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# ALBUQUERQUE

## NEW MEXICO

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WHY SACRIFICE  
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Rio Grande River. From This River the Valley Obtains its Water for Irrigation



Typical Rio Grande Valley Farm. Scene Three Miles from Albuquerque

A Fine Stand of Young Alfalfa. Three to Four Cuttings Secured in a Season

**T**HIS BOOKLET is issued for the benefit of those desiring to secure a general idea of ALBUQUERQUE and BERNALILLO COUNTY, their industries and desirable features. By no means is it comprehensive, as it is only intended as a general pictorial survey. With the exception of the three views on page 11, every photograph shown herein was taken in the city and county, most of the agricultural photographs were snapped within a radius of three miles of the city. What you see here you may believe without feeling that your credulity has been imposed upon. We issue various pamphlets regarding health conditions, climate, the soil, land prices, irrigation, varieties of crops produced, poultry raising, stock raising, stock and lamb feeding. We also have booklets dealing with the general resources of New Mexico and the public lands of the state for sale, lease and homestead. Drop us a line, stating in what particular thing you are interested, and we will gladly respond. The reason for the existence of this organization is to serve the public; command us.

Issued by the BUREAU OF PUBLICITY OF THE ALBUQUERQUE CHAMBER OF COMMERCE  
ALBUQUERQUE, NEW MEXICO

Arranged by John Tomba.

Photos by Courtesy W. R. Walton.



Live Stock Is an Extensive Industry. Turning Alfalfa into Beef



Corn so Tall that It Escaped the Photographer



Hauling Alfalfa to the Stock. Albuquerque in the Distance

The modern city of Albuquerque, with a total population of about 26,000, is the commercial metropolis of New Mexico. There are about sixty miles of graded business and residence streets, laid out and numbered on the Philadelphia system. The office buildings, business houses and the majority of the residences are handsome modern structures. The city maintains efficient fire, police and sanitary systems of protection, with motor-driven fire apparatus; has free postal deliveries, and thirty miles of paved streets and sidewalks. An excellent electric railway is in operation and telephone and telegraph communication with all parts of the country exist. Wells sunk to great depth insure a supply of water that is chemically and bacterially pure. A thoroughly modern sewerage system has been installed, and gas and electricity for light, heat and power are furnished at moderate rates. The city government is under the commission-manager plan, and has not only proven eminently satisfactory, but has, together with the newly-organized Albuquerque Chamber of Commerce, given a new impetus to "the civic spirit" and has already found reflection in accelerated progress. In fact, the city has kept pace with modern towns of older growth and much greater population.



Hurwood School for Girls



Sacred Heart School



St. Vincent's Academy for Girls

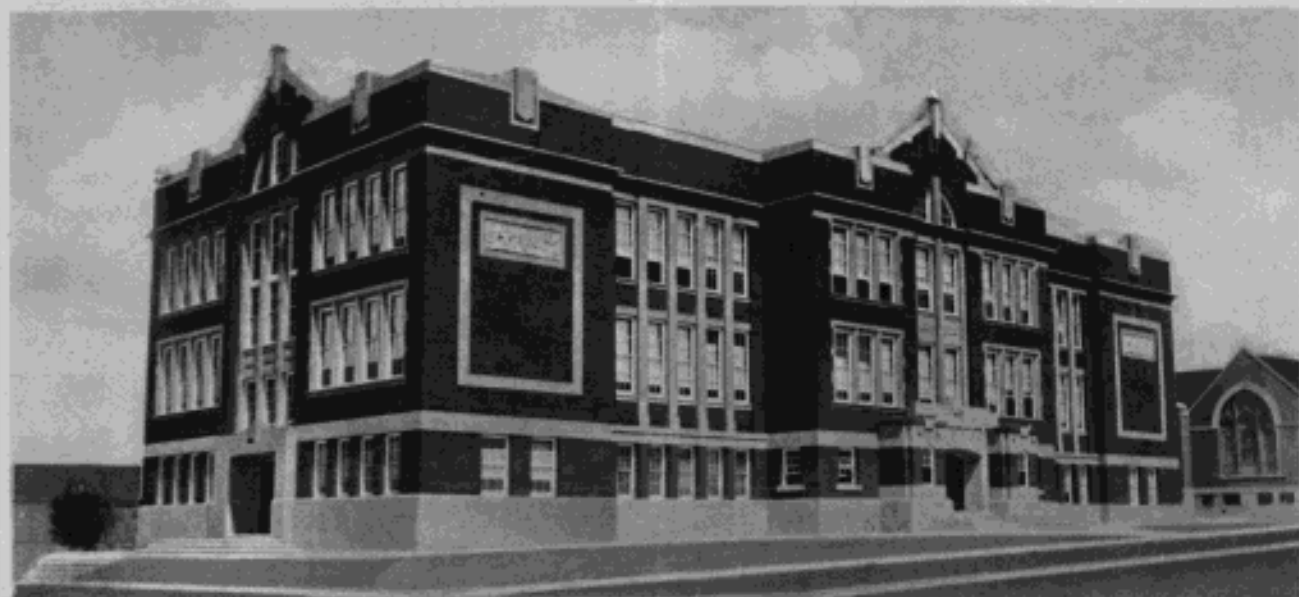


Albuquerque Woman's Club



New Mexico National Guard Armory

Real estate values are rising rapidly and yet conservatively, and there is a splendid opportunity for investment in improved and unimproved realty. Shrewd investors of capital have always considered Albuquerque and its adjacent territory a most excellent field for investment, and financial assistance furnished for home and business buildings, the promotion of manufactures and other enterprises, yields a good revenue. Albuquerque has strong banks, with resources of approximately \$12,000,000.00 and showing deposits of over \$8,000,000.00, as becomes the center of the financial, industrial, manufacturing, railroad, farming, lumbering, livestock and mining industries of New Mexico. Five large jobbing houses are located here and retail shopping facilities are unexcelled. Albuquerque has manufacturing plants producing flour, brick, stone, harness, farm implements, ice, cigars, candy, ginger ale, lumber and other commodities, as well as railroad shops, planing mills, carriage factories, wool scouring mills, laundries and many minor industries. The city is also the southwestern headquarters of the United States Forest Service and of other government bureaus.



New \$100,000 High School. This City Is Proud of Its Educational Facilities



One of the City Schools



Efficient Rural School System

Albuquerque's educational system is thorough in every detail and is of the highest order throughout. Each ward of the city is represented by a public school centrally located, in addition to which the city boasts a new \$100,000 High School. The valuation of the public school property is something like \$308,400, about seventy teachers are employed and the total expenditures exceed \$100,000 annually, and recently an additional \$40,000 bond issue was voted for the extension of the city's school facilities. In addition to the common schools there are splendid industrial and denominational schools, a night school, a summer school and a splendidly efficient business college. A chain of rural schools is also conducted throughout the county. Albuquerque believes in preventive and protective health measures and employs a school nurse. An open air school is conducted for anemic or backward children. The United States Indian School is also located in Albuquerque, and offers the wards of the Government instruction ranging from the fourth grade to high school work. Over \$152,000 have been expended upon the buildings and equipment alone.



Main Building, University of New Mexico. This School's Credits Accepted by the Best Universities in the Country



Campus, University of New Mexico



University Dormitory. Architecture, Adaptation of Old New Mexico

The University of New Mexico, the state's leading educational institution, and one that has few superiors in the country, if the standard of its faculty and courses of instruction are considered, cannot fail to arrest the attention and excite the admiration of those who are interested in the development of the Southwest. Modelled upon the historical pueblo style of architecture, the buildings of the University are, in the truest sense, expressive of the past of New Mexico. Their unique design, faithful to the traditions of the state, has elicited the praise of hundreds of discerning visitors from the more densely populated centers of the East, who recognized in them one of the few typically American architectural expressions so far developed in this country. A new chemistry building has been completed recently, and the erection of other buildings is planned. An adequate supply of water has been developed and a comprehensive scheme of campus beautification is in progress. Founded in 1889, the University of New Mexico has developed in a few years from a struggling school into a thoroughly organized institution whose credits are accepted at par by the highest collegiate tribunals of the country.



Alvarado Hotel and Santa Fe Station. Albuquerque Is Fifth City of Importance on This Great Transcontinental Railroad



Elks' Club. The Finest Club in the Southwest



Masonic Temple. Albuquerque Is Proud of Her Public Buildings

The Alvarado Hotel is one of the show places of Albuquerque. This hostelry is owned by the Santa Fe Railway and operated as one of the famous Fred Harvey chain, whose reputation is too well known to require comment here. The Alvarado also houses the best collection of Indian blankets and baskets in the United States. Demonstrations of blanket weaving, native silversmithing and kindred arts and handicrafts are in constant progress by Navajo and Pueblo Indians in the museum building. Of the other hotels, there are some fifteen in number and many have excellent restaurants in connection, all tending to provide ample accommodation for the many visitors and transient residents. In addition to these, there are small ranch resorts, catering especially to those who seek an opportunity to live the outdoor life. Albuquerque has many notable public buildings, among the more prominent being the Public Library, the gift of one of her own citizens; a magnificent Y. M. C. A., Y. W. C. A., Woman's Club, Elks' Club, Masonic Temple, Commerce Building, Country Club, and many other club and fraternal buildings, several of which cost in the neighborhood of \$100,000 each. The city has also a Rotary and a Kiwanis club.

Some of the City Residences



Gros Kelly & Co



Three of Albuquerque's  
Wholesale Concerns

Charles Hilfeld Co.

L. B. Putney

Citizens Bank



Occidental Building



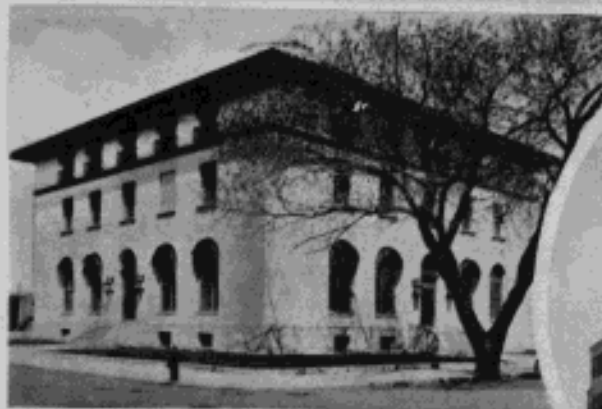
First National Bank



State National Bank



Four of Albuquerque's Financial Institutions



Federal Building

Albuquerque Chamber  
of Commerce



Albuquerque Residence Street. Here Again Is Cement Paving. R



New Y. M. C. A. Erected by Public Subscription



Albuquerque Wool Scouring Mill



An Albuquerque Business Street. Note Ornamental Lighting, Modern Street C

Bernalillo County Court House



Cement Paving. Robinson Park on Right



Public Library. Gift of Joshua Reynolds



Albuquerque Gas, Electric Light & Power Company Building



ting. Modern Street Car Equipment, Paved Streets, etc.



City Hall. Albuquerque Has a Commission and City Manager

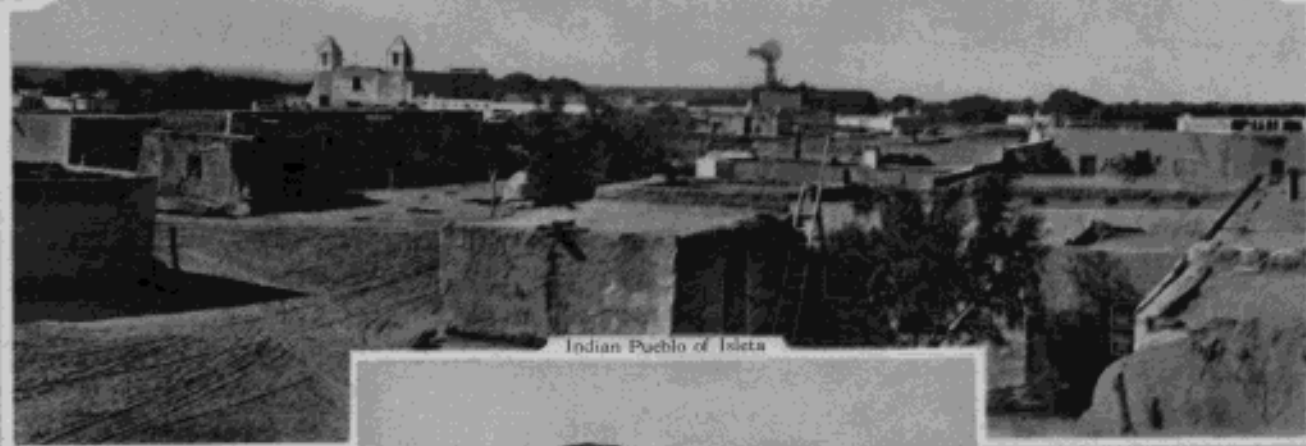


Church of San Felipe de Neri - 100 Years Old.  
Erected by Padres in Spanish Occupation



Some of the City's Churches





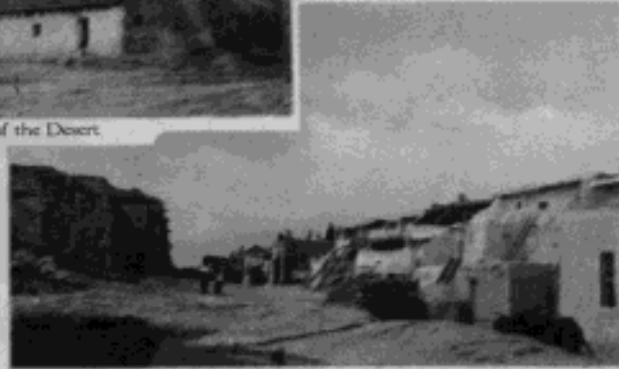
Indian Pueblo of Isleta



The Cathedral of the Desert



A Pueblo Indian Ceremonial



Ancient Acoma—The City of the Sky

Albuquerque derives her name from Don Francisco Fernandez de la Cueva Enriquez, Duke of Albuquerque. The Duke of Albuquerque was appointed thirty-fourth viceroy of New Spain by King Felipe V. of Spain, and entered upon his new duties with headquarters in Vera Cruz in 1702. Don Francisco Cuervo y Valdez, appointed Governor of New Mexico by the Duke of Albuquerque, founded the "villa" of Albuquerque in 1706, calling it San Francisco de Albuquerque, in honor of the viceroy. The latter, with becoming modesty, caused the name to be changed to San Felipe de Albuquerque, in honor of the King of Spain. It was first visited by Europeans in 1540, being then a pueblo town of considerable size. A boulevard passing through the lovely cottonwood groves and meadows along the east bank of the Rio Grande will soon link this bit of medieval Spain in America with the Ocean-to-Ocean Highway near Albuquerque. Evidences of the Spanish regime in New Mexico exist principally in the language and customs of the Mexican population and in the noble church structures, some of them of considerable antiquity, still standing in various towns throughout the state.





Bear Canyon in the Sandias. A Favorite with Sunday Outing Parties and Campers



A Canyon Picnic



Golfing, New Year's Day

Many picturesque canyons are found in the National Forests near Albuquerque, where excellent spring water and the shade of mighty pines, in conjunction with the wondrous flora of the Rocky Mountain region, invite the lover of Nature. Many people have built cottages at these charming spots, and numerous parties go out from the city for week-end picnics or camping trips in the canyons of the Sandias, Manzanitas and Manzanos Mountains to the east of the city. To the south and southwest appear the Ladrões, the Socorro and the Magdalena Mountains, while to the north lie the Cochiti and the Jemez Mountains, the latter noted for its curative mineral springs. Within easy motor distance of Albuquerque lie the picturesque Indian pueblos of Isleta, Sandia, San Felipe, Santo Domingo, Laguna, Acoma—the City of the Sky, and many others, forming a vivid present day record of the aboriginal period. The ruins of Abo, Tabira and Grand Quivera, as well as the prehistoric cliff and cave dwellings of the Rito des los Frijolies districts are also reached from Albuquerque. Twelve miles from Albuquerque are the famous Coyote Mineral Springs.



St. Joseph Sanatorium



Albuquerque Sanatorium



Presbyterian Sanatorium

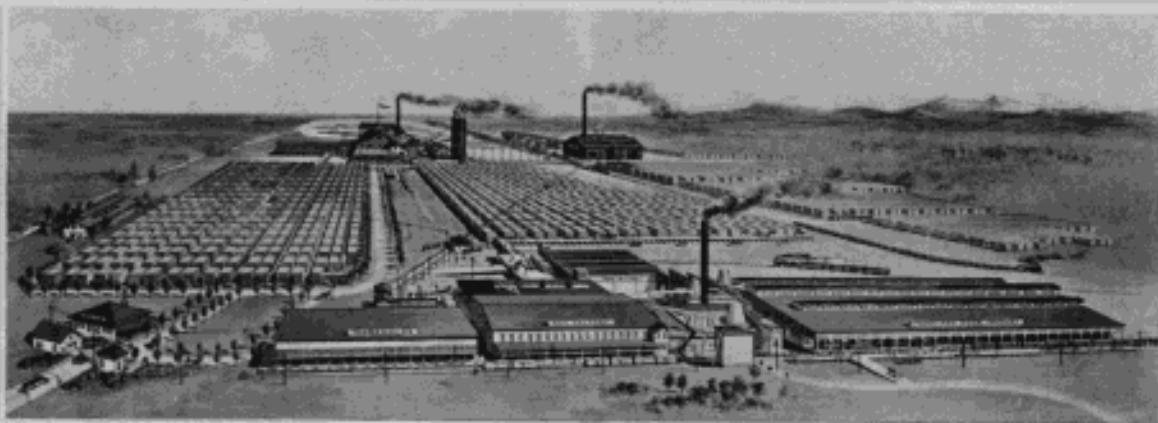


Methodist Sanatorium



Murphey Sanatorium

Albuquerque, the Heart of the Well Country, has a year-around climate that can scarcely be duplicated. Situated at an altitude of 5,000 feet, an ideal one, according to scientific research, Albuquerque is favored with a winter of pleasant mildness, and a summer climate by no means oppressively hot. The weather records show an average of 315 perfect days in the year. The atmosphere is remarkable for its dryness, the mean annual precipitation being only 7.51 inches. These conditions are especially favorable to those afflicted with tuberculosis, and thousands have been greatly benefited or cured. The lack of moisture and the almost constant sunshine with its captivating cheer and invigorating warmth, produce a physical and mental elation which plays an important part in the restoration of health. Five sanatoriums for the care of the tubercular and three general hospitals, all under the direction of skilled specialists, insure the best of institutional treatment. Albuquerque is a city of healthy, happy people, and all she expects of those who seek the benefits derived from her climate and environment is that they come financially prepared and observe the city's sanitary regulations.



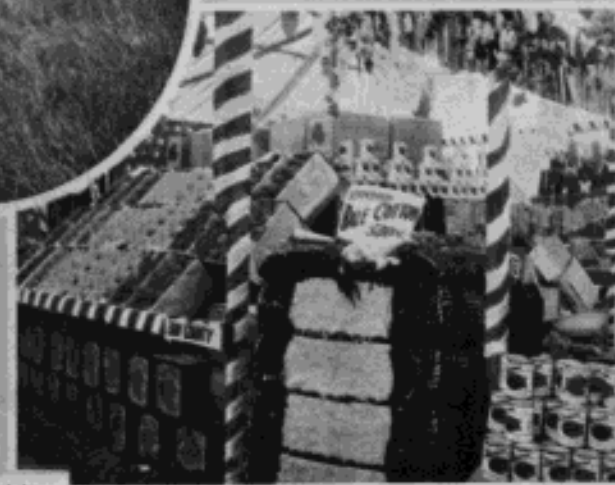
Mills and Yards of the American Lumber Company



Poultry Raising in Rio Grande Valley Is Profitable

Fattening Lambs for Spring Market. The Above Operation Netted \$5,000 Profit

The thousands of acres of uncultivated land in Bernalillo County afford excellent pasturage for cattle, sheep, horses and goats. For many years the stock industry has been pursued by the residents of the county with profit. To achieve an ordinary product, no feeding is necessary, although of late years, many sheep have been fed during the lambing and shearing seasons. Others have gone into feeding as a business and have made big profits by producing a finished article that tops the Kansas City market and brings as much and more than lambs from hitherto favored shipping points. Detailed figures on this are available from the Albuquerque Chamber of Commerce, and the records include one lot of 2,997 lambs on which a profit of \$1.89 per head was made in four months, a net profit on the one transaction of \$5,663.33. New Mexico produces a larger variety of wool than any other section of the United States, and Albuquerque is one of the largest wool shipping centers in the West. Poultry, farming and dairying are also engaged in extensively and profitably in the environs of Albuquerque.



State Fair Exhibit

Albuquerque and surroundings are especially adapted for raising fruits and vegetables of every description. Everything is raised by irrigation, and water for that purpose can be readily obtained from the irrigation ditches that form a network over the cultivated area of the Rio Grande Valley. Some of the farmers owning the larger ranches have pumping plants of their own, and as the water underlies the valley at a depth of from five to twenty feet, the expense of raising is nominal. This valley is considered the most fertile of any in the Southwest, and its cultivated area includes every agricultural product usually found in the temperate zone. Wheat, corn, oats and barley yield abundantly. All kinds of forage crops do well, and alfalfa is cut from three to four times a year. Sweet potatoes adapt themselves to the soil and climate. The cultivation of almost all varieties of fruits, small fruits and vegetables meets with splendid success and practically all varieties common to the temperate zone are grown. From three to ten acres, if properly cultivated, are sufficient to occupy the attention of one person and the value of the products from such an area amply compensates the industrious farmer.