



NEW MEXICO—

Southwest's Sunshine State

**A new state where ancient
and modern meet is putting
solid "meat on its bones"**

By RALPH W. ATER

THE COVER

The most frequently portrayed New Mexican Indian Pueblo is fabled San Geronimo de Taos. Two large adobe communal houses rising four and five stories exist practically as they did in 1540. Originally the terraced rooms were entered by hatchways in the roofs, reached by ladders. When danger of attack disappeared, doors and windows were cut out, but ladders remain as there are no inside stairways. Smaller houses, pole-supported platforms for storing foodstuffs and clay ovens surround the two main buildings and a mission faces a large central plaza. The dances of Taos are elaborate and beautiful and visitors are welcome.

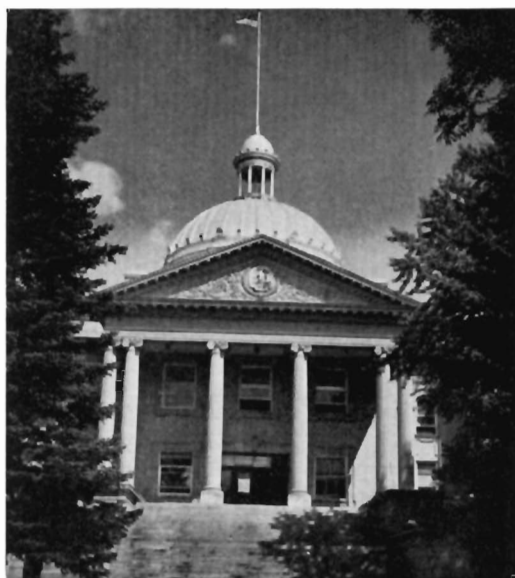


The Santa Rita copper mine in southwestern New Mexico is worked at different benches. This view shows a section of the mine, said to be the largest open-pit copper mine in the world.

BUENOS DIAS, amigo mio. Como le va? Come be my *compañero* and let's "dust the trail" to New Mexico, the Sunshine State. *Vamos*. Grab your sombrero and let's "jump up a lot of dust." We'll explore this *bonito* land of *campiñas y llano y mesa cañon y sierra, rio y laguna*, where *mañana* is a philosophy and not just a Spanish word meaning "tomorrow," where Santa Fe means "Holy Faith"—also the State's capital city as well as a great railroad system, where Spanish, Indian and cow-country cultures blend in the New Mexican language, dress, abode, religion, education, industry, politics and commerce.

New Mexico has been described as the land of sunshine and *adobe*. However, within her boundaries are found all but one of the climatic zones, and the matchless scenery is variously characterized by verdant river valleys, flanked by scrub-dotted arid lands, with towering blue mountains beyond, by green-timbered peaks capped with glistening white snow for many months of the year, tumbling trout streams in the high valleys, by vast high ranges dotted with herds of livestock and sheep, piñon-speckled highlands, red sandstone cliffs, by cactus-strewn desert-like stretches, by fields of waving grain, cotton, alfalfa, vegetables and orchards, with over-all a blue, clear sky and cloud formations of indescribable loveliness, and all packing an appeal which lends complete credence to the state's popular designation, which appears everywhere, even on its automobile license plates—*The Land of Enchantment*.

Bounded on the east by the Panhandles of Texas and Oklahoma, on the north by Colorado, on the west by Arizona, and tipped at its northwest corner by Utah and having to the south Mexico, and Texas proper east and south, New Mexico is the fourth largest state in the union by area, comprising 122,634 square miles.



Capitol building of New Mexico located at Santa Fe.



Air view of Santa Fe roundhouse and shops at Albuquerque, N. M.

New Mexico was "discovered" by the Spaniards traveling northwest from Mexico, then called "New Spain", and differs from any other state in the Union in that colonization first was from south to north rather than from east to west. The name "New Mexico" is said to date from 1565.

Building, expanding and employing new technologies as the state's commerce developed, the Santa Fe Railway has been credited with being the largest single factor in the creation of the New Mexican empire.

Heralding the spread of commerce westward, in the Spring of 1853, Jefferson Davis, Secretary of War, sent out exploring expeditions to find the most feasible route for a railroad to the Pacific, and two routes were surveyed through New Mexico. In that year the Gadsden Purchase was completed, and in 1861 the Territory of Colorado was formed out of New Mexico. In 1862 New Mexico was invaded by the Confederate army which occupied Santa Fe, and several battles of the Civil War were waged in the territory, one of the fiercest engagements being in Apache Cañon near Glorieta, now traversed by the transcontinental main line of the Santa Fe Railway. In 1867 gold was discovered in Colfax County and the general incorporation act for mining and other industries became law. By 1868 daily mail service was established with the East, and a military telegraph line was opened from Ft. Leavenworth, Kan., to Santa Fe in 1869.

Things really began to hum in New Mexico with the coming of the Santa Fe Railway 34 years before statehood. The first track was laid November 30, 1878, and the first locomotive crossed Raton Pass in December of that year, beginning an era of development, marked then by a cattle boom of the 80's as a result of

accessibility of eastern markets by rail. A mining boom fostered by the means to bring in machinery and exporting the ores began in 1879. Following a cattle boom, rapid agricultural development began, and the discovery in 1888 of artesian water in the Pecos Valley caused farming to forge ahead there. In 1909 oil was discovered in Eddy county.

With the railroad came more newspapers, schools, hospitals and churches, and commerce and industry made an up-swing. Small communities sprang up along the new rails and speculation caused a land boom. Settlers poured in.

Back in 1900 the capitol building now in use was dedicated at Santa Fe, and on January 6, 1912, New Mexico was admitted as a state.

Modern New Mexico reflects the background of more than 400 stormy years under Indian, Spanish, Mexican and American cultures. Indian religious ceremonies unchanged basically by four centuries of contact with other cultures are performed today in the pueblos while ancient Spanish, and even medieval, customs flourish nearby. The flavor of the western cow country is marked, and against the whole there is arising an era of chrome and steel, new industry, new influence from the East—the American tempo is invading the *Land of Mañana*.

It has been variously pointed out that New Mexico, in spite of its historic cultural age, still is in many respects a frontier, with the three cultures still separate entities guarding their own traditions. The Santa Fe Railway's streamliners rush past byroads where the fastest mode of travel still is the mountain canary (burro)! The picture is an incongruous one, but true. An understanding of this is essential to any analysis of the state as it is today.

Indian Life

Hopi Indians dance after christening a new Santa Fe Diesel at Gallup, N. M., in 1941, graphically illustrating the existence of ancient and modern cultures which live side by side in the Sunshine State.



Indians are very religious people and each pueblo has its own kiva, or religious ceremonial house. Entrance is through the roof. This one is located north of Santa Fe, N. M.

Transcontinental travelers on the Santa Fe make treks from Albuquerque over to Acoma, N. M., to view the oldest Indian Pueblo. In 1540 the city's denizens resisted Coronado's army.



Here an Indian squaw shapes an exquisite vase at San Ildefonso Indian Pueblo, N. M. The work is done very rapidly despite the skill displayed in the finished product.



La Fonda, the inn at the end of the Santa Fe Trail in the heart of New Mexico's capital city.

A striking illustration of the incongruities of New Mexico is Los Alamos. High above the Rio Grande where ancient Indian villages still exist rises the "Atomic Town" which exists for one reason: continuation of atomic research and development. Once the Nation's "top secret" and the "birthplace of the atom bomb," Los Alamos is now the weapons center of the Atomic Energy Commission.

In the beginning Los Alamos was not intended to be a permanent installation; therefore, every building constructed was put up with the idea that some day it would not be needed. Construction now, however, is permanent.

Already the most unique city in America, Los Alamos will soon be one of the most modern, well planned cities ever to exist, and a community of which New Mexico may justly be proud.



A monument marks the end of the famous Santa Fe trail. It was erected in Santa Fe by the Daughters of American Revolution and the Territory of New Mexico in 1910.

New Mexico is not homogeneous. Its cultural variations are influenced by the topography, with Spanish, Indian and American cultures dominating in various sections of the state. The area still is sparsely settled. Its population is completely cosmopolitan. Its position as a border state, with international port of entry, is a factor in the state's character, increasing the ties with Mexico, and making for an exchange of influences that is strong.

Even the state constitution has a section providing that all laws passed by the legislature should be published in both English and Spanish for the following 20 years and thereafter as the legislature provides. The state court and legislature procedure still is to some extent bilingual.

Politics often are colorful and, attesting to the cosmopolitan character of the populace, only two of the 14 governors since statehood have been natives of the state, the others coming from New York, Ohio, Kansas, Missouri, Tennessee, Kentucky, Pennsylvania, and one, Octaviano A. Larrazolo (1919-1921) was from Chihuahua, Mexico.

The story of the building of the Santa Fe Railroad over Raton Pass and down through New Mexico, thence to the Pacific, is thrillingly related in Jim Marshall's *Santa Fe, the Railroad that Built an Empire*. Suffice it to say here that the feat was difficult and fraught with all sorts of adventure. Track had reached the Colorado line, just north of the present Raton Tunnel, by November 1, 1878, and the top of the pass was scaled with a shoe-fly switchback with grades of 6 per cent and curves to 16 degrees. On December 1, 1878, the first engine went over the hill into New Mexico, and with the tunnel completion July 7, 1879, rail service became a reality. Las Vegas held a celebration for the railroad's arrival on July 4, 1879.

The line was heading for the capital at Santa Fe, but with an expanding vision of the state's development westward and south from the capital, the railroad's management concluded to lay the main line 18 miles to the south, through the present town of Lamy, and run a spur up the hill to the capital. This empire-building action opened the entire state for development through rail transport.

Santa Fe was reached on February 9, 1880,

America's oldest public building — the Palace of Governors in Santa Fe, N. M. It was constructed in 1610 and served as the New Mexican capital for almost 300 years. Built of adobe, the walls are three feet thick.



and the passing of the era of the Santa Fe Trail and the beginning of rail service to the ancient city was marked by a huge celebration.

Today the Santa Fe Railway serves virtually every section of the state, with 1,397 miles of track. Its transcontinental main lines enter from the north at Raton, proceed southwestward through Las Vegas (the meadows), serving the capital city Santa Fe with freight service over the spur and with passenger service from the station at Lamy, thence to Albuquerque and west, leaving the state west of Gallup. Another main transcontinental line enters at Texico on the east, proceeding westward through Clovis and across the plains to Belen, joining the other main line west of Albuquerque. South from Clovis, a line serves the Pecos Valley and its bustling communities of Roswell, Artesia and Carlsbad, and south from Belen a stretch of railroad known locally as "The Horny Toad" follows roughly the old Spanish trail, the "Jornada del Muerto" (Journey of Death), to Las Cruces and El Paso, with lines westward to Deming and Silver City. Short branches from these main arteries tap the rich mining, farming and cattle hinterlands.

The Santa Fe Railway is an important citizen, too. The railroad employs 5,853 people in the state, and has an annual pay roll of approximately \$20,310,500.

The railroad tax dollar reaches into every community of the state. Ad valorem taxes paid the state of New Mexico by the Santa Fe in 1947 amounted to \$1,084,070. Of this amount, \$658,096 went for school purposes, dramatically illustrating the railroad's contribution to the continuing progress of the state beginning with the educational system. In addition to the ad valorem tax, the Santa Fe also paid substantial state income, sales, use, franchise and conservancy district taxes, and of these, the schools again received all of the net sales taxes and approximately two-thirds of the income taxes in addition to the regular ad valorem school taxes. The line's total tax bill in 1947 was \$1,548,783. Additionally, conservancy district taxes in excess of \$200,000 are paid for flood control, drainage and conservancy district assessments. This annual payment of over one million dollars ad valorem taxes on the physical property goes to 20

counties, 40 municipalities and 140 school districts, while the income, franchise, sales and use taxes are paid to the state for distribution throughout the entire state—largely to schools.

The railroad's role economically in the life of the state is important, too, on a more local basis, in such communities as Raton, Las Vegas, Albuquerque, Gallup, Clovis, Belen and others where shop, roundhouse, storehouse facilities and large crews and other personnel are maintained.

Take Albuquerque as a typical example. The Santa Fe Railway reached Albuquerque in 1881, organized the New Mexico Town Company as a railroad subsidiary, surveyed and laid out much of the present city. To secure a route away from the river and to avoid a highjacking for right-of-way through the old villa founded in 1706, the railroad was routed two miles east, and the first city lots were hawked from a railroad flatcar. Today, Santa Fe trackage in the city totals more than 50



Bishop's Lodge near Santa Fe, N. M., is typical of the many resorts and guest ranches in the state.



Air view of downtown Albuquerque, N. M., showing Santa Fe tracks in the bottom left foreground.

miles and the Santa Fe shops employ approximately 1,000 men, with the roundhouse working about 135 and the storehouse about 90, providing Albuquerque a total pay roll of about \$312,000 monthly. This steady flow of wages into the city's trade channels is a highly vital factor in the local economy.

The locomotive repair shop at Albuquerque overhauls all classes of locomotives at the rate of approximately 300 per year, and the flue and boiler plate shop are the best equipped in the area. One of the large tie-treating plants on the system is located there as well as one of the larger system hospitals. Albuquerque, strategically located and rail-served, has become important as a wholesale center, distributing supplies and materials for sheep and cattle ranching, mining and timber operations, and a great amount of food, clothing and other commodities to smaller distribution centers and towns throughout New Mexico.

Recognizing that New Mexico's economy is principally extractive, and that the processing of materials drawn out into finished products provides greater employment, state and civic leaders in New Mexico are progressing a long-range program for industrialization, or semi-industrialization, to balance the state's economy. The Bureau of Business Research at the University of New Mexico, Albuquerque, currently is engaged in making a comprehensive economic survey of New Mexico to show what the state has to offer new industry; and industry, mining and agriculture are co-operating in the improvement of job status within the state to interest capital to invest in the future development of the state. Industries characterized by New Mexican color and atmosphere

already are in competition with other markets.

The trend is toward expansion. New Mexico's population increase indicated by the 1940 Bureau of the Census Report, was second largest in the nation, with a percentage of increase second only to Florida. Population, officially, in 1940 was 531,818. The Bureau of Business Research of the University of New Mexico estimates the 1947 population at 651,300. Albuquerque, the state's largest city, has an estimated 90,000.

The resources responsible for this expansion are varied. Although the biggest business in New Mexico, normally, is the vacation and recreation trade, agriculture and the raising of livestock, and the mining and petroleum industries compose the backbone of the economy.

New Mexico's almost 78 million acres of land comprise one of the state's great natural resources. Over 97 per cent of the area is used for farming and ranching, according to figures released by the University of New Mexico, and only one and six-tenths of the total is barren or inaccessible—almost 94 percent is classed as grazing land and about 3 percent crop land.

The Bureau of Agricultural Economics, reporting on crops from approximately 2,516,055 New Mexican acres, places farm crop values in 1947 at \$62,799,000, with cotton as the leader. The 10 year average value is \$115,000,000. The soil is productive. The average annual rainfall varies from 10 to more than 25 inches, but the southern valleys require irrigation to supplement rainfall. Irrigation is made possible through storage dams, diversion from streams, and the development of underground water through wells. Approximately one-third of New Mexico's farm acreage is irrigated. Since the state has a water area of only 131 square miles, the smallest of any state in the Union, water conservation is important. The state is divided into water basins with special projects for each, and the dams and systems of canals in each project conserve water, and prevent disastrous floods and erosive processes. The waters impounded also provide recreational areas. Climatic conditions are conducive to a variety of crops that may be grown in New Mexico including nearly all products of the temperate zone.

Alfalfa is one of the oldest producing crops in the state, and alfalfa dehydrating mills in the Pecos Valley area ship annually a considerable volume of alfalfa meal to feed mills and lots in Texas, the Missouri Valley and East. Alfalfa seed production in the Artesia area alone averages more than half a million pounds annually.

Cotton, wheat, barley, oats and sorghums are widely grown. Peanuts flourish in the vicinity of Portales in eastern New Mexico, particularly for the markets of the Pacific Coast, Chicago and East. Pinto beans, and chili peppers to flavor them, are grown widely in the state, both by small farmers and for the commercial market. The latter flourish particularly in the

Santa Fe Cities



Santa Fe facilities at Belen. Note the large roundhouse. Here East - West and North-South Santa Fe lines cross.

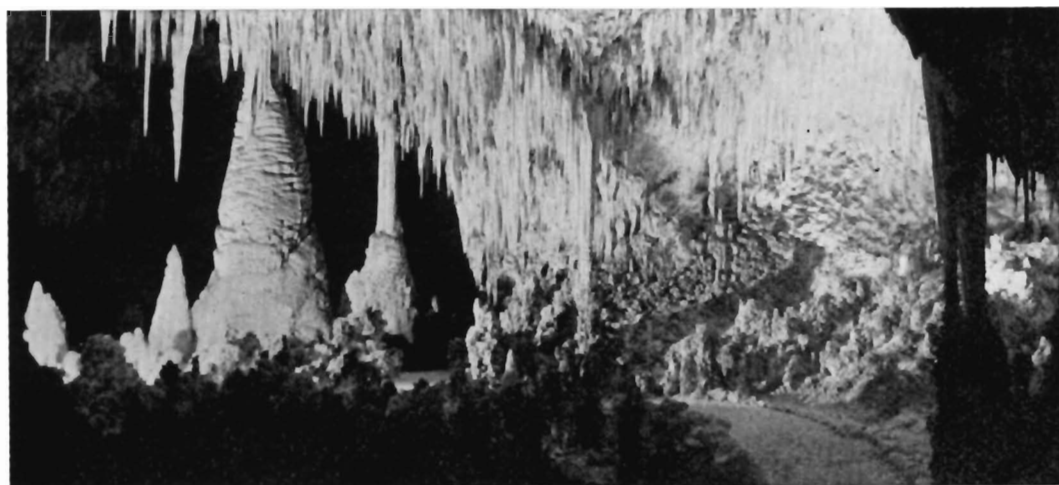
This is a portion of the Santa Fe trackage at Clovis. This city lies near the eastern border of the State of New Mexico.



This picture of Raton was taken from Raton Pass. The first Santa Fe engine went over this famous point in 1878.

Los Alamos in early Spring, showing the western housing area of the "birthplace of the atom bomb." Already the most unique city in America, it will soon be the most modern.





The Big Dome in the Carlsbad Caverns, near Carlsbad, N. M., is perhaps the most fascinating scenic spot in America. This room is a

fairyland filled with stalactites and stalagmites of queer and interesting design. Lighting effects make it dazzlingly beautiful.

high plateaus along the Santa Fe Railway around Mountainair and Willard.

Corn is virtually the staff of life for the Pueblo Indians. Potatoes, vegetables of all varieties, and fruit are grown in quantity in areas of the state. To the south sugar beet seed is produced in commercial quantities. Even the piñon nut which abounds in the foothills of the rough lands is marketed with profit.

Large acreages are plentiful in so vast a state. However, characteristic of the state's agriculture, peculiarly New Mexican and growing directly out of its four-century history, are the tiny irrigated farms of the Spanish-Americans in the small mountain valleys and mesas in the central and northern part of the state. There the people live and farm much as their forebears for the past 300 years. Holdings, dating from the old Spanish grants, divided and subdivided as families grew, have become so small that a large percentage of the male population now leave their farm homes for a portion of the year to work in industry. These men provide an increasing labor market as the native population changes from its pastoral past to expanding industrialization. These many small farms lend a major portion of the charm for the traveler to the sections of the state where they are found. There are about 9,000 of these "subsistence" farms in the state.

The state still offers excellent opportunity for further development and expansion agriculturally. The Santa Fe Railway, which has pioneered in agricultural development in the entire Southwest, has just issued a digest of locations and opportunities for agriculture in New Mexico which is available for prospective settlers.

The grazing lands in the state are very fine and livestock has always been important. From 600,000 to 700,000 cattle and calves and a million or more sheep and lambs are shipped out

of the state annually. The New Mexico Cattle Growers' Association estimates that 1947's 724,192 cattle and calves alone sold for \$72,419,200. The value of the entire livestock production has been reported at more than \$100 million.

Clovis, headquarters for the Santa Fe Railway's Pecos Division in eastern New Mexico, is a flour and feed manufacturing center, and a \$50 million livestock industry is based on the Clovis stockyards. Most of New Mexico's meat animals are shipped out of state for slaughter. Hundreds of tons of green hides are shipped east each year, and eight concerns in the state manufacture leathergoods for local and out-of-state consumption.

John S. Chisum was New Mexico's first cattle baron. In 1865 he moved 10,000 head of cattle into New Mexico from Texas, and in ten years he was running 80,000 head of cattle on his ranges. The Chisum home ranch was located about six miles from the City of Roswell, and he carried on many worthwhile experiments of growing crops and grains in New Mexico. He also imported costly Durham cattle to improve the herds of the state.

About 12 million pounds of high grade wool are produced annually. The quality of this commodity demands a premium in the finest worsted trade. There were 15 concerns in 1947 making articles of wool, establishing an embryonic textile industry in the state.

Three and a half million acres of commercial forest lands in New Mexico produced 144 million board feet of lumber valued at \$7,200,000 in 1947. Timber from National Forest areas in New Mexico, of which there are seven under the management of the U. S. Forest Service, contributed 55 million board feet to the nation's lumber bin.

New Mexico ranks seventh among petroleum

and gas producing states, with 81 pools and seven gas fields. There are approximately 5,030 producing oil wells within the state. The industry employs approximately 10,000 people, with an approximate annual pay roll of \$27,750,000. There are 195,240 acres of proved oil territory and 6,000 acres of proved gas producing territory, not including gas sands that have been cased off in drilling to deeper oil strata. Six refineries operate in New Mexico with a total capacity of 9,478 barrels. In addition to other by-products, these refineries furnish 4,873 barrels of gasoline per day. There are nine casing-head gas or absorption plants with combined capacity of 343,207 million cubic feet. From this amount the plants get 7,895 barrels of gasoline and 2,110 barrels of butane daily.

Four carbon black plants in New Mexico process 102,973 million cubic feet of gas per day with recovery of 173,471 pounds of carbon black per day.

The potential mineral wealth of the state is too vast to estimate. New Mexico is first in the nation in potash production, second in zinc, third in fluorspar, and fourth in copper.

It was the search for precious metals that led the Spaniards to explore the area in the first place. Miners from Old Mexico opened the great copper deposits at Santa Rita near Silver City in 1800. Gold was mined near Santa Fe 30 years before the great Cherry Creek finds in Colorado. As early as the 17th century, lead and some silver had been worked in New Mexico. Zinc, lead, high grade iron ores, manganese and molybdenum are other metals mined, and coal and non-metallic mining are carried on in varying degrees in the state.

The United States Bureau of Mines states that in the fiscal year ending June 30, 1947, there were 65 operations for metals reported in New Mexico employing 3,506 individuals. There were 43 coal mining operations employing 1,257 people, with 1,412,246 tons of coal sold at \$6,011,266.68. The Raton district in

Colfax County, is the most important coal producing area, and the Gallup district is next. There were 17 non-metallic mines other than coal, employing 2,049 people.

One of the most extensive of the metal operations is the mining of copper ore in Grant County, east of Silver City. The raw material is mined by the open pit method and hauled by rail several miles to Hurley, where it is milled and smelted. Large-scale production in this mine began in 1911 when methods were developed to recover copper from deposits with as little as 2% copper content. It now is New Mexico's largest single industry.

In the non-metallic category, potash leads the field. The potash industry is the second largest income producer in the state, and New Mexico supplies 90% of the nation's needs for this substance. The industry employs more than 2,000 men, and the 1947 annual production was approximately \$39,000,000. Potash is one of three primary plant food ingredients and is important industrially. The industry has developed in southeastern New Mexico in the vicinity of Carlsbad since 1925, by three private companies on government land under prospecting permits. Ample reserves have been found in the state, and in the whole Permian Basin area of which the New Mexico deposits are a part, to assure this country's independence of foreign sources of the mineral for agriculture and industry for some time.

Other non-metallic minerals mined within the borders are alum, asphalt, rock, calcite, caliche, gem stones, particularly turquoise, mineral paints, pumice, pumicite, refractory minerals, and ricolite; asbestos, barite, bean-tonite, building and ornamental stone, cement materials, chalk, clay and feldspar; fluorspar, Fuller's earth, graphite, guano, and gypsum; limestone, lime and lithium minerals; magnesite, meerschauum, and mica; ochre, nitrates, petrified wood; sand, gravel, sodium sulphate, and sulphur. Salt is recovered by solar evapo-



All dressed up and some place to go are these *senoritas*. Their destination—the Santa Fe Fiesta.



Acoma, N. M. Missions church is a fine example of Spanish missions which dot the state. Walls are generally four to eight feet thick.

Livestock and Agriculture

In northern New Mexico, a typical home with red peppers drying.



Cowpunchers head herd of cattle toward New Mexican corral.

An irrigation result
—rich carrots.



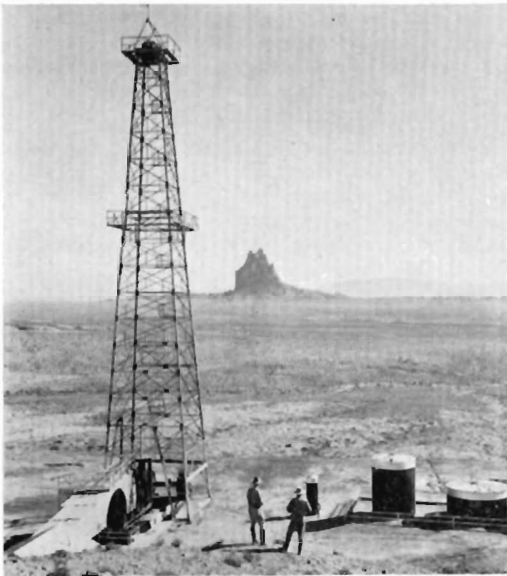
A cotton field near
Las Cruces, N. M.

Industrial New Mexico

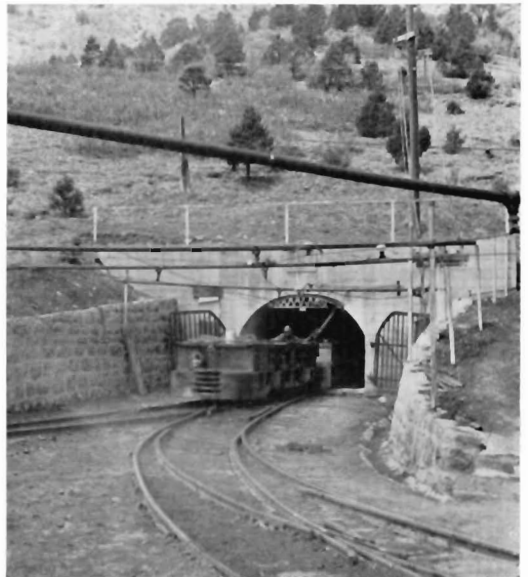
Potash leads the non-metallic field industrially in New Mexico, and is the second largest income producer. Shown here is a general view of a refinery near Carlsbad.



Churning the millpond to spray, logs from the Lincoln Forest in southern New Mexico are unloaded at the sawmill at Alamosordo, N. M. Lumbering is a major industry in the state.



The Rattlesnake oil fields near Shiprock, N. M., contain some of the highest grade petroleum in the United States.



Coal mining is one of New Mexico's principal mineral industries. This is near Raton, in northern portion of the state.

ration from several surface lakes, and carbon dioxide gas for dry ice manufacture is found in commercial quantities in Torrance, Harding, Union and Mora counties.

For the traveler and vacationist, and for the fortunate ones who may choose the land where they reside, New Mexico is a land of unsurpassed beauty and attraction. The New Mexico State Tourist Bureau estimates out-of-state automobile tourists, alone, spent about 125 million dollars in the state in 1947, and this is exclusive of travelers who reach the state by rail and air. This big business produces thousands of dollars in taxes for the state, and assures jobs to thousands of workers, directly and indirectly.

Indian and Spanish cultures present in virtually unchanged forms quite naturally provide a focal point for much of the state's tourist activity. The Indian and Spanish villages with their green fields and orchards surrounding adobe houses, strings of red chili streaming from the walls in the Fall, the odor of piñon smoke, and the reserved, brilliantly attired people have strong pull for the traveler. The Pueblos all have dances and ceremonials at appointed times during the year. Many of them, incongruously enough, mark Christian saint days, to which travelers are admitted. The annual Inter-tribal Indian Ceremonial held in August at Gallup, called the "Indian Capital," affords an unparalleled opportunity to observe many of the dances of the various tribes. Thousands of Indians from as many as 30 tribes across the nation gather in all their finery at Gallup to dance and compete with

one another in the biggest Indian celebration in the world, and the event attracts thousands of visitors annually. In the individual Pueblos, ceremonial activity is particularly marked at Easter and Christmas.

The Pueblo tribes, who excel in the art of ceramics, dwell in 18 pueblos on land grants originating with the Spanish crown, subsequently confirmed by the United States Congress in the treaty of Guadalupe Hidalgo in 1848. These pueblos, all accessible by automobile from convenient Santa Fe Railway points in North Central New Mexico are Taos, Picuris, San Juan Nambé, Santa Clara, San Ildefonso, Tesuque, Santo Domingo, San Felipe, Cochiti, Santa Ana, Zia, Jémez, Sandía, Isleta, Laguna, Acoma and Zuñi. Travelers on Santa Fe streamliners will recognize these as names of the luxurious passenger cars in transcontinental service.

The Navajo Indians comprise the largest tribe in the United States and the portion of their reservation lying in New Mexico is north of the rail point at Gallup. The Navajos are nomadic, dwell in crude shelters of log and stone covered with earth, although some now live in stone houses. Their economy is based on sheep, goats and horses, some agriculture, and on the sale of silver and turquoise jewelry, in which they excel, and the weaving and marketing of their famed Navajo rugs and blankets. The carding, spinning, dyeing and weaving into blankets on crude looms of these beautiful rugs by the women of the tribe by ancient methods is intensely interesting.

There also are two Apache reservations in New Mexico, the Jicarilla, north of Santa Fe, and the Mescalero in Otero County. The Jicarilla market the abundant timber from their lands, raise sheep and goats, and are notable for their baskets of beautiful workmanship. The Mescaleros own some of the finest grazing lands in New Mexico. The Apaches live in tepees, and dome shaped shelters of boughs, and some in small houses.

There is a Ute reservation on the San Juan river in northwestern New Mexico. The Utes and Apaches, because of their geographic remoteness and other factors, however, are not of as much passing interest to the visitor as the Pueblo Indian country which abounds in folklore and color.

Spanish peoples hold numerous fiestas in their villages, and the daddy of them all is the Santa Fe Fiesta, annually held on the Labor Day week-end, which marks the reconquest of the territory by De Vargas' Conquistadores in 1692. Zozobra, "Old Man Gloom," is burned in effigy to start the fiesta and there follows several days and nights of merriment intermingled with gorgeous pageant and religious rites. Everyone wears brilliant Spanish, western or early-day costumes. The plaza is alive with food booths and strolling musicians and an ancient hand-powered merry-go-round, "Tio Vivo", recently featured in a motion picture. There is dancing in the streets, and concerts



This young miss is about to take off for a bit of skiing at Hyde Park, a popular winter sport area, located just a short drive from downtown Santa Fe, N. M.

and pageants are held on the plaza. The parades are indescribably colorful. The entry of De Vargas is re-enacted in front of the Old Governors' palace. Evenings are marked by the burning of the luminarias, small candles in paper bags filled with sand to weight them, spaced a foot or two apart along the edges of the many-terraced flat roofs in the city. The candlelight procession which moves from the ancient cathedral to the Cross of the Martyrs on the hill overlooking the city is a never-to-be-forgotten experience.

The richly historical background of New Mexico and its climate, its beauty, its mixture of cultures, and its remote, yet accessible, quality always has attracted to the state writers, painters, musicians, all of whom have enriched the literature and culture of the state. Historians, archeologists and ethnologists have found virtually unlimited materials for study and research in the ancient cultures, so many remnants of which still exist in New Mexico.

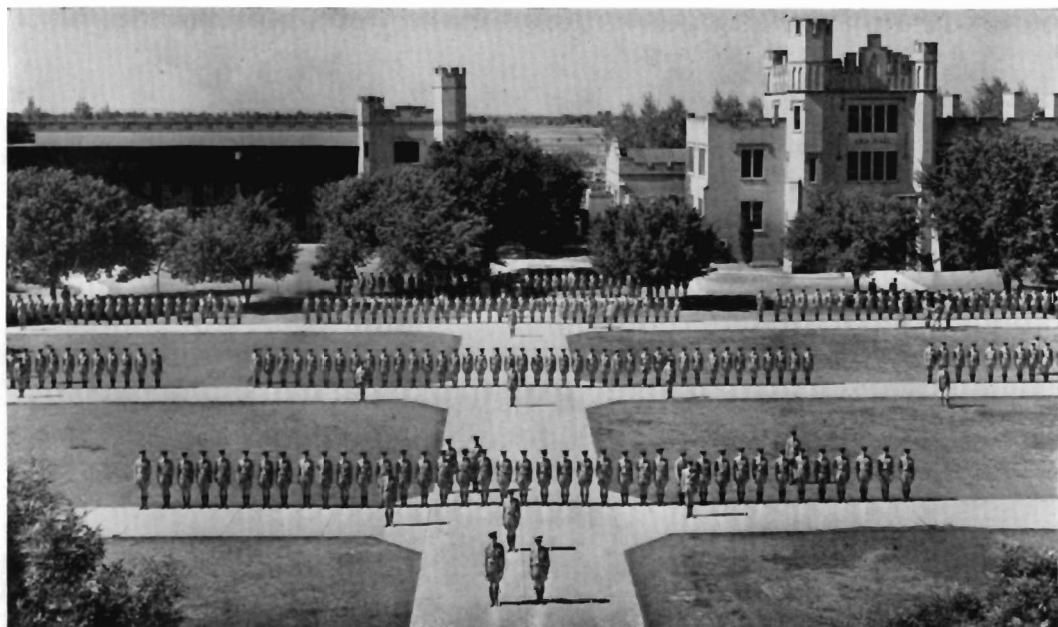
New Mexico, too, has produced some outstanding creative artists in all fields. In Santa Fe, Taos, and Albuquerque, particularly, internationally-famed artists mingle in the streets with the Spanish-Americans, the Indians, the cow hands, the sport clad visitors and the Anglo-American merchants. With the color and cosmopolitan quality of the scene it sometimes is difficult to realize that one is actually in an American city.

New Mexican architecture also is particularly distinctive. It is based on forms and materials native to the state, and on buildings antedating the Spanish discoveries. Spanish



This is the new administration building on the campus of the University of New Mexico at Albuquerque. The school is distinctive in that all its structures are "homey" in appearance.

influences have been felt, of course, and with the coming of the railroad, particularly, buildings of all types were erected to resemble those in the East. During the construction period following the coming of the Santa Fe Railway in 1878, many of the public buildings



Cadets on parade at New Mexico Military Institute, located at Roswell, N. M. This col-

lege is given a high rating by the country's war department.



Above is the administration building of the New Mexico College of Agriculture and Mechanic Arts at State College, near Las Cruces, N. M.

still in use were erected in varying "Eastern" styles.

Those seeking education from out of state are attracted to New Mexico institutions by the excellence of their curricula, by the opportunities for field work in such fields as archeology, mining, etc., and by the over-all charm of the area.

Archbishop Lamy established the first English school in the territory of New Mexico in 1851 at Santa Fe, and the next year founded the Loretto Academy in Santa Fe, for girls, and seven years later St. Michael's College for boys. The University of New Mexico began operation June 15, 1892. Its architecture, following the Pueblo-Spanish lines, lends a visual distinction not paralleled by many other American colleges. Agricultural research, extension and teaching are conducted from the New Mexico College of agriculture and mechanic arts at State College, near Las Cruces. Mining, metallurgical and geological engineering are offered at the New Mexico School of Mines, begun in 1892, at Socorro. Highlands University at Las Vegas, the New Mexico State Teachers College at Silver City, Eastern New Mexico College at Portales and the El Rito Normal School at El Rito offer higher educa-

tional opportunities, particularly in the teaching field. The famed New Mexico Military Institute at Roswell, established in 1898, is one of the nation's leading schools of that type, offering high school and junior college training. Beginning the Fall terms 1948-49 it will extend into a full four-year liberal arts college, specializing in preparing students for government service.

Recreational opportunities abound. The mountain forests cover 13 million acres. There are more than 2,000 miles of well-stocked trout streams. In the summer, the forest areas offer fishing, riding, hunting, camping and other similar sports; and in the winter, skiing and other winter sports are widely enjoyed.

Empire building goes on apace in New Mexico with the Santa Fe Railway playing a leading role. Its concern with the development of New Mexican agriculture is manifested through the activities of its agricultural agents and its fostering of 4-H and Future Farmers of America work among the youth of the state. Its belief in the industrial future of the state is evinced by its acquisition and making available at low lease, or sale, industrial sites with trackage all over the state where its lines reach, and its constant study and concern with the matter of favorable rate structures to foster enterprise. Its faith in the commerce of the state is shown by the constant improvement of track, yard and terminal facilities, developments in power and equipment to transport the products of New Mexico's attractive industries. Swift, modern streamliners bring the tourist business within the borders and transport busy New Mexicans to out-of-state destinations. The Santa Fe owned, Fred Harvey operated hotels—the Alvarado at Albuquerque, La Fonda at Santa Fe, and El Navajo at Gallup, and in the very early days the fabulous old Montezuma Hotel and Sanitarium near Las Vegas—are centers of New Mexican social life and draw titled and internationally prominent people to their door. The Santa Fe Railway is an integral part of modern New Mexico, and the heritage of the state, as adapted in the advertising and decoration employed by the railway, has done much to more closely identify it with the state and to create the distinction which the road enjoys today.

