition to commodious quarters for officers, barracks for troops and warehouses for storage of equipment and provisions, the Government maintains at Fort Bliss the largest base hospital on the Mexican border.

The Fort is the gathering place for many thousands several times a year, when grand reviews and field maneuvers take place, or polo, field days or other athletic and social events are the attraction.

At an easy motor trip from El Paso lie the Hueco Mountains, a region often referred to as the "Garden of the Gods" of the Southwest. Rocks of peculiar formation have been chiseled by time and weather into fantastic shapes—spires and turrets and grotesque statues. Hueco Tanks—basins filled with cool water—are found in the floors of odd-shaped cañons and at the very top of gigantic boulders. Whether these "Tanks" are of natural formation or were made in



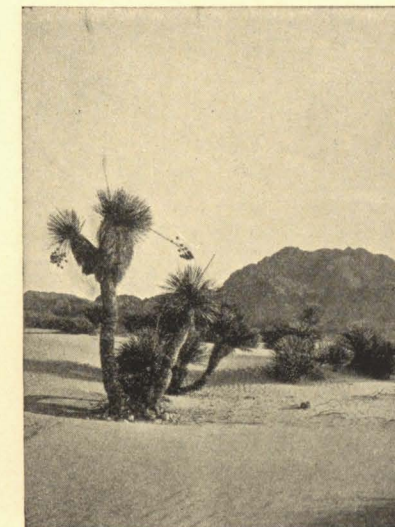
*No snow in El Paso, but splendid winter sports in nearby mountains*



*El Paso Woman's Club—there are many such clubs in our city*

some mysterious way by a civilization older than ours, is a moot question. There are numerous caves in the vicinity of the "Tanks." In these caves and on nearby rock walls are picture writings, of interest to all, but of special interest to those schooled in Aztec lore. Some authorities have interpreted these writings as directions to the best way through the Sacramento Mountains; others say they are religious in character, but no matter to which belief the observer may incline, he will find them interesting.

El Paso Country Club is perhaps best described in the words of a prominent eastern society leader, who said: "It is simply adorable. I have visited many clubs, but this is the most artistic and beautiful of all." A "sporty" golf course with numerous water hazards and with greens made of cottonseed; a polo field and a commodious swimming pool are other things which contribute to the great popularity of the club.



*Yucca near Organ Mountains, just a few miles from El Paso*

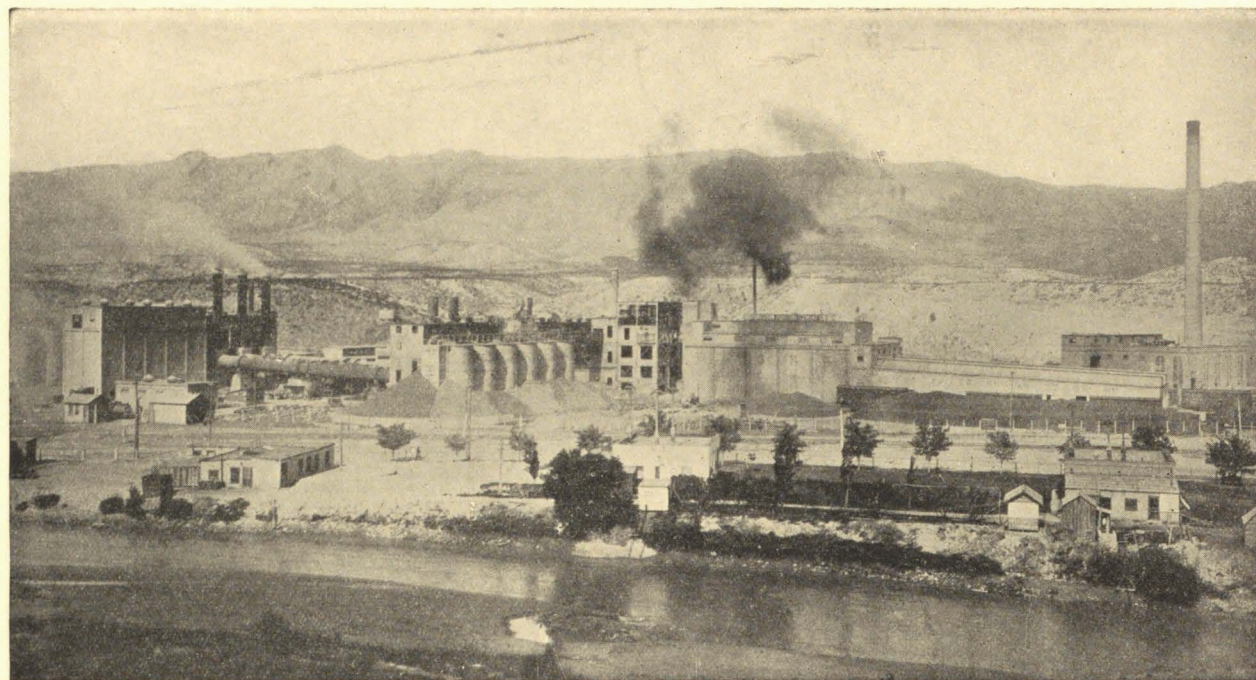
El Paso Municipal golf links, with a well planned eighteen-hole course, also appeals to those who like to "follow the bounding ball over the springy turf." Golf is played all the year 'round in El Paso.

No city in the United States is more easily accessible than ours. It is the meeting point for motor highways from the north, east, south and west, and is the terminal point on important railway systems, five of which are trunk lines. The railroads are: Atchison, Topeka & Santa Fe, Southern Pacific, Galveston, Harrisburg & San Antonio, Texas & Pacific, El Paso & Southwestern, now merged with the Southern Pacific, El Paso Southern entering Ciudad Juarez, Mexico, and Mexico Northwestern and National Railways of Mexico.

All railroads grant free stopovers of ten days or more in El Paso if requests are made when tickets are purchased.

Whether viewed from the standpoint of the investor

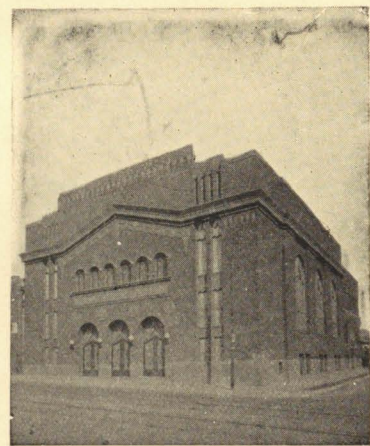




Cement plant, one of our numerous manufactories

seeking a business opportunity or from that of the family seeking a more healthful climate or a pleasanter place in which to live, El Paso must create an equally favorable impression. Our city has doubled its population every ten-year period for forty years. Its rapid growth in the past was encouraged by the same factors which insure future prosperity. We have everything required to make a great city greater, and El Paso's progress during the next ten years should be more extensive and more rapid than in any period of its history.

Since 1881, when four great railroads raced in laying tracks for the privilege of occupying the most advantageous terminal site, El Paso has been recognized as the important railway centre of the Southwest. Freight rates and traffics, advantageous to El Paso residents and El Paso shippers, have been established over our eight railroads and their connecting lines to every part of the United States and to

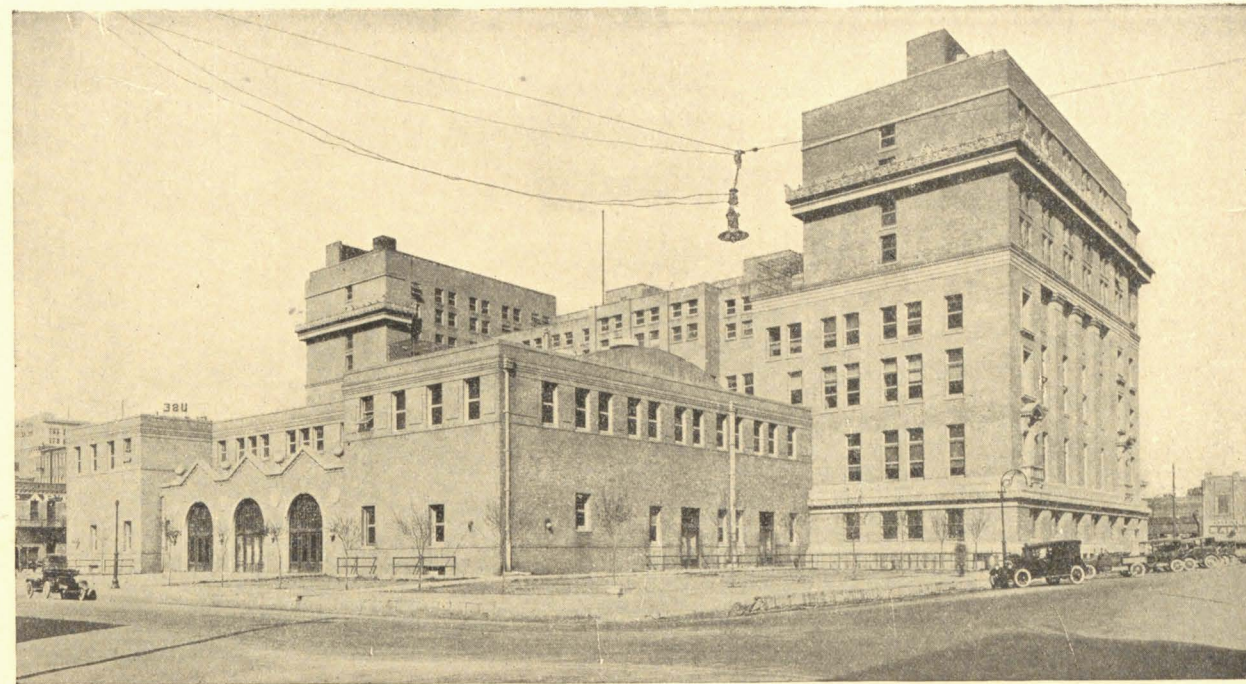


Temple Mt. Sinai

most sections of Mexico. Exports to Mexico through the port of El Paso average about \$1,000,000 a month. Goods and wares are sent to many of the most important centres of the great Republic to the south.

Mining engages the attention of thousands of the people within our trading territory and has aided our growth and prosperity in a substantial and considerable way. Millions of dollars worth of ores and bullion are annually produced in New Mexico, West Texas, Arizona, and old Mexico, and these, with copper, silver, gold, lead, zinc and quicksilver, form the foundation of almost incalculable wealth for many thousands of firms and individuals who look upon El Paso as their trading centre and depend upon her merchants for their supplies and equipment.

El Paso has one of the largest custom smelters in the world. Here ores from New Mexico, Arizona and Mexico are reduced to metals.



El Paso County Court House and Liberty Hall

As the gateway to the rich mining regions of Old Mexico and holding an advantageous position as the trade center for the entire Southwest, El Paso is the receiving and smelting city of many ores, including one-quarter of the entire copper output in the United States, and large tonnages of lead, silver and gold ores.

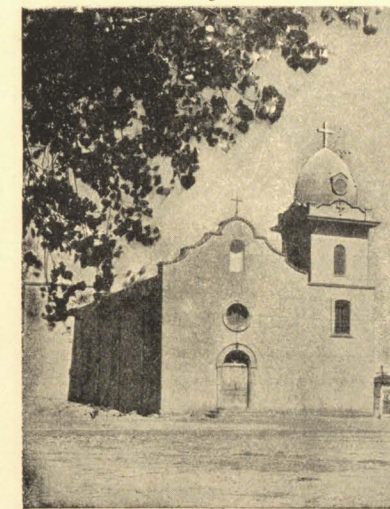
In El Paso territory are vast undeveloped stores of iron, manganese, fluorspar and potash. The largest coal deposits west of the Mississippi river are only a comparatively short distance north of El Paso.

One is not surprised to learn that El Paso has the largest wooden-box factory in the world when attention is called to the tremendous and easily accessible virgin forests. The white pine forest in Chihuahua, Mexico, covering an area of 3,500,000 acres of land, is unequalled in any other place in the world for size or for quality of timber. This forest would supply 1,500,000

board feet of lumber every day for one hundred years. The largest body of yellow pine in forest reserve on the continent is within our trading area.

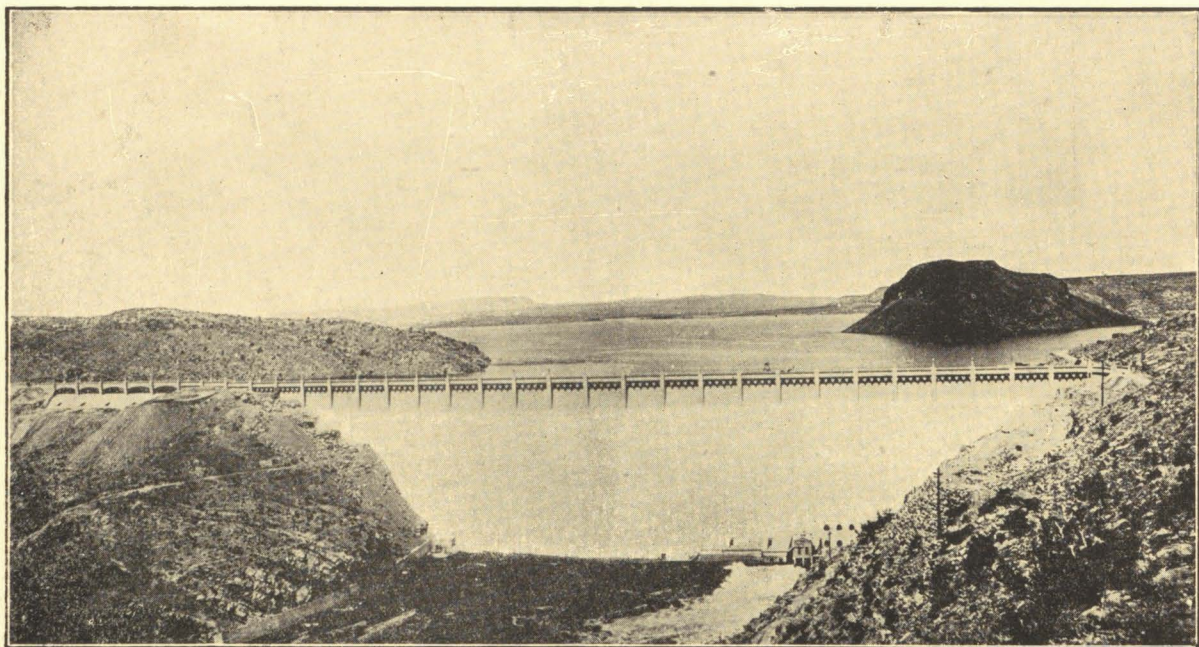
Stock-raising, El Paso's first important industry, is still one of the chief sources of our prosperity. Sixty million dollars worth of cattle, sheep, goats, horses, mules and hogs are produced annually on nearby ranches—the largest in the world. Ranges, which, in normal times, supply ample feed for from 100,000,000 to 200,000,000 head of livestock, are spread over the plains and valleys in the region. El Paso Stock Yards, with a capacity of more than 500 cars a day, handle 400,000 head of stock each year. Leather, hides, wool, mohair and fertilizers pour \$70,000,000 into the coffers of our city each year.

Climatic conditions favor manufacturing. Our industrial history is practically free from accounts of troubles or disputes between wage earners and plant own-



Nuestra Señora del Carmen, Ysleta





*Elephant Butte Dam, impounding the largest artificial lake in the world*

ers. Labor is comparatively abundant and low-priced. The cost of factory construction is less here than in regions of severe winters. Bright days and open windows mean pleasant conditions, increased production and reduced cost of operation.

El Paso has 209 factories. Wood, metal, rock, and cotton product plants are among the more important of this class of enterprise. Many of our factories are "infant industries," attracted here because of our city's possibilities for growth. Most of them are still small, but, almost without exception, they are prosperous and growing.

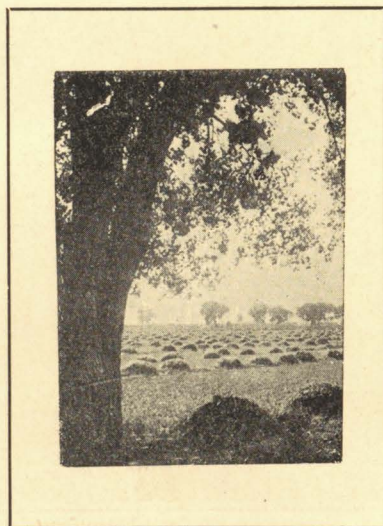
Two new industries in El Paso are a cotton textile mill with 5016 spindles, financed in entirety by local capital, and a large fumigation and compressor plant. These plants, modern in every respect, involve an investment of \$800,000.

Somebody has said that El Paso has within her territory "more square miles and more square men" than any

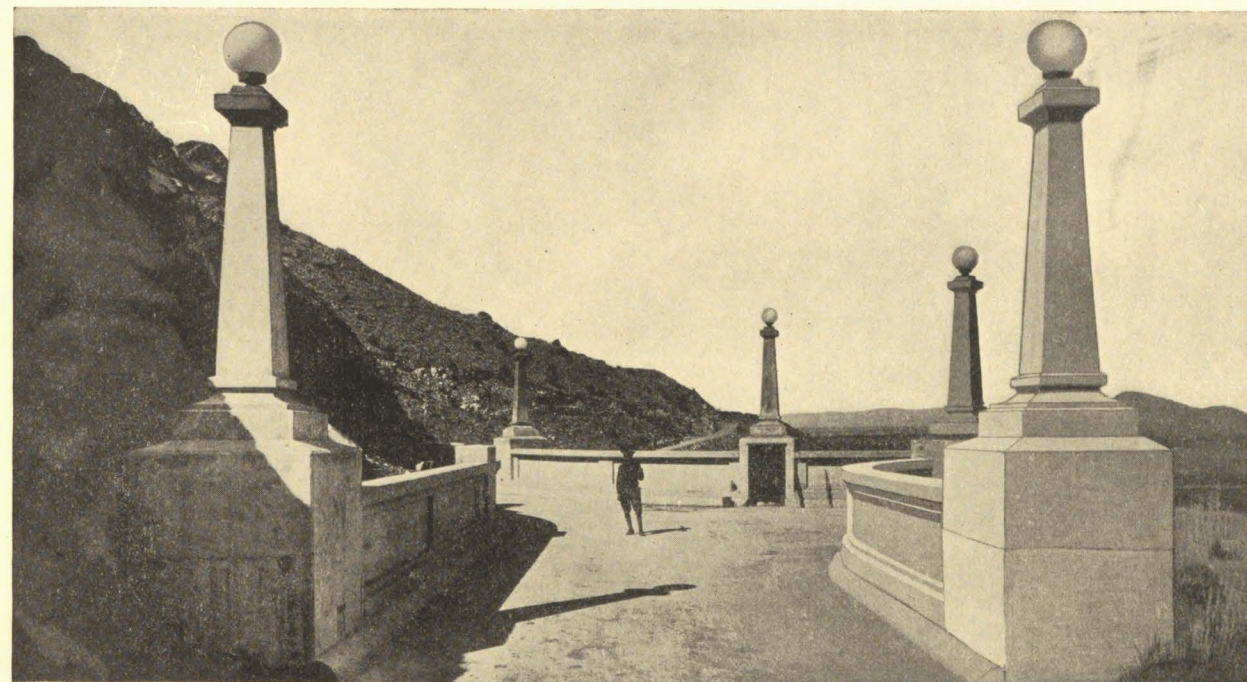
other city in the world. This is probably one of the reasons why our trade area is so wide, why retail dealers in all this territory turn to El Paso for their jobbing connections and why we have 154 prosperous wholesale mercantile houses here.

The same situation is evidenced in the growth of our financial institutions. Headed by the El Paso Branch of the United States Federal Reserve Bank of Dallas, we have banks with total deposits of approximately \$30,000,000 and assets of approximately \$35,000,000. The increase in savings deposits in all these institutions reflects the thrift of El Paso people.

Among all the splendid things which El Paso offers the homeseeker and the investor, none is better than El Paso Irrigated Farms in the valleys under Elephant Butte dam. This imposing structure, erected at a cost of about \$5,000,000, is a sight which all who visit El Paso should see. Back of this dam the waters of the



*Alfalfa field near El Paso*



*Driveway over Elephant Butte Dam, 1,674 feet long, 304.5 feet high*

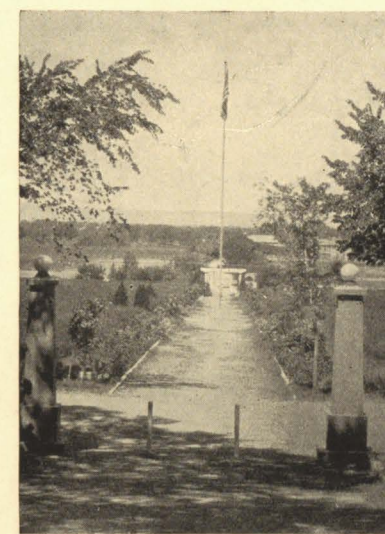
Rio Grande are impounded in Elephant Butte reservoir, the largest man-made lake in the world. The dam is 304.5 feet high and stretches 1,674 feet between cañon walls. There is an eighteen-foot roadway across its top. Elephant Butte reservoir is forty-five miles in length with a shore line of more than 200 miles. It covers 50,000 acres of land to an average depth of fifty-six feet, and holds 2,638,000 acre-feet of water. If Rio Grande were to run dry and there were not a drop of rain or a flake of snow on the water-shed area for three years in succession, there would still be more than sufficient water for irrigation of all the farms in the valleys.

There are more than 200,000 acres of land in the project, covering Las Palomas, Rincon, Mesilla, El Paso and Juarez valleys. These valleys extend along both sides of the Rio Grande for 170 miles. El Paso, the "Capital Centre" of the district, is almost exactly its

geographic centre. Elephant Butte dam was completed in 1916, but the system of irrigation and drainage canals and ditches, built by the United States Reclamation Service, costing \$10,000,000 and comprising nearly 600 miles of canals, is nearing completion. There is every indication that all of this fertile area will soon be in crop.

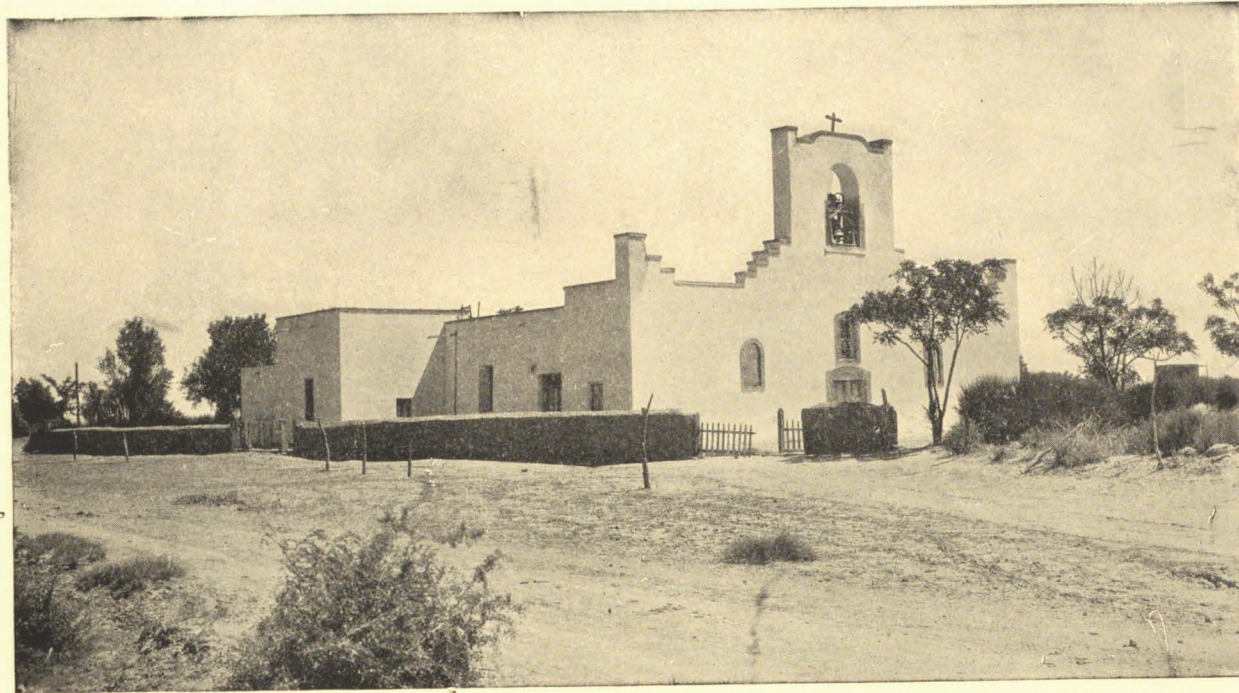
Here, under the cheapest irrigation water in the world, river silt has been building up fertile soil, foot-on-foot, for centuries. With this rich store of plant food and the finest

growing weather to be found anywhere, it is not surprising that El Paso Irrigated Farms are wonderfully productive. All crops from pears to cotton are grown. Five cuttings of alfalfa a year is the rule. Cotton averages around a 500-pound bale an acre—three to four times the national average. Both alfalfa and cotton, as well as many other products, because of their quality, command premium prices in the open



*Entrance to A. & M. College*



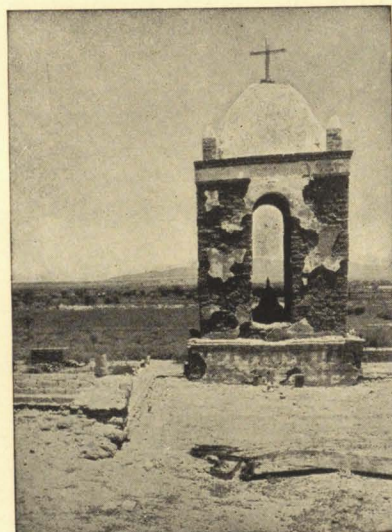


Mission Capilla de San Elizario

market. Hundreds of cars of deliciously flavored cantaloupes, fruits and vegetables go East each season to gratify the palates of those who can not enjoy the privilege of eating them, fresh picked, here in the city of sunshine.

While agriculture, under irrigation, was carried on in a primitive way in the Rio Grande valley even before European settlement, much of the land under the Elephant Butte dam has been brought into full crop for the first time, in the last four or five years. The value of agriculture products in 1924 was more than 35 per cent greater than for any previous year under organized irrigation.

Towns, earlier known only because of things of romantic or historical interest have become thriving retail centres and important shipping points for valley products, and several new towns have sprung up. Fabens, Clint, and many others, now thriving little cities, with good stores and schools,



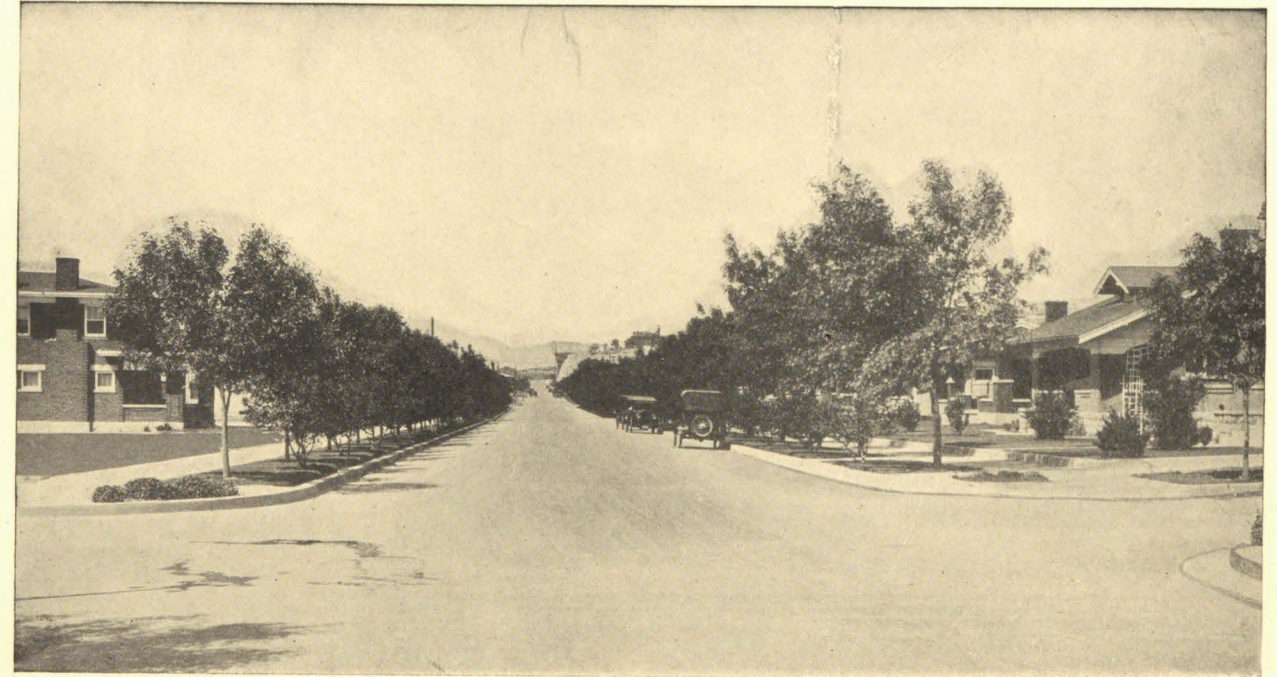
Ruins of old Mission, Chamberino, New Mexico

banks, paved streets and churches, were only wide places in the road four or five years ago.

The entire district is improving rapidly. Real estate will very likely rise in value with the increase in our population but prices are, at present, low. Those who come to El Paso during this or next year will have many of the advantages of the pioneer. Farm lands may yet be bought at prices ranging from \$75 to \$350 an acre—very unusual prices considering their great productiveness. Dwellings, business and factory sites may

be purchased at correspondingly low figures.

Our delightful climate always has been and always will be here for the enjoyment of everybody—for all those who need our glorious days of sunshine to regain health. It is likely El Paso will always be the same delightful place in which to live that it now is, but possibly never again will the opportunities for the investor and the new settler be as attractive as they are today.



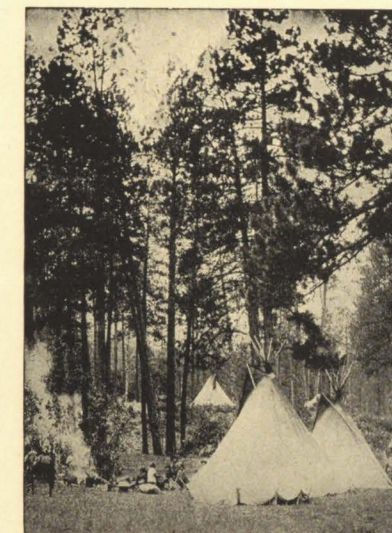
Our city is noted for beautiful residence streets

The recognition of Mexico by the United States had an immediately favorable effect on the volume of business transacted with that vast country. Trade and travel have materially increased since recognition was announced by our government—an indication of the advantages that will accrue to our city through commerce with Mexico in future years. The great Republic, just across the Rio Grande, our nearest neighbor, has much to attract American men and American capital. It has been said that Mexico has more undeveloped resources than any other country in the world. Its great oil fields, its mineral, agricultural and forest resources, its thousands of miles of grazing land and numerous other opportunities for industrial expansion, will draw people from every part of the continent and from abroad.

El Paso is the natural gateway through which travel and commerce pass to and from Mexico. Our city is the logical base for Ameri-

can firms and individuals operating in Mexico. Friendly relations having been established, El Paso gives every promise of becoming one of our country's important ports of entry.

The city of El Paso enjoys the Commission form of government and is a conspicuous example of the success of that plan. Civic betterment and progress are supported by an organized citizenry in an active Chamber of Commerce with 2,000 members, the Rotary Club, the Kiwanis Club, the Lions' Club, the Forum, the Ad Club, the Civitan Club, the Traffic Club, Federation of Women's Clubs and many other similar bodies. The Gateway Club, a new-comer among these business organizations, was formed in 1923 to welcome and assist newcomers and tourists here. The Gateway Club is a non-stock, non-profit organization, located in the Chamber of Commerce Building, three blocks east of Union Station.



Indian style, in the Sacramentos

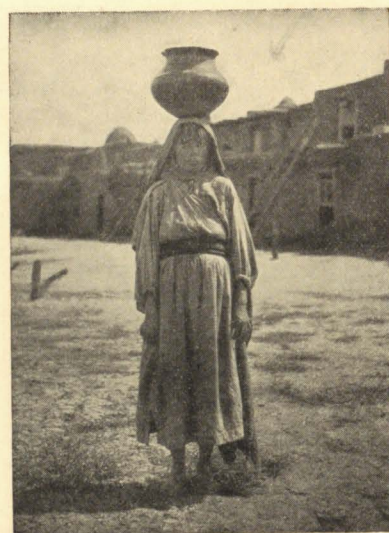




Watering time on the Rio Grande

El Paso is the key-city to a region rich in resources, but after all, it is, perhaps, its men and women who are El Paso's greatest asset. You will be just as pleased as they are proud to be neighbor and friend. Here, as elsewhere, are many types and kinds, but all possessing distinguishing characteristics which set them just a little apart—a something intangible, yet real—perhaps an intermingling of the "Spirit of the West" with the "Soul of the South."

That mystery-shrouded ancient race which attained a high state of civilization in prehistoric days, and dying or departing to some unknown place still left its mark upon the land to aid and guide our following civilization; those first Spanish Conquistadores who, with highest purposes and zeal, implanted here the seeds of Christianity and European civilization, when all this great United States, from ocean to ocean, was wilderness; those sturdy, fearless pioneers who, com-



Pueblo Indian water carrier

ing a little later, carried on the work of reclaiming the vast wild territory which lies "Out Where the Sun Goes Down"—men who were a law unto themselves but without Judge or Court or Statute, yet hewed close the line of justice; open space in broad expanses, mountain peaks and crags and cañons of majestic splendor and fertile valleys, silver streams, brilliant sunshine and blue skies; all of these contributed to make El Paso men and women what they are.

"For generations gone before and what his forbears told and where he lives and what he sees and hears and does—make up, in measure full, the man."

If you are interested only in such things as acres of land, blocks of houses and miles of streets, it is quite likely that other communities have as much to offer, though we who live in El Paso do not think so. But if people count—if you are looking for a real home among likeable folks, where you and your family can

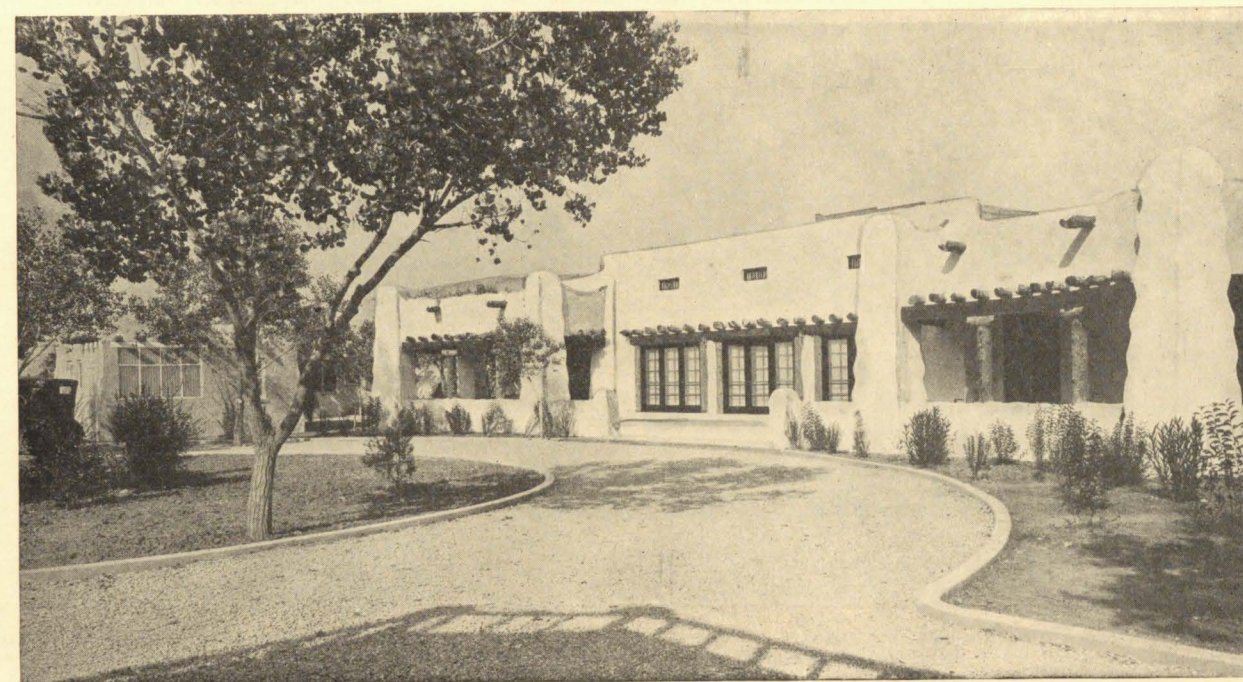


Golfing, El Paso Country Club

enjoy life to the utmost, then we, who live here, think that El Paso has more to offer you than any other city in the world.

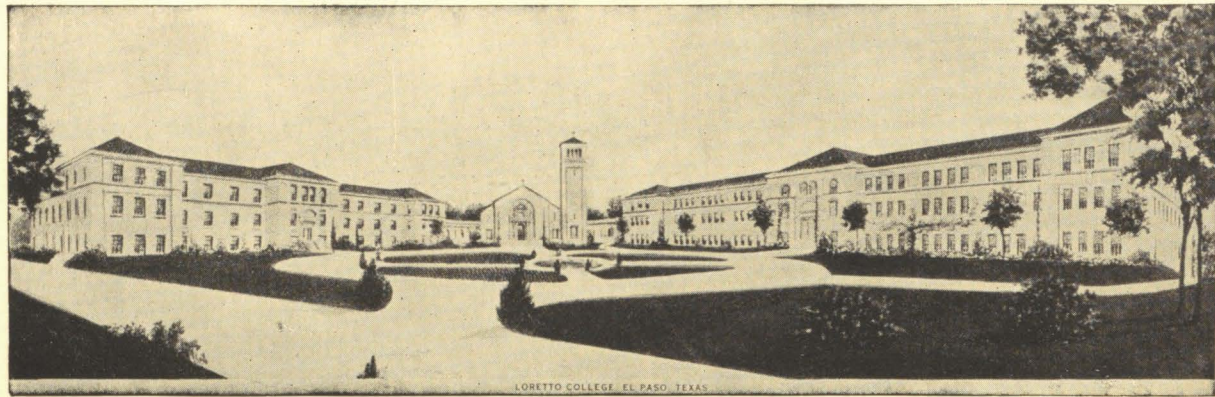
Our people are energetic, progressive and prosperous. Many of them came here seeking a more healthful climate and expecting to remain for only a few months, but they chose our city and community as a permanent abiding place for themselves and their

families when they had seen the wonderful opportunities here and because they liked El Paso so much. In their name, and with every confidence in our community's future, the Gateway Club invites you to come and enjoy El Paso with us for a while, or, better still, join us here permanently as friend and fellow citizen. Appreciative people are always welcome here.



One of El Paso's modern motor camps





Loretto College, conducted by the Sisters of Loretto, is charmingly situated on a tract of nineteen acres in beautiful Austin Terrace, commanding a fine view of the city and the valley of the Rio Grande. The magnificent group of buildings are fire-proof and modern in all their appointments and the college is one of the leading institutions of the southwest.



Karakul Lamb in the Fur Stage



In the Sacramento Mountains



Valley Grown American Beauties



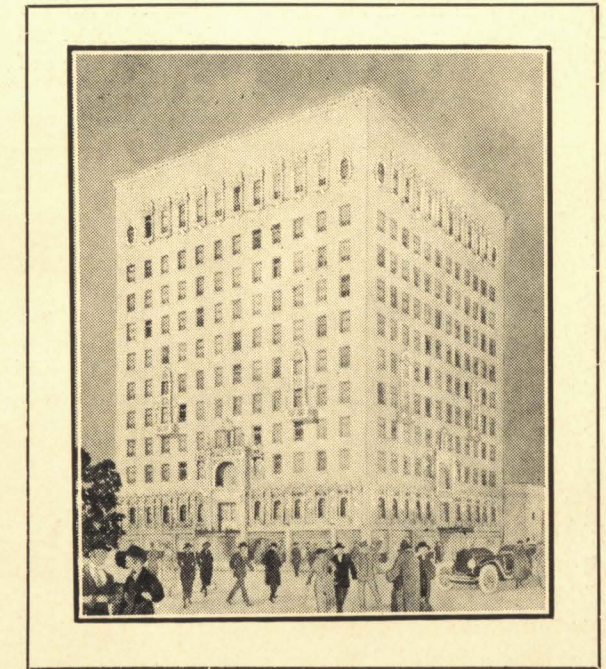
El Paso School for Girls is a boarding and day school where the highest educational standards prevail. Its credits are accepted by all colleges which accept the credits of any school. It is situated in one of the most beautiful of El Paso's suburbs.



The College of Mines and Metallurgy of the University of Texas is located in El Paso. This institution offers a four year's course leading to the degree of Bachelor of Science in Mining Engineering. A number of academic subjects are offered to students who wish to secure credits toward a degree in general university courses. The entrance requirements of this institution are the same as at the main University. No distinction is made between residents and non-residents of Texas. The above picture shows only one of the group of buildings.



Hotel Paso del Norte—A modern, fire-proof hotel of first class.



Hotel Orndorff—Recently completed at a cost of more than one million dollars

Both of these hotels are located in the heart of the business district



## GATEWAY CLUB

Less than three blocks—two or three minutes' walk east on San Francisco Street from the Union Station. You are cordially invited to call here upon arrival in El Paso if our welcome and the services we shall be glad to render will be helpful.

R. W. MCAFEE  
*President*  
Vice-President and Cashier State National Bank

DR. C. M. HENDRICKS  
*Vice-President*  
Hendricks-Laws Sanatorium

J. E. BENTON  
*Secretary-Treasurer*  
Vice-President First National Bank

C. C. YOUNG, Publicity Manager

C. H. LEAVELL  
Realtor

M. COBLENTZ  
President White House

DR. R. L. RAMEY  
Physician and Surgeon

TOM WALKER  
Manager El Paso Electric Co.

## INTERESTING LITERATURE

If, after reading *El Paso and the New Southwest*, you would like to have more specific information on any subject, be sure to write to the Gateway Club. Ask for the booklet described below that you would like to have and it will be sent gladly and with dispatch.  
*Filling the Sunshine Prescription*—Authentic

information about the beneficial effects of El Paso's sunshine climate—sanatorium rates and living costs. Endorsed by the El Paso County Medical Association.

*Farming that Pays*—An encyclopedia which answers almost every question you would like to ask about El Paso Irrigated Farms.

## STOPOVER PRIVILEGE

Any ticket agent in the United States will arrange a stopover in El Paso of ten days or more, at no extra charge, if request is made when purchasing ticket. Plan to travel over a

southern route and remain at least ten days in El Paso, the "Queen City of the Lone Star State." There is a wealth of recreation, entertainment and welcome awaiting you here.

**El Paso** *Gateway Club*  
★ **TEXAS**

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Written and Produced in El Paso



