

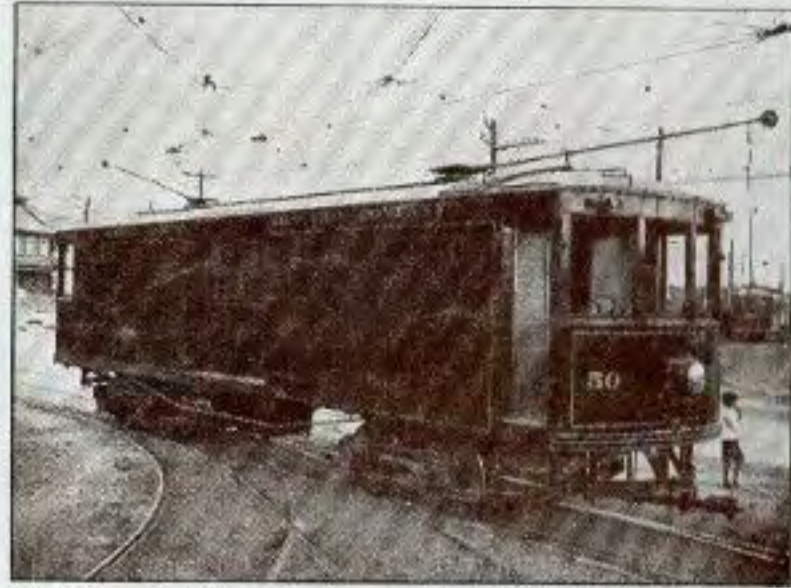
Small fruits are especially adapted to the soil and climate of the El Paso Valley. Pears, grapes, cantaloupes, berries and apples are raised at a profit in this valley.

There is a Japanese tea garden at West Ysleta, in the heart of the valley, an automobile club in prospect, a new Country club and a summer garden to be erected there soon.

The El Paso Valley has 55 miles of paved roadway and 25 miles of graded dirt roadway exclusive of the city streets.

A paved driveway extends from the plaza in El Paso to Ysleta in the heart of the valley. This 12 miles of paved roadway is to be duplicated and laterals built to all parts of the valley.

Climate in the El Paso Valley is equitable the year round. The average temperature for 30 years as given by the Government records show that the average for January is 44 degrees, for February 49 degrees, March 56 degrees, April 64 degrees, May 72 degrees, June 80 degrees, August 79 degrees, September 73 degrees, October 62, November 51 and December 45. This, coupled with an altitude of 3,762 feet and a rainfall of ten inches per year, makes a high, dry and sunny climate pronounced perfect by the agriculture experts.



VALLEY LINE EXPRESS SERVICE.

Rapid transit express service is to be provided for the entire El Paso Valley by the Valley Traction Line. Specially constructed express cars will be carried on regular schedules between Ysleta and El Paso and the passenger time express service will be made a feature of the Valley Line service. Express stations will be established at convenient points along the line and freight and express to and from El Paso will be handled by the crews of these cars.

By addition of this special rapid transit express service, the valley ranchers will be brought close to the El Paso markets. It will be possible to market your ranch products, dairy products and other valley grown commodities within an hour after they have been picked and packed. In return, the city will be brought close to the country for a parcels delivery system will be made possible by this service for the quick delivery of goods from the big city stores to the ranch houses and suburban towns. The rates will be nominal.



# A Little JOURNEY to Ancient YSLETA



Rio Grande  
Valley  
Traction  
Company

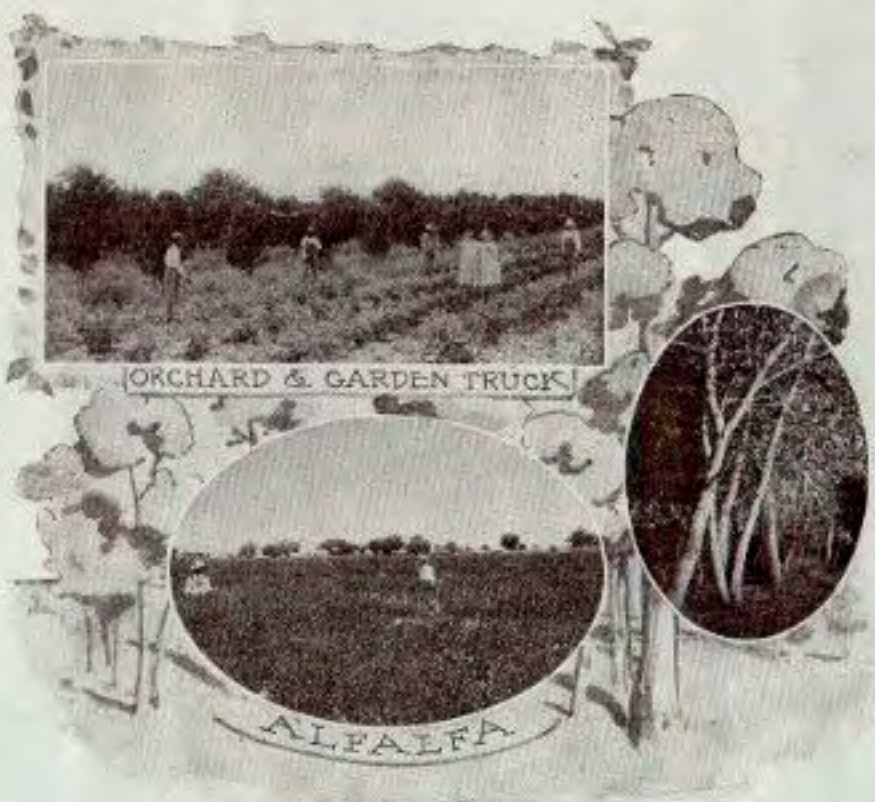


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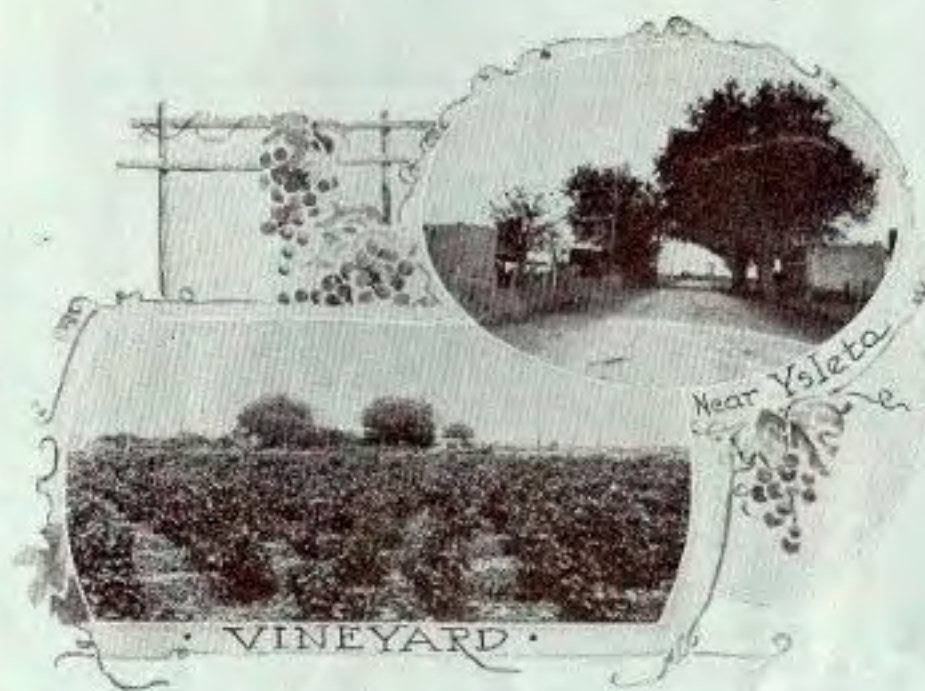




Leaving the Plaza of the Pioneers in the pulsing heart of the business district, the cars of the Valley Traction line loop through the parked residential district, through the suburbs and out into the coolness of the open country. Past the Chinese Gardens with their Oriental gardeners toiling with bended backs over their cherished crops—past the fragrant fields of deep green and purple-plumed alfalfa, the age-old cottonwoods standing as sentinels over the rippling acequia carrying the life-giving waters to the land and the irrigated fields as level as a ball-room floor; the cars speed on their journey to the ancient town. Nestled back in the bosque are the homes of the native ranchers with their patio gardens brilliant with native flowers, a strand of crimson peppers strung from

the rooftree and a mocking bird lilted its lay from the willow cage by the doorway. A mantilla-clad Senora peeps from the darkened door of the adobe house as the cars whiz past and dreams of days when mantled men rode bravely away to war down this same broad highway,—the Camino Real.

Long-legged ostriches strut on parade at the Southwestern Ostrich Farm, which is one of the show places of the valley. They scamper away to hide their heads as the car rolls past the ostrich ranch with its display of plumage on exhibition for the tourists. The El Paso Dairy Farm, the largest in the country, flanks the Valley line on the left, its clean, cool stables extending like spokes from a giant wheel and the pure-blooded cows gaze after the cars from beneath the shade of the friendly



cottonwoods. Modern vineyards nestle close to the ground where the ancient vineyards bore their purple fruit for the wine that was drunk at communion in the Mission church at the village.

The homes of the modern American ranchers may be seen, red-tiled through the trees which line the canal, their pergolas heavy hung with climbing roses and the green lawns stretching like a rug under foot. Golden grain fields nod their greetings to the traction cars, the carefully laid out orchards resemble checkerboards in their exactness of planting. Off to the north are the mesa lands which frame the picture of the valley beautiful, and to the south-land is Mexico and its romance of mountain and plain with the Rio Grande lapping the low country like a stream of molten silver in the sun.

Ancient Ysleta, the Indian village at the terminus of the Valley Line, comes

as a climax to the pilgrimage down the Rio Grande Valley. The rumble of the modern cars contrasts strangely with the age-old quiet of the peaceful pueblo. Strung along one main street that is lined with giant trees which furnish appropriate setting for the old homes of sun-dried brick. There the Indians do their quaint dances on their feast days as they have done them for centuries. The women cook their simple meals in the outdoor ovens and the candles burn from the housetops on Saint days as they have done since before the coming of the white man.

All interest centers in the Mission church of Ysleta which stands like a protecting cross at the head of the single street. This old Mission, more ancient than San Augustine, older than San Miguel at Santa Fe, and reputed to be the most ancient in North

