

What to See - Where to Go
★ *in*
El Paso
TEXAS

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El Paso
TEXAS

JUAREZ, OLD MEXICO
↓



El Paso from Inspiration Point, Scenic Drive

Juarez, Mexico ~ El Paso, Texas



Juarez, Mexico, is the industrial and commercial capital of northern Mexico. Located just across the river from El Paso it is the port of entry for many products of the United States. In addition to this it is the distributing point for many products of its own factories. These products include cotton goods, hard-

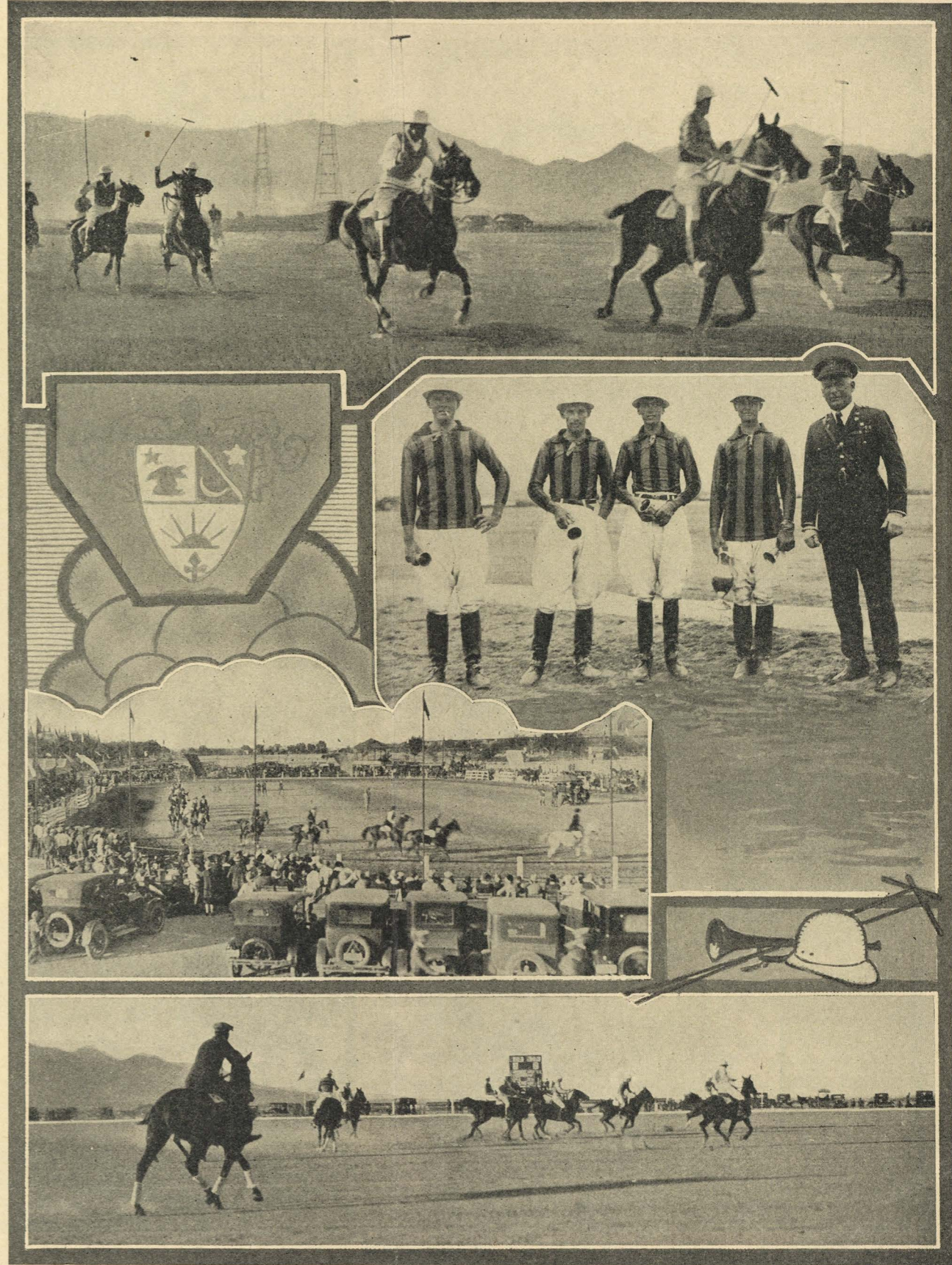
ware, soap, candles and cotton oil products. Two railway lines, the National Lines of Mexico and the Mexico Northwestern, connect Juarez with the southern part of the republic. The business life of these twin cities of the border is closely interlocked. They are connected by four international bridges.



You may visit a foreign country just six cents and six minutes away across an International bridge to Juarez.

Above: A skyline conception of Juarez and El Paso.
 Center left: The fastest track in America.
 Center right: A Mexican Caballero.
 Lower left: A charming señorita.
 Lower center: The Aborigine.
 Lower right: One of the bridges.

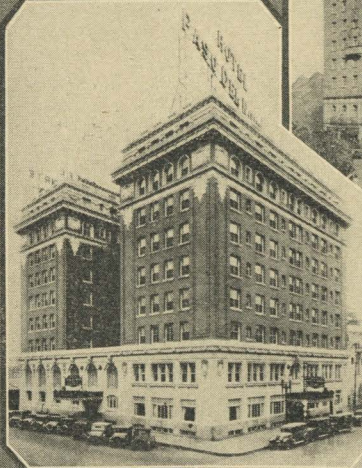
Membership in the El Paso-Fort Bliss Polo-Horse Show Association provides recreation for those who love to ride good horses or watch them in the show ring or on the Polo field. A Ft. Bliss Polo team held the National Championship in 1927. The annual Horse Show is unsurpassed in its class.



Four of EL PASO'S
Many Hotels
and the
World's Finest Camp



HOTEL HUSSMANN
"On the Plaza"



HOTEL PASO DEL NORTE



ENTRANCE DRIVEWAY
to CAMP GRANDE

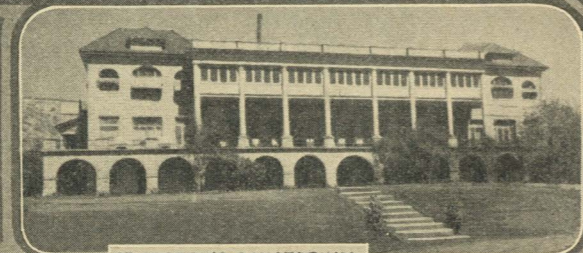


ABOVE
The NEW
GATEWAY HOTEL

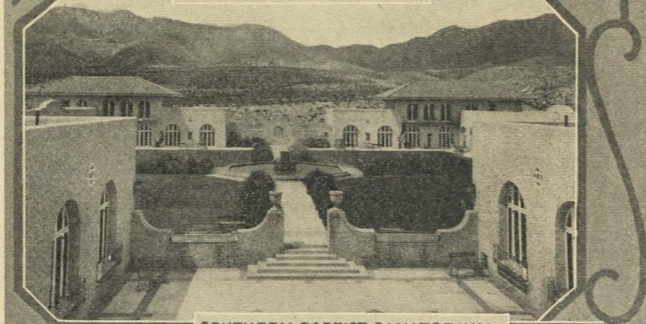
AT RIGHT
HOTEL SHELDON
on the Pioneer Plaza



HENDRICKS-LAWS SANATORIUM



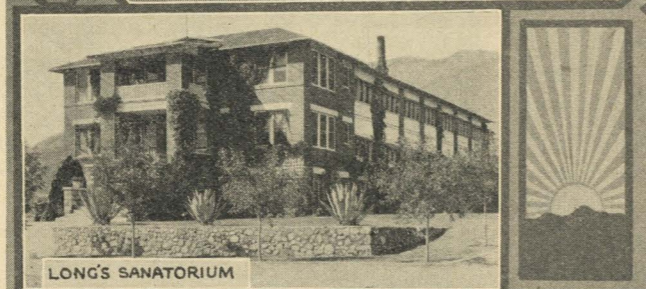
ST. JOSEPH'S SANATORIUM



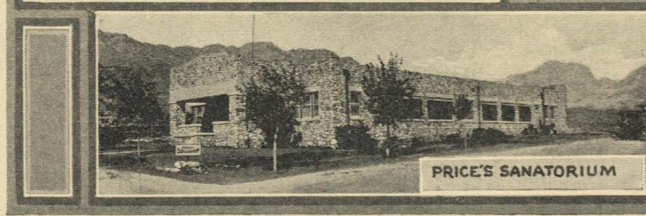
SOUTHERN BAPTIST SANATORIUM



THE HOMAN SANATORIUM



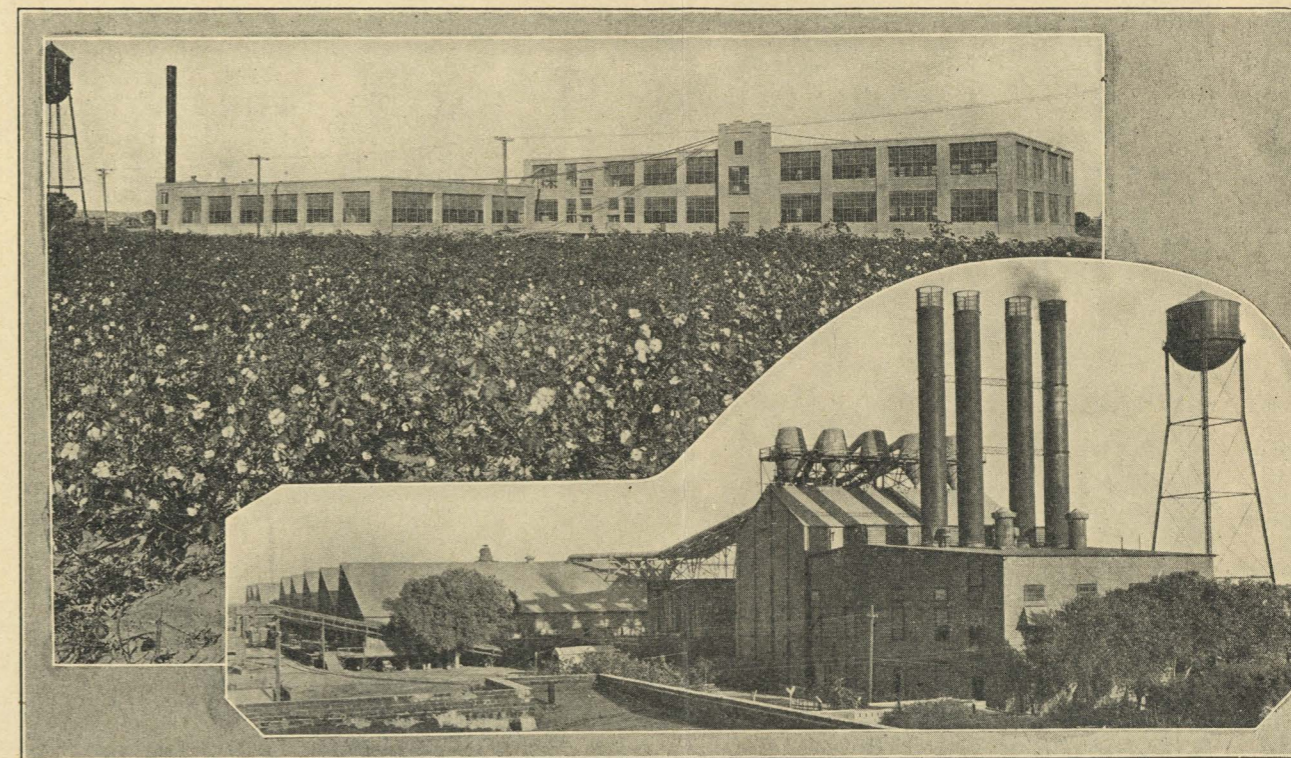
LONG'S SANATORIUM



PRICE'S SANATORIUM

COTTON - COPPER - CATTLE - CLIMATE - COMMERCE

Unsurpassed Scenery—Good Highways—Tourist Attractions—Excellent Schools
and Colleges—Gateway to Old Mexico



Above: El Paso Cotton Mill with a supply of raw material at its very door.

Below: Plant of the El Paso Milling Company, manufacturers of boxes and box shooks, using Madera Pine from Mexico, exclusively.

Situated on four transcontinental railway systems, on four transcontinental highways and at the lowest pass in the Rocky Mountain Range, El Paso, a city of 117,000 people, is the jobbing and manufacturing metropolis of a territory with a radius of 600 miles. It is also the gateway to Old Mexico.

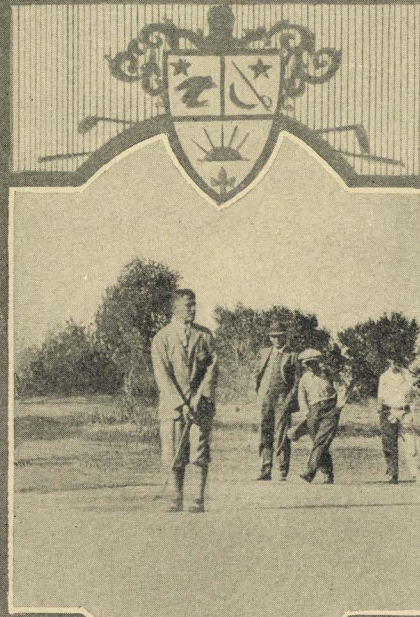
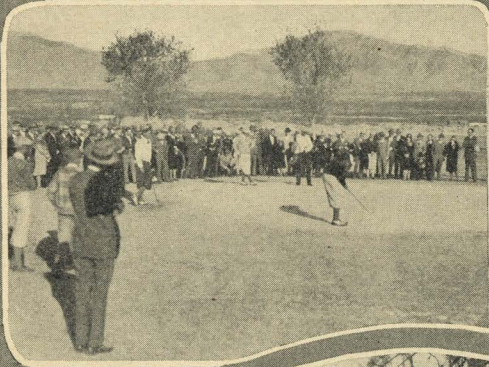
In the territory of which El Paso is the metropolis, 3/5 of the country's copper is produced, over 30,000,000 barrels of oil daily are available, 7/10 of the country's wool and mohair are produced. This territory remains as the only cattle producing section of the United States. The rich Rio Grande Valleys surrounding El Paso produce fifteen million dollars annually.

Because of these territorial resources, El Paso has 227 manufacturing enterprises and 125 wholesale and branch houses doing a volume business of approximately \$100,000,000 annually. El Paso has natural gas at attractive

domestic and industrial rates. It has the largest customs smelter in the world and is building one of the largest copper refineries. El Paso has three oil refineries with daily production of 3,625 barrels. It had \$295,164,970 bank clearings in 1928. It has \$1,500,000 export business each month. It has 110 miles of paved streets, beautiful parks, fine schools and churches.

El Paso enjoys 331 days of sunshine each year, with 82 hours out of every 100 hours the sun can shine. Humidity is as low as any weather station of record, yet the altitude of 3,762 feet brings cool nights and mountain breezes during the summer with delightful outdoor days during the winter. Fogs, storms and blizzards are practically unknown. All railroads grant winter tourist rates and stop-over privileges at El Paso.

For further information write: Gateway Club, C-2 Chamber of Commerce Bldg., El Paso, Texas.



Sightseeing trips by day or night in cabin planes taking off from Municipal Airport. Passenger schedule El Paso to Los Angeles daily.

At the left: Three views at the Annual Open Golf Tournament with Larry Nabholz, Al Espinosa, Bill Burke and Bobby Jones doing their stuff. Lower left: A green on the highest course in the world at Cloudcroft.

Upper right: On a bridge path in Austin Terrace. Center right: A Ladies' Class at the Horse Show, Howze Stadium, Fort Bliss. Lower views: Ready for an early morning canter.



A Sunlit Patio in January



Standing at Inspiration Point on Scenic Drive, which half circles majestic Mt. Franklin at the doors of El Paso, you may close your eyes to the modern city and irrigated valley that man has wrought out of the Desert and look back a thousand, perhaps fifty thousand years, to pre-historic men who painfully trod their way along the Rio Grande. Four hundred years ago peaceful Ysleta Indians camped along the river banks were frequently pillaged by fierce Apaches who swooped down on them from the surrounding mountains. Then came Cabeza de Vaca in 1536, first European to visit El Paso Valley. Following him came Don Juan de Onate, Rodriguez, Coronado, Benavides, and other Spanish leaders. You may revision them as their trains of weary men and animals forged onward through desert wastes seeking The Seven Cities of Cibola (City of Gold). From Scenic Drive you can follow the trails of these Conquistadores for miles. Also, from this point you may plan many interesting trips with El Paso as headquarters. Across the river lies Juarez, largest Mexican, border city. Here the Old Mission, Nuestra Señora de Guadalupe, was started in 1659 and completed 17 years later. In Juarez are other interesting things to see—the monument to Benito Juarez, savior of Mexico; Old Federal Jail;



the quaint Market Place; the Bullring; Fort Hidalgo; Jockey Club Race Track, and many brilliant cafes and cabarets. A day should be spent in Juarez. On the El Paso side of the river are the old missions of Ysleta, Socorro and San Elizario where devoted Indians worshipped. At the eastern edge of El Paso is Ft. Bliss, largest cavalry post in the United States. Hart's Mill, first industrial building in El Paso still stands. These and other interesting sights are good for a day, or several days, in El Paso and the immediate valley. Forty miles east of El Paso are the famous Hueco tanks. Here was the rendezvous of Apaches. Indian picture writings still show on walls of cave and canyon. An hour's drive but worth a day of rambling through this natural fortress with its natural water tanks. North from El Paso, three hours away, are the White Sands and Indian Cisterns of Alamogordo. Sparkling sand, dazzling white, covers an area 20 miles long by 15 miles wide, in



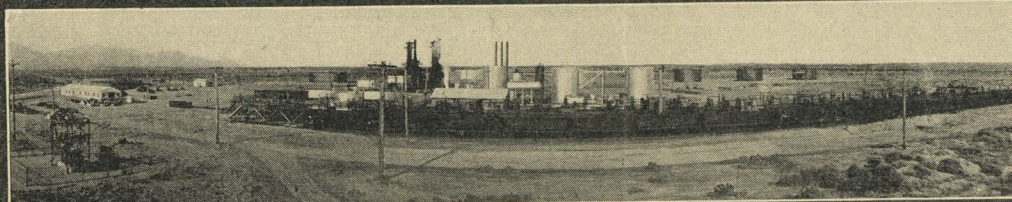
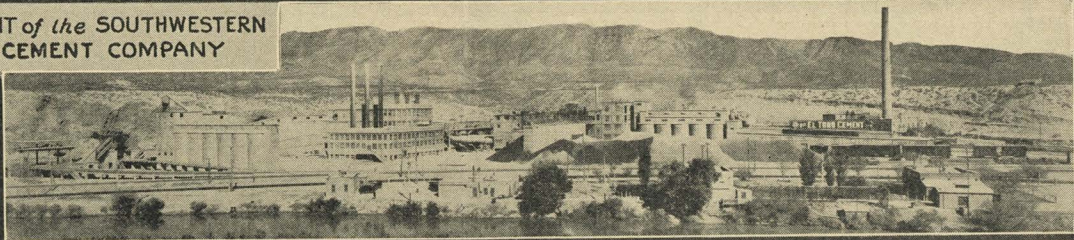
El Paso is the meeting place of the Texas plains and the Rockies; farther west than Denver and Santa Fe, and farther south than San Diego.

depth from a few feet to one hundred. From whence they came no one knows. Above Alamogordo in the high Sacramentos is Cloudcroft where winter sports abound for several months and summer days require sweaters. Here is the highest golf course in the world—play sometime for a real thrill! Northeast, about 125 miles as the crow flies, over a new road soon to be opened, are Carlsbad Caverns, eighth wonder of the world, and largest caves known to man. This famous National Park was opened six years ago. Last year it was visited by more than 50,000 persons. Beyond the Caverns is the fertile Pecos river valley. A two or three day circle trip from El Paso to the Caverns, Carlsbad, Roswell, Artesia and back by way of the Hondo and Ruidoso in the timbered Sacramentos is well worth the time. North from El Paso on the Camino Real, highway of kings, from Mexico City to the northernmost out-posts of Spanish conquest in New Mexico and Colorado, we pass Old

Mesilla, meeting place of Butterfield and Santa Fe Trails, at the crossing of the Camino Real and the city where the American flag was first raised in territory acquired by treaty and the Gadsden purchase. On north, through the fertile valley, we pass old Ft. Selden and soon come to Elephant Butte Dam impounding the largest artificial body of water in the world. This trip of one day, or several, may also be extended to include a visit to Silver City, first incorporated city in the state of New Mexico, and center of a rich mining and cattle raising district in the Mogollon and Black Range Mountains. At Santa Rita is the largest open pit copper mine in the world. Many famous highways center at El Paso:—Broadway of America, the All-Year National Highway; Old Spanish Trail; Lee Highway; Mexican Border Highway; Southwestern Trail; El Paso-Silver City-Grand Canyon Route, and many other just as picturesque and interesting in the variety of attraction and scenery offered to tourist and explorer. An entire winter could be spent in visiting the Scenic, Historic Southwest from El Paso as your headquarters for scores of interesting trips from a few hours to several days. Hunting parties into Old Mexico also can be arranged.

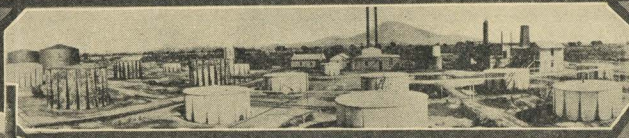
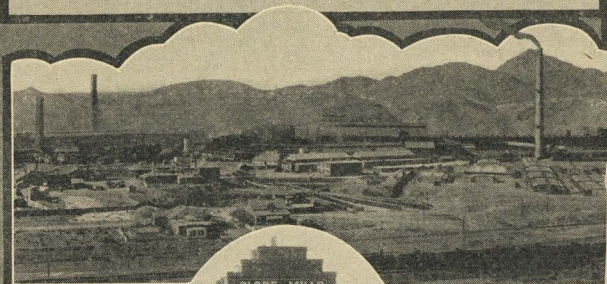


EL PASO PLANT of the SOUTHWESTERN
PORTLAND CEMENT COMPANY

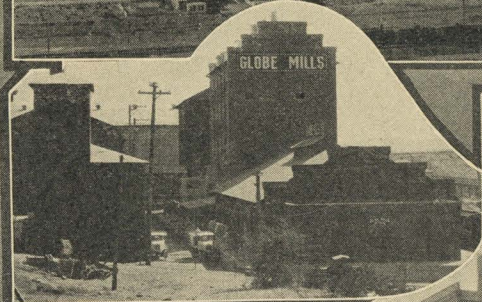


AT LEFT
NEW REFINERY
of the
PASOTEX
PETROLEUM
COMPANY ~

BELOW
CUSTOM SMELTER of the AMERICAN SMELTING & REFINING CO.



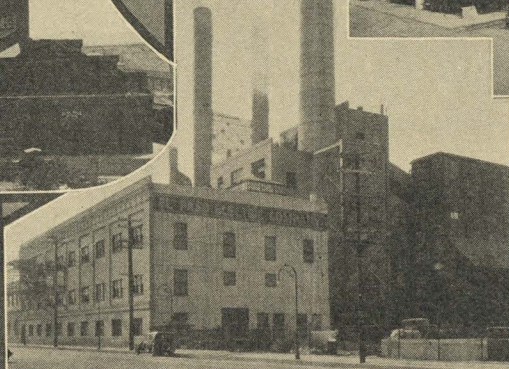
ABOVE
EL PASO REFINERY of the
RIO GRANDE OIL COMPANY



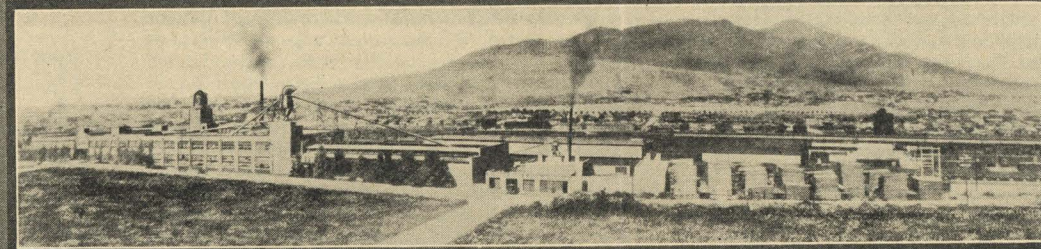
ABOVE
GLOBE MILLS, FLOUR
and COTTON SEED
OIL MILLING



ABOVE
PEYTON PACKING CO. LARGEST
MEAT PACKERS in the SOUTHWEST



AT LEFT
MAIN POWER PLANT OF THE
EL PASO ELECTRIC CO.



AT LEFT
MAIN PLANT
of EL PASO
SASH & DOOR
COMPANY
MANUFACTURING
PREMIER
STANDARDIZED
WOODWORK

A few of the many plants that are making Industrial History in the New Southwest. With the securing of twenty million dollars more of these enterprises during the 1928 year, El Paso is now becoming one of the nation's industrial centers. There may be additional industrial advantages for you in El Paso.