

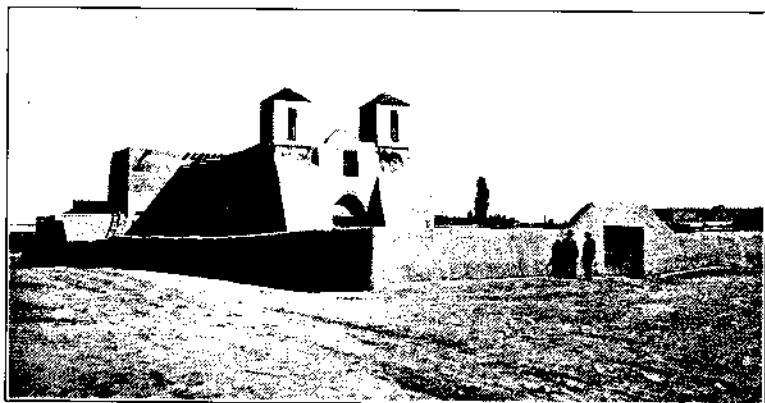


BEAUTIFUL
HISTORICAL
•TAOS•
A WONDERLAND
FOR TOURISTS

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SCENES AT FERNANDEZ DE TAOS AND PUEBLO DE TAOS
Artists' Studios, the Old Gate, the Indian Pueblo and Estufa



Old Mission at Ranches de Taos. Built in 1772

TAOS - NEW MEXICO

"The very name of Taos brings up so many subjects of entrancing interest that it is likely to open the flood-gates of description, of history, of tradition, of architecture, of Indian mythology, ceremonials and domestic customs to such an extent that a whole volume would be filled." (From *"Spanish Mission Churches of New Mexico."* by Ex-Governor Prince.)

THE beginnings of civilization in the beautiful and fertile Taos valley are shrouded in the mysteries of pre-historic times. Evidences are not lacking of a large and populous city lying to the westward of the present Indian village that may have flourished contemporaneously with the pyramids of Egypt. Certain it is that its antiquity antedates all traditions of the Pueblos whose ancestors have dwelt here so long that their traditions tell not of the time of their coming.

THE GREAT COMMUNAL BUILDING

Capt. Francisco Barrio-Nuevo, an officer in Coronado's expedition, arrived at "Braba" (Taos) in 1541, and was the first European to see the great communal buildings for which Taos is famous,—the most remarkable residential structures in the United States, and not duplicated elsewhere in the known world.



San Geronimo Day Relay Races

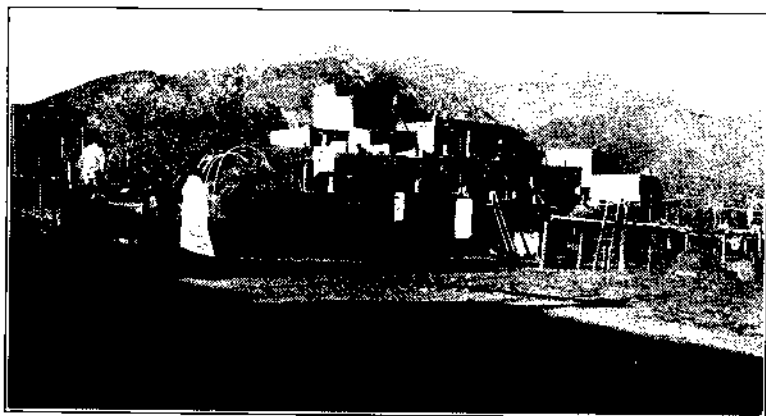
"Braba" was a walled city, and the remains of the walls are still standing. Outside of the Eastern wall are the ruins of two communal dwellings said to have been destroyed by Coronado's men in 1541.

THE REVOLUTION OF 1680

Don Juan de Oñate visited Taos in July, 1598, and a few weeks later Fr. Francisco de Zamora established a mission at the pueblo. In 1629 the Taos pueblo is said to have had over 2,500 inhabitants. The Taos Indians took a very active and important part in the revolution of 1680 when the Spanish government was overthrown and an Indian hierarchy established under the governorship of ———— Gonzales, a Taos Indian. This Indian rule was maintained under successive governors until the province was reconquered by De Vargas in 1688. For two centuries the Taos valley was the Egypt of the northern Spanish possessions, and the old Spanish settlement of Don Fernandez de Taos was its commercial metropolis. Here the hunters and trappers of the Rocky Mountain region congregated for traffic with the Indians, and outfitted for long expeditions, even to the Pacific coast.

In 1847, after the American occupation, Taos was the center of the insurrection that culminated in the massacre of

A :: WONDERLAND :: FOR :: TOURISTS



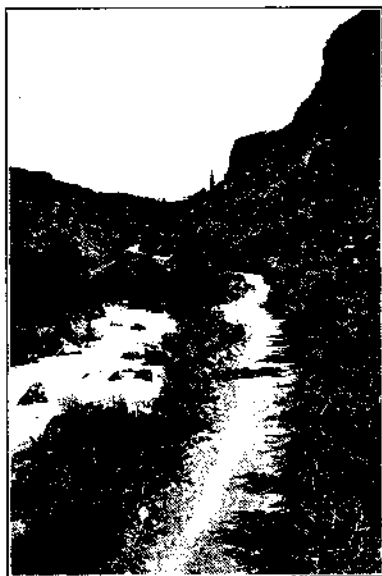
Indian Pueblo, Taos Mountain in the Background

Governor Bent, the first American civil governor of New Mexico, at his home in the north part of town. The principal battle of this insurrection was fought at the Indian village where the old mission church, the ruins of which may still be seen, was battered down by the Americans under Col. Sterling Price.

Taos was the home of Kit Carson, of Governor Bent, Carlos Beaubien, Col. Ceran St. Vrain, Lucien B. Maxwell, and of many others prominent in the early days.

A DELIGHTFUL CLIMATE

One of the surprises of Taos is its climate. It is a general belief of those not informed, that because Taos is situated on the sunny side of Mason & Dixon's Line, its summers are to be dreaded. However, this is not true. The records of the U. S. Weather Bureau, covering a period of twenty-one years, show an extreme maximum temperature of 96°. The extreme maximum for most years is 90°, while some years it is 86°. Even when the mercury reaches 90° to 95° in this altitude of 7,000 feet and dry atmosphere, it is never oppressive. Moreover, if you are not satisfied, it is only a few miles to a snow-bank.



In the Canyon on the Way to Taos

COOL NIGHTS

The nights are always cool, requiring a covering of one or two blankets to sleep with comfort. During July or August a daily shower will gather somewhere in the mountains, causing, at night-fall, a cool, refreshing breeze, full of ozone, to blow down the mountain like a sea breeze; making a summer evening in Taos a "full dress" delight.

AUTUMN IN TAOS

Taos Autumn days are like a dream of fairyland. Here we have all four seasons, following each other in regular succession from the time the robins announce the coming of Spring until the gathering of the snowbirds portends a carnival of snow. No sudden departures, no heat prostrations and no cold waves. The extreme minimum recorded in twenty-one years is -19° . If you desire a "perfect day," come to Taos.

OUTING AND CAMPING PARTIES

For camping parties the vicinity of Taos is unsurpassed anywhere in New Mexico.

Many of our canyons, in which delightful camping places are numerous, are accessible to automobiles, but to those desiring to avoid the sportsmen who frequent the most accessible rivers, there are trails leading to the heads of the wildest and most rugged canyons in the country. Here a wagon cannot go, but on horseback and with pack animals the solitary hunter or fisherman can rest assured of not being molested to any great extent by fellow sportsmen.

FISHING

Excellent fishing can be had up a half dozen canyons within a few hours' ride from Taos, and some of the grandest scenery in this section of New Mexico—the crest of Wheeler and its neighboring peaks—being well within a day's journey of town. To be taken into consideration also is the fact that, before these points are reached, the camper has been traveling through a fine game country.

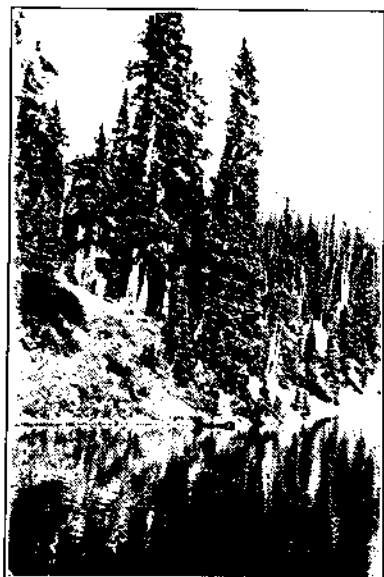
HUNTING

Deer, black, brown and cinnamon bear, turkey and grouse are plentiful, and occasionally one will happen upon grizzly sign. There is good quail shooting in the valley, and after the early snow falls bobcat and mountain lion can be procured with the aid of good horses and dogs.

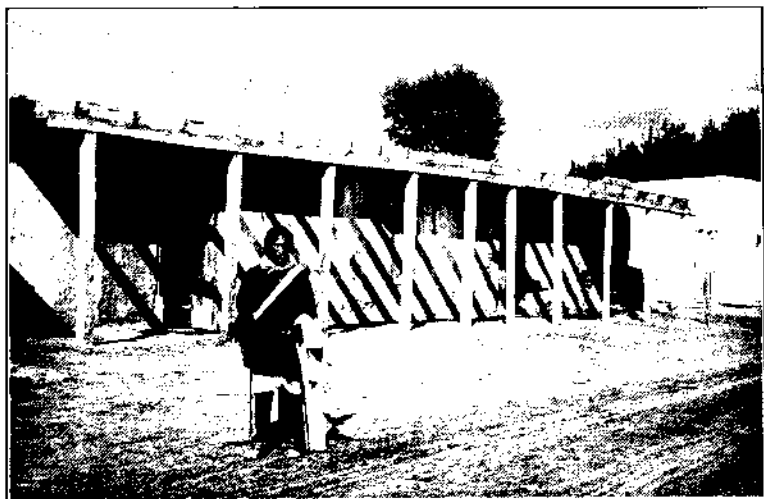
Hunting and fishing licenses can be procured in Taos, and our local hostelrys are adequately prepared to accommodate visiting tourists and sportsmen.

ARTIST COLONY

Taos prides herself on having the oldest and largest colony of artists in the State of New Mexico, and perhaps the largest anywhere west of the Mississippi river. The fact that such a colony exists, ought, alone, to convince the tourist public that the attractions of Taos must be something unusual, and



Mountain and Lake



Home of Kit Carson

should induce them to come to Taos to find out for themselves what there is that attracts the artists of the country and makes them come, year after year, to sojourn with us for months at a time, or to dwell with us permanently.

Here are found, in superlative degree, the beautiful, the historic and the quaint; here the ancient, the mediaeval and the modern meet and blend; here three races, three languages and three civilizations, each with its own manners, customs, religions and ideals meet and progress, side by side; here oriental mysticism and languor come in contact with occidental practicality and vigor.

“LIKE A VILLAGE IN PALESTINE”

A bird's-eye view of the flat roofed buildings of sun-dried bricks might be mistaken for a picture of a village in Palestine; the white-robed sentinels on the top of the communal buildings seem like faithful followers of the Prophet engaged in their evening orisons, and at evening the heralds on the roofs announcing the orders for the following day, seem like muezzins calling their brother Arabs to prayer; the lofty and



Grave of Kit Carson

majestic mountains, the beautiful valleys and plains; the leaping streams and the glorious coloring of tree and leaf and flower, of cloud and sky—these, all these, are the things that attract and hold the members of the “Taos Artist Colony.”

FAMOUS ARTISTS IN TAOS

The first artist to visit Taos and to paint its beauties, of whom we have any knowledge, was Alexis Compera, a Frenchman, who came in 1879; he was followed by Charles P. Adams in the early nineties. The oldest member of the present Artist Colony is J. H. Sharp, who re-discovered Taos more than twenty years ago. Soon after him came Bert G. Phillips, and then, in succession, came Frederic Remington, E. L. Blumenschein, Mary Greene Blumenschein, F. Irving Couse, Frank P. Sauerwen, E. S. Curtis, O. E. Berninghaus, Ralph W. Meyers, Carl Moon, W. Herbert Dunton, Walter Ufer and Victor Higgins. Of these, Phillips, Couse, Sharp, Myers and Dunton have their own studios. Mr. Sauerwen, in his lifetime, built and owned his own studio. The colony this season includes the old-timers, Bert G. Phillips, J. H. Sharp, E. Irving Couse, E. L. Blumenschein, J. Herbert Dunton, O. E. Berninghaus, Ralph W. Meyers and Victor Higgins.

Some of the "first-timers" are Mr. Julius Rolshoven, Miss Helen Dunlap, Miss Dora Blumenthal, Miss Cather and Miss Lewis.

The members of the colony graciously admit visitors to their studios, and appointments for visits may be made almost any day.

THE SAN GERONIMO FESTIVAL OF THE TAOS INDIANS, SEPTEMBER THIRTIETH

Taos Valley, justly famous for its beauty of scenery and historical interest, is so full of charm and picturesque beauty that it holds a dozen famous artists under its hypnotic enchantment for most of the year, but it is never so alluring as when the golden haze of September tints like an amber varnish its turquoise skies, its mountain background and primitive harvest scenes of peace and plenty. During the last two weeks of the month all is busy preparation for the crowning event of the year, the Taos Pueblo Fiesta of San Geronimo.



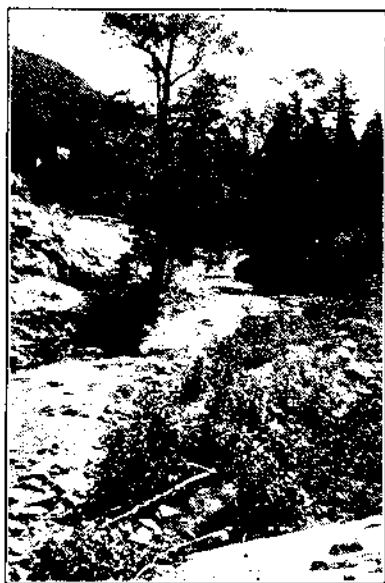
Ruins of Pueblo Mission Church. Destroyed by Col. Price in 1847

The native Mexican population for miles around the principal plaza of Fernandez de Taos is busy gathering their rich harvest, putting their homes in order, trading at the "big stores," getting ready the new wearing apparel; for relatives and guests from far and near will come to feast and dance, according to the custom of many generations.

INDIANS PREPARING FOR THE FESTIVAL.

At the Indian village, two and a half-miles from Fernandez de Taos, similar preparations are in progress.

Herds of ponies are dashing around the circular enclosures tramping out the yellow wheat, urged to a fast trot by a happy, singing Indian boy who uses his long whip lash on the laggards; the squaws are busy replastering the church and baking in the out-door oval adobe ovens. Bands of Apaches arrive several days before the festival and their tepees dot the camping sites near the Pueblo. As soon as located the squaws begin to weave their beautiful baskets and gather a harvest of wild plums, which they dry in the sun and pack back to their own country for winter use.



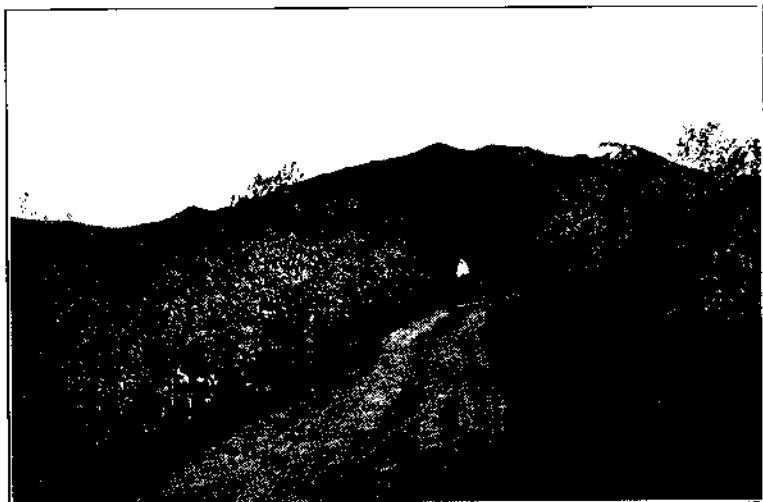
A Real Trout Stream

These camps of the Jicarilla Apaches are one of the most picturesque sights of the occasion, with their children and papooses, dogs, ponies, tepees, costumes and busy camp life lived in true plain Indian style, after the manner of their ancestors of a thousand years ago.

Long trains of fruit wagons, canvas covered, begin to arrive from as far away as Embudo, Alcalde, Española, and during the last days of September come the blanket weavers from Chimayo, and the pottery makers from San Juan and Santa Clara Pueblos with their wares. The neighboring Picuris Indians make their annual visit, crossing the mountain trails from the south.

THE SUNSET DANCE AND RELAY RACE

The merry-go-rounds are erected, generally at the last moment, and the native Mexican, American and Indian children all push and struggle together for places on the favorite



Wild Plum Blossoms on the Road to Taos Pueblo

wooden ponies. On the evening of September 29th the bustle and confusion is at its height, automobile, camp wagon and equestrian parties arrive in such numbers that the hotels and rooming places begin to overflow. The beautiful sunset dance takes place at the Pueblo between 5 and 6 p. m. Later on several bailes are in full swing and the crowd retires late, only to be up and gone early the next morning, when the rush is Puebloward to witness the great relay race which starts about 8 o'clock. This race is the principal event of the day and is worth a journey from the far places to witness. It is really a prayer ceremony, a hallelujah of thanksgiving, the Indians' old-time Harvest Festival, celebrated long before the Spanish Conquistadores set foot on New Mexican soil.

The race is followed by a dance, and about noon a recess is taken until late in the afternoon when the ceremonial sports of the Delightmakers entertain the crowd until sunset.

The spectacular sight of the relay race is a scene never to be forgotten, the four hundred yards of race track reminds one who has seen it on the river Thames on the day of the great annual regatta, the same moving kaleidoscopic colors and

forms, only in place of the silvery grey river over which the flow of color moves, one sees the grey sand of the track shining in the September sunlight.

What a sight is granted as one arrives at the Pueblo where the great five-storied communal buildings, and especially the north Pyramid, are overflowing with life and color. All the plaza in front is packed with the motley crowd, cheering and urging on the runners as they struggle to the end of the course where fresh partners crouch to spring away and take up the burden of the long race.

PLACES OF INTEREST IN AND ABOUT TAOS

Kit Carson Residence.

Kit Carson Grave.

Grave of Padre Martinez, Who Published the First Newspaper West of the Missouri River, November 29, 1835.

House of Governor Bent, Where First American Governor Was Killed by the Indians, January 19, 1847.

The Oldest House in Taos, Built in 1786.

Church of San Francisco at Ranchos de Taos, Built in 1778—Type of Old Spanish Mission.

Hot and Cold Springs Near Taos.

Taos Pueblo and Old Church Ruins.

Glorieta Grove Above the Taos Pueblo.

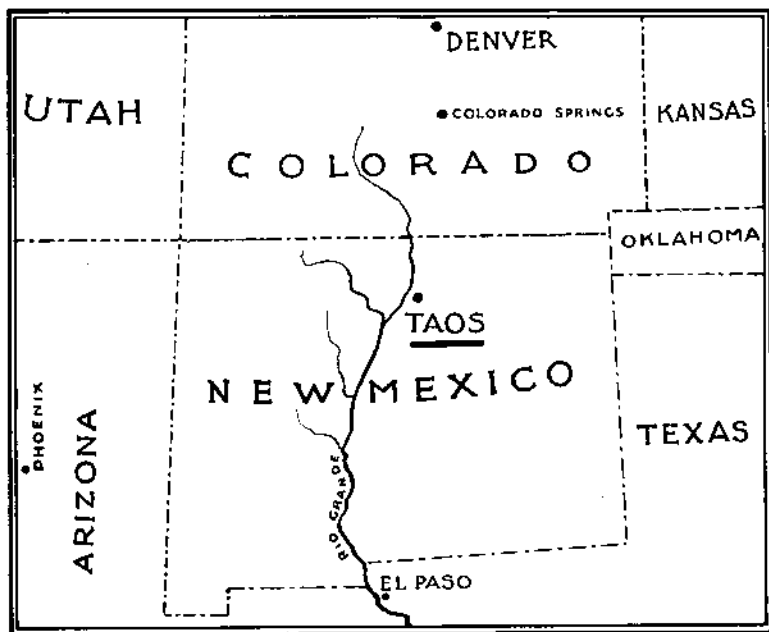
Ruins of the Old Distillery on the Rio Hondo, Scene of Massacre in 1847.

Rio Grande Canyon at Dunn's Bridge.

Old Torreon at Los Cordovas, Built in 1786.

Lookout Mountain.

Camp Bourquin, 1847.



TAOS

(Abbreviation of San Fernando de Taos)

The county seat of Taos County, located in the northern part of New Mexico, at the foot of the Sangre de Cristo range and about nine miles east of the Rio Grande, and twenty-four miles east of Taos Junction, the railway point for passengers traveling on the Denver and Rio Grande Railroad. Auto stage meets all trains except Sundays. By automobile Taos can be reached from the north by way of Alamosa, Colorado; from the east via Raton, New Mexico; from the southeast via Las Vegas, New Mexico; and from the south via Santa Fe, New Mexico.

The leading industries are farming, stock raising, dairying, lumber and mining. The population of Taos, including nearby settlements, is about two thousand.

For information on the National Parks and Monuments, Principal Scenic Attractions, Cliff Dwellings and Indian Pueblos of New Mexico, Colorado and Utah, address:

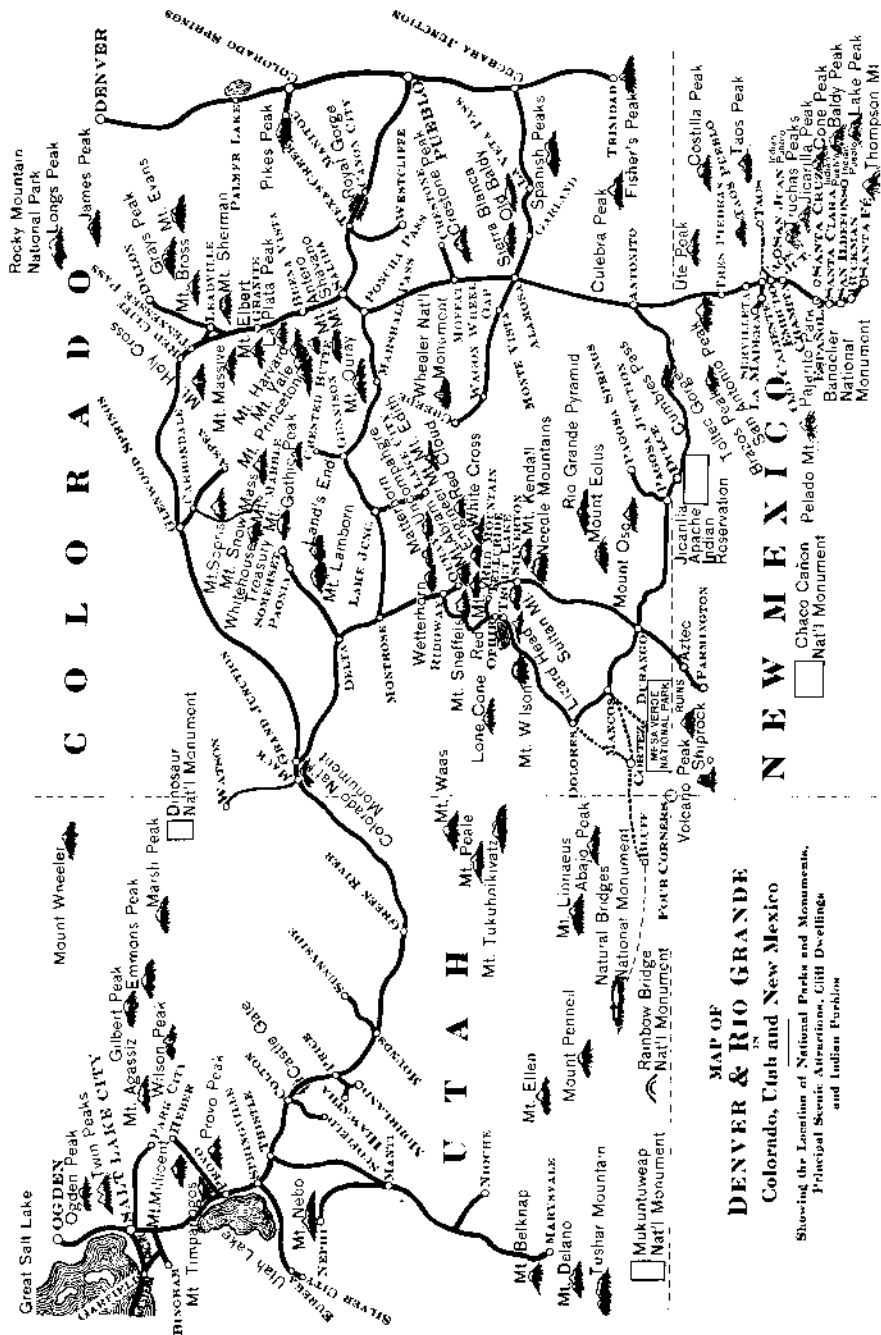
FRANK A. WADLEIGH, PASSENGER TRAFFIC MANAGER
DENVER & RIO GRANDE RAILROAD
DENVER, COLORADO

COLLARD O'Sullivan

NEW MIXIC

MAP OF
DENVER & RIO GRANDE
IN
Colorado, Utah and New Mexico

**Showing the Location of National Parks and Monuments,
Principal Scenic Attractions, Cliff Dwellings
and Indian Purses**





THE CHARM of Taos lies largely in its remoteness from the main channels of travel and commerce, being twenty-five miles from the nearest railroad, the Denver & Rio Grande. The Indian pueblo, with its five hundred inhabitants, has not changed in outward appearance in five centuries, and the Mexican village, Fernandez de Taos, three miles away, is almost as primitive as when General Kearney's Army of the West established the Government of the United States over that part of Mexico north of the Rio Grande. The Indian and Mexican life as it has existed for centuries, the magnificence of the scenery, and the wonderful climate have made Taos a Mecca for painters, writers, lovers of Nature and students of American history these many years, until now there is a large colony of artists who each year spend their summer in Taos, lending it an atmosphere found nowhere else in the United States.