

El Paso, "The Magic City" of the Southwest

Do you know of another city in the state of Texas even twice the size of El Paso where **One Million, Five Hundred Thousand Dollars** is now being spent for new business blocks?

Why ARE YOU IN EL PASO **Why** DID YOU COME HERE **Was** IT FOR FANCY OR FOR YOUR HEALTH'S SAKE **Made Money** If You Invested In City or Valley Property

Every hour of the day, every day of the week and every week of the month people are coming to El Paso and the Rio Grande Valley to locate. There are various reasons why people come to El Paso, but suffice it to say that those who came here and made an investment are making money.

Those who invested in city or valley property a few years ago have made a nice fortune. Those who invest today and hold their property for any length of time are going to get handsome returns from their investment. No city in Texas, or any other state, is making such a substantial growth as El Paso

Out of a Prairieless of Nothing El Paso and the Rio Grande Valley have grown to be the leading city and the leading valley of the Southwest

The City of El Paso

A large percent of the people of El Paso realize that the business district is growing at a very rapid rate. Buildings that yesterday were considered quite large and modern enough are today being razed to become the site of handsome skyscrapers. Few of us, however, know the extent of the building of homes, apartments, small business blocks in the outskirts of the city. Business lots that were held at a hundred dollars a front foot a few years ago seemed an exorbitant price to many. A few, however, could foresee the great future of El Paso and purchased business sites. Today these lots could not be bought for ten times the price and some a hundred times the price, that they were offered a few years ago. Day by day business property is advancing and desirable business sites cannot be purchased scarcely at any price. Residence sites are today being sold at a price that would have bought a fine business lot a few years ago. New additions have been opened in the past two years and these are already the homes of many of El Paso's best people. Lots that were bought for a small price a short time ago are today held at double the price. The values in lots in any part of the city are increasing steadily. It is only a question of time until you will be forced to go several miles from the present additions to get lots on such terms and at such prices as are being offered you today.

Any kind of an investment in city property in El Paso is certain to bring you big returns. There are some splendid values now and any of the following firms would be pleased to furnish you with location, description and terms.

The Nile of America

The marvelous crops that are taken from the El Paso or Rio Grande valley land, the number of them, the excellent climate, the rich soil gives this valley the right to be known as the "Nile of America." This valley has so many advantages over the Nile valley that it is hardly justice to our famous farming lands. The El Paso valley is situated so that it has all modern conveniences. A majority of the land adjoins the paved boulevard known as the County Road. Good schools are close by, telephone lines extend to the valley, good water is plentiful and places of worship are located in the valley. Within a short time electric car service will be run through the heart of the valley, giving the residents of the valley the same conveniences as El Paso citizens and privileges that El Paso citizens could not get at any price will be enjoyed by the valley residents. Two, three, four and sometimes five crops are raised from this land each year. Three and four crops are an ordinary thing for this land, in fact if that many crops are not raised annually the owners are disappointed and one disappointment has not been reported in the history of farming since the perfect irrigation was secured.

Rio Grande valley land has increased in value faster than any other farming community in the country. It's increasing every day and will continue to increase until \$2500 an acre is the market price. Today there are a few snaps in this valley.

Any of the below firms can sell you a lower valley farm that will make you independent for the remainder of your life. Write any or all of them and they will be pleased to send list.

AUSTIN & MARR, Caples Bldg., El Paso, Texas.
WM. MOELLER, Herald Bldg., El Paso, Texas.
A. P. COLES & BROS., American Nat'l. Bank Bldg., El Paso, Texas.
HATTON REALTY CO., 224 Mesa Ave., El Paso, Texas.
NEWMAN INVESTMENT CO., 226 Mesa Ave., El Paso, Texas.
FELIX MARTINEZ, 14 Plaza Block, El Paso, Texas.
LONE STAR LAND CO., 213 Texas St., El Paso, Texas.

MATHEWS & DYER, 117 N. Stanton St., El Paso, Texas.
PENCE BROS., 217 Texas St., El Paso, Texas.
ANDERSON-BENNETT REALTY CO., 27-28 Bassett-Edwards Block, El Paso, Texas.
D. G. HEINEMAN, 207 St. Louis St., El Paso, Texas.
H. L. HOWELL, Herald Building, El Paso, Texas.
MAPLE & CO., 209½ Mesa Ave., El Paso, Texas.

LATTA & HAPPER, Mills Bldg., El Paso, Texas.
J. R. FISK, Trust Bldg., El Paso, Texas.
CASSIDY & DAVIDSON, Buckler Bldg., El Paso, Texas.
BUCHOZ & SCHUSTER, Caples Bldg., El Paso, Texas.
LEE H. ORNDORFF, 209 St. Louis St., El Paso, Texas.
JOSEPHUS BOGGS, 15 Morgan Bldg., El Paso, Texas.
R. C. BAILEY, 306 Mesa Ave., El Paso, Texas.
LOCMIS BROS., 202 Texas St., El Paso, Texas.
PETERMAN & LANSDEN REALTY CO., Vlsleta, Texas.