Ladd Haystead wrote that the American West is the “place where you climb for water, dig for wood, look farther and see less…. a land of fable, myth, tradition and the lack of it, of extremes of heat and cold, wetness and dryness, lowness and highness, of promise and bitter disappointment.” Haystead made his name in the 1920s and 1930s writing about the reality of living and farming in the American West with clarity, logic, and humor. If the Prospect Pleases: the West the Guidebooks Never Mention put made Haystead, formerly a writer for the Santa Fe New Mexican and the New Mexico State Highway Journal, a national authority on Western agriculture.

Haystead's early years at the New Mexico Highway Service Bureau were formative for New Mexican writers, who seized the opportunity to reshape the way New Mexico and her people were seen by other Americans. The New Mexico Highway Journal published its first issue in 1923, and until 1931, printed numerous essays, poems, artwork, and reflections on the joys of New Mexico travel.

New Mexicans realized that visitors might need additional information to appreciate the centuries-old, but foreign, culture and traditions of this new state. Hotelier Fred Harvey kept libraries available for visitors' reference, and writer Erna Fergusson started her Koshare Tours business, in which highly-trained interpreters took tourists on auto tours to pueblos, fiestas, and archaeological sites.

Santa Rosa

1929
Quote: The route between Tucumcari and Santa Rosa passes through a country of much scenic charm over fine roads, through low pines, occasional ranches and farms, finally crossing the Pecos River at a place of Longfellow-esque pastoral beauty and climbing a short hill into Santa Rosa itself.

Santa Rosa (population 1,127, elevation 4,600) is a favorite stopping place for tourists with excellent garage and hotel accommodations. It is the center of a rich farming community and is also a railroad point of some importance.

U.S. 54 goes southwest from Santa Rosa over a new Federal Aid road to Vaughn on U.S. 60. U.S. 66 branches off northwest over a rolling country where the road winds in and out of small hills and across occasional arroyos, passing herds of sheep and cattle and many little ranch plots. [State Highway Service Bureau]

Overview: Santa Rosa

Founded as a rancho at the confluence of the Rio Agua Negra and the Rio Pecos, it gained its name around 1890, after a chapel built by the landowner to honor Santa Rosa de Lima, the first saint of the New World.

In 1901, the Chicago, Rock Island, and Pacific Railroad acquired the route of the Eddy brothers' El Paso and Northeastern Railroad, and the Golden State Train began steaming through Santa Rosa daily. The Midland Hotel, a Fred Harvey Company enterprise, was among the first of scores of businesses in Santa Rosa catering to the weary and ravenous traveler.

Route 66, now a National Byway, continued to route transcontinental traffic through Santa Rosa. Today, tourists flock to the both the "Bottomless Lakes" and to the reservoir at the center of Santa Rosa Lake State Park.

Images:

Santa Rosa courthouse, built in 1909

Links:
Santa Rosa Visitors Guide -- http://www.santarosanm.org/

3: Tucumcari

1925

Quote: Tucumcari (population 4,143, elevation 4,200), a railroad town with the Southern Pacific and Rock Island both entering the town, is a farming center and tourist resort with a petrified forest near at hand, the Monument Rock passed on the way in from Glorieta, and frequently found evidences of prehistoric life such as skeletons, implements and similar vestiges. Old Fort Bascom, once a military post of importance, is located here and its ruins visited by many students and educators in search of the locales around which history has been woven. [State Highway Service Bureau]

Overview: Tucumcari

The Chicago, Rock Island & Pacific Rail Road extended a line to the area in 1901, which drew residents from nearby Liberty to found what was a first no more than a tent colony. Ragtown soon turned into Six-Shooter Siding, then Douglas, and finally adopted the name of a nearby landmark. Tucumcari became the county seat for Quay county in 1903.

Ever since the days of the wagon drovers on the Santa Fe Trail, Tucumcari has been a popular stop for cross-country travelers. U.S. Route 66 in the area helped Tucumcari grow to its current size, and today Tucumcari is the largest city on Interstate-40 between Amarillo, Texas and Albuquerque, New Mexico.
4: Albuquerque

1929

Quote: Albuquerque's particular boast is not that she hearkens backward but that she is going forward toward the most modern in everything with a fine airport, paved streets, all metropolitan conveniences, plus a picturesque old town where native life dreams on as of Yesteryear, plus a fascinating Rim Drive around the Sandia Mountains to the East, plus the historic and verdantly beautiful Tijeras Canyon, where it is said Coronado once trailed and mayhap buried Spanish treasure, plus the Three Volcanoes to the west... [Haystead, Ladd]

Quote: Albuquerque is a fascinating city, a city of old-world charm and romance, of modern comfort and atmosphere. It is the real gateway to the Indian country, a terminus of the Indian Detour, the point of departure of thousands of people each year, bound on long trips to see one spectacle out of many... On the streets of Albuquerque you will see ancient wood wagons and the last word in motor cars. You will meet Wall Street Bankers, small town visitors, people from home.

Founded in 1704 and named for a great viceroy of Old Spain, Albuquerque is a city of great age and recent growth. But a mile to the westward is the Old Town, the church of San Felipe de Neri, and a quaint Spanish settlement of old-world charm.

From Albuquerque you may drive to any one of a dozen Indian pueblos. You may visit cliff ruins whose age is still debated, perhaps the first residences of the ancestors of the modern Indian. You may drive to Acoma, the city in the sky, and marvel at the endurance and human ingenuity which dragged the materials for building up six hundred feet of sheer cliff.

Two hours from Albuquerque over a fine road is the Rim Drive to the crest of the Sandias, 11,000 feet above the sea. Old Santa Fe is the same distance. Wooded Jemez, the Pecos Country, the Gran Quivira, Carlsbad Caverns, are all within easy reach.

Plenty of good hotel accommodations will be afforded visitors, and as an extra inducement to visit Albuquerque... the Santa Fe railroad and the D. and R.G. railroad are offering special rates to and from Albuquerque. [Fitzpatrick, George]

Overview: Albuquerque

Albuquerque was founded as a villa in 1706 in a rich agricultural region of New Mexico. Its Old Town plaza was the original town center. Evidently, the decision to settle the "Bosque Grande de Doña Luisa" was made in 1698. A manuscript from February 1706 showed that Governor Cuervo y Valdés authorized the actual settlement, which took place shortly thereafter. A church, dedicated to Saint Francis Xavier, was later rededicated to San Felipe, in honor of His Majesty the King.

The name was changed to Albuquerque after the United States militarily occupied New Mexico. [Long Distance Trails Group--Santa Fe, National Park Service, New Mexico State Office, Bureau of Land Management]
5: "Wonderland" on the road west of Albuquerque

1912

Quote: (1912) If we thought we had found bad roads before, we remembered all previous highways as boulevards after we were well on our way from Albuquerque. It was hard pulling through sand all the way to the Rio de Puerco river. This stream in ordinary fall season is dry and easily forded. But this fall there was about a foot of water in the river bed. Certain treacherous quicksand was neatly covered. The cars stuck fast in this sand and four hours were spent in extricating them from that peril. However, the weather was shining and delightful, and all the passengers got out and worked and looked upon the incident as a lark. They were game motorists, and no true motorist is ever otherwise.

And now the terrible roads began to be forgotten in the enjoyment of the scenery that was unfolded as the train penetrated into the western wonderland. On the way to Nation's ranch, and fifty miles from any railroad, stand what are very likely the most beautiful cliffs in our country. The Indians know them as the "Romances," whatever that may mean. Some of the passengers had seen the world's most famous scenery and they declared that the "Romances" have no equal in their way.

Then came Nation's ranch, one of the largest in New Mexico and one of the halting places of the vanishing wild-and-woolliness of the West. At this ranch the automobilist is always welcome. We experienced the best sort of western hospitality. The fatted calf-- or rather sheep-- was killed for us and we met the real cowpuncher in his native element and all that evening we of the "effete East" listened to his tales of life in the open. Not one cent could we pay for any of this, not even for the thirty-two gallons of gasoline that we got from the owners. [Eubank, Victor]

Overview: Cubero

Quote: Governor Pedro Rodríguez Cubero, who came after Don Diego de Vargas, traveled this way in 1697, and it's possible the name of the community comes from this era. Bernardo Miera y Pacheco includes it on his 1776 map of the Dominguez-Escalante expedition, as Cubera. Other maps variously have it as Covero, Cabero, and Cuvero.
6: Route 66

1926

New Mexico's most famous highway was just being conceived in Congress the year that this map was published. In 1925, travelers headed west out of Albuquerque had to first head south past Isleta before turning northwest towards Laguna.

Route 66 came to New Mexico in 1926, and the state patched together a route that stretched over 500 miles. As part of the New Deal construction, the road was straightened out in 1937.

Images:

Route 66 postcard from Albuquerque

Links:
Office of the State Historian: Route 66 comes to New Mexico  --

7: Bernalillo

1929

The trip from Albuquerque to Santa Fe, a two-day journey on a horse, could now be completed in two hours by automobile.

Quote: (1929) From Santa Fe the road swims away south across the mesa to La Bajada hill from whose summit it seems all the world can be seen, down whose 800-foot drop on broad, guardrailed curves a car slides safely to another mesa which leads to San Domingo pueblo, famed for pottery and dances, to Cochiti pueblo across the Rio Grande, and the Stone Lions, the ice caves, the Tent rocks, the old mining camps of the Jemez Range, back on the highway and on through the once-seen-never-forgotten Big Cut, to the pavement which smooths the golden road of adventure into Albuquerque, largest town in New Mexico and a health center par excellence-- but not forgetting that we pass through the old town of Bernalillo where Oñate settled some centuries back and also the Sandia pueblo of Indians. [Haystead, Ladd]

Overview: Bernalillo
Bernalillo was a heavily populated district when visited by sixteenth-century Spaniards. It continued that tradition as a Spanish community, though it was not generally visited by the bulk of travelers who were across the river on the east bank. Alburquerque was founded by settlers from Bernalillo.

Fray Angelico Chávez also speculates that the name ?Bernalillo? may have come from a priest in New Mexico named ?Bernal? or from ?Bernardo?, the son of Fernando Duran y Chávez, an early settler. In either case it was bestowed before the 1680 Pueblo Indian revolt (Chávez 1948:111). [Long Distance Trails Group--Santa Fe, National Park Service, New Mexico State Office, Bureau of Land Management]

8: Los Lunas

1929

Quote: (1929) Back to Los Lunas, one may turn south following the source of the Rio Grande through a farming area ages old yet forever fertile where the Middle Rio Grande Conservancy District will soon put countless more acres under cultivation, through the town of Belen and on to the new Lake and Dune Road which crosses lake where fish and wild geese wait the sportsman, up onto the high mesa where wild horses roam and to the west of which the frowning Ladrone (Thief ) Mountains hide their known but lost gold veins and their stories Jessie James, bandits, even murderers who have fled to their fastness in the past, off the mesa and across the rolling sand dunes on a road which is self-cleaning, down to the Rio Salado and across it to the lakes of San Acacia and on south through little towns many generations old who still have their festivals as during Spanish regime, into the ancient city of Socorro, with its brownsided Socorro mountain, from which the millions in gold have been taken, with its pure water welling up from a hot spring and cooled before coming to the tap with its famed and feared Jornado del Muerto to the east, its wild horse mesas, its coal mines nearby, its gold placer deposits, its thousand stories from a crowded past... [Haystead, Ladd]

Overview: Las Lunas

Los Lunas/Los Lentes was the site of a pueblo and of early land grants. It became a political and economic center under the tutelage of the powerful Luna family.

The roots of the town of Los Lunas are in the San Clemente grant of 1716, which came to be owned by the Luna family in the middle of the eighteenth century. Los Lunas also came to include Los Lentes, immediately to the north, originally a Tiwa pueblo. [Long Distance Trails Group--Santa Fe, National Park Service, New Mexico State Office, Bureau of Land Management]

01 July 1970:

Quote: Q: Back a ways [the interview was done while driving] we were in Los Lunas...but back a little ways there is a little settlement of Tomai, the Catholic Church and the Mexican settlement there, there used to be in the early days, an Indian settlement there...do you know anything about that?

A: Yeah, a little bit down, above, down around Los Lentes they call that...it used to second Isleta population there...the second largest Indian village...

Q: Next to Isleta?
A: Yeah, Next to Isleta...between Isleta and Los Lunas...
Q: That is the little settlement of Tomai now...

A: Lots of Indians now...and that is how the land there, Los Lentes, have been occupied by the Spanish there...and of course they used to marry Indian and became Spanish...and the land would stay with them and that would be part of Isleta...of course they were still a family...

Q: They probably call themselves Mexicans today...and the Tomai area...
A: Yeah...
Q: I don't know whether these people connect themselves with the early Isleta people or not...or if they were of Spanish descent...

A: They came as Spanish, and then they came and settled here and married Indian and they stayed on and they got allotment or grant or whatever the Spanish call them so much maybe 50 acres...to family and the land was available they would move their fence posts to....way yonder, maybe they took more, maybe they had 100 acres, maybe more...50 acres, but the government got after them and because they were only supposed to have so much land and then they took some more, keep taking more...and they didn't like that...and because they just took the land. I don't know, I will have to show it to you...I have got one of these old King's wagon and how they, you know Johnny Olguin...yeah, he rode that...they took it, all the Spanish, there were living there, another 25 years, or and then they took some and then when the government came back on them they had to pay taxes...and then, oh heck, for many years they had trouble, they didn't like that......

A: Well everybody knows that the Indian had this land... I don't care how the government got it, it is still
Indian land.

Q: Sure, they proved it on these rights.... these archeologist and who can find some of these sites, they are scattered all over these country, and these rights are still scattered all in this valley too.... and Tomai, and Socorro and I don't know about Belen, they're probably in here too aren't they, from ruins and the Belen area?

A: Oh yeah, they would have to be clear down to Soccoro...and also down to El Paso... yeah, all over Indian land...Mexicans came during the Spanish American War... and whatever it was, Mexican War.... and they settled some prisoners, Soccoro, Magdalena, Belen, Tahiki, Chilili, all of them prisoners... and they weren't no people, but they settled them here, they intermarried and stayed among themselves from different parts, Torreon, and whatever you call it in Spain and Barcelona... well they got mixed up and hell, they just stayed....we couldn't drive them out... heck no... the government had put them there... and so this is part Indian land, it is supposed to be.

--Tony Lucero, Isleta del Sur. Folsom C. Scrivener, interviewer. [University of New Mexico, Department of History]

9: Belén

Quote: (1929) Ten miles through farms to Belen, railroad and agriculture center, thence on to the Dune and Lake Road, one of the major highway interest points in th Southwest, because people said "It can't be done" and highway engineers went ahead and did it. [State Highway Service Bureau]

Overview: Belén

Belén was constructed on the west bank of the Río Grande. Colonial travelers saw it from their camps across the river while later users of the west bank road stopped within the town.

Given that most colonial traffic passed along the east bank of the Río Grande, the most used caravan paraje would have been opposite the town of Belén. [Long Distance Trails Group--Santa Fe, National Park Service, New Mexico State Office, Bureau of Land Management]

10: Socorro

1929

Quote: (1929) Through more farms, then straight across lakes where water fowl, geese and ducks zoom into the turquoise skies (the road here goes on a high fill, is wide and perfectly safe). On from the lakes, trees and heavily laden mesquite bushes line the way. (The natives use the mesquite beans as food.) Then suddenly, the roads comes out on a flat, onto a long curve, in sight of the valley of the Río Puerco, lacross a high bridge, an dup onto a mesa where wild horses flaunt their tails in the winds and pound away at the approach of a car. To the west, rearing their blue-haZed tips into the clouds, are the Ladrone (Thief) Mountains. Scenically they are beautiful, but they have other interesting things to claim.

For years and generations the inhabitants herabouts have carefully avoided these mountains and even today they do not find any raesy of sufficient potency to make them go into the hills. That there is probably gold, silver, and other metals in the mountains they will admit. That frequently old Spanish relics may be dug up hich enjoy a ready sale they do not deny for only a summer back an old Spanish cannon was found. But since historical time began there have been stories of thieves and murderers fleeing to these hills for refuge.

There are towns of these men back there, they will tell you. There is no water except the springs known only to outlaws. A stranger's life is worth less than the dust blowing in the windstorm. All in all, these mountains of strange story are a good place to stay away from, they say. Possibly the traveler takes all of this with the proverbial grain of salt ut this does not change the mind of Juan and Jose who guard their sheep on th emesa but venture not near the hills.

Carrying on again, the road passes over a fill onto the ever-moving sand dunes of the Río Salado (Salt River) which rarely ever runs and whose valley is lined with these shifting sands. People said a road could never be built across these sand dunes but modern engineering conquered this problem. Down a grade, in places 16 feet high above the dunes, to the bridge which crosses the rover, then over a mesa and down again to more lakes crossed on a fill and finally into the several little settlements of Spanish-Americans where the language is the dulcet vowel of Old Spain and the fiestas, bailes (dances) and customs are hundreds of years old.

The Río Grande is met again and bordered on into Socorro (population 1500, elevation 4700) once the largest city in New Mexico, once a town of succor to Coronado who so named it, once a wealthy, flourishing place when Socorro Mountain gave up its vast stores of precious metals. Today, the old town sleeps quietlyn its memories and serves as the home of a hospitable people and many a health seeker and tourist who is tired of the bustle of modern urban life. Various outdoor sports, a farming center, a crossroads of two great highways (U.S. 70 and 85), the location of the New Mexico School of Mines, all serve as Socorro's reason for being. [State Highway Service Bureau]
Overview: Socorro

Socorro has been steeped in New Mexico history since Don Juan de Oñate stopped off during his entrada on June 14, 1598. The site was then occupied by Pilabo, the northernmost Piro Indian pueblo; the Oñate documents called it "Piloque." Oñate was in advance of the main body of colonists. The caravan, still struggling through the desert behind him, was in desperate need of provisions. Of the Piro Indians, Oñate said, they "gave us much corn." The pueblo was renamed Socorro (succor, help) to commemorate the gift.

While Oñate continued north, two priests remained behind to do missionary work among the Indians. Fray Alfonso was so successful that he became known as "The Apostle of Socorro."

The two priests built a modest church, to be replaced by a larger structure between 1615 and 1626. Here Fray Zuñiga and Fray Antonio de Arteaga planted the first grapes to be raised in New Mexico.

In late 1681, after the Pueblo Revolt, Governor Don Antonio de Otermin returned to the north in a half-hearted attempt at reconquest. He reached Socorro in November and found the community abandoned and the church profaned. He burned what supplies and provisions were left to keep them from falling into the hands of rebel Indians. He was unsuccessful in negotiating peace. The Indians had "returned to idolatry" and were unwilling to accept the resumption of Spanish rule. On January 2, 1682, Otermin gave up his attempt to reassert Spanish rule and started back toward El Paso.

Ten years later, on August 21, 1692, Don Diego de Vargas set out from El Paso for the reconquest of New Mexico. His force consisted of sixty Spaniards and a hundred friendly Indians. Within four months de Vargas restored twenty-three pueblos to Spain's empire. By September, 1693, de Vargas was back in El Paso gathering an expedition for resettlement. He was not as lucky this time; his force met with resistance. The battle to occupy Santa Fe was short, but it took most of 1694 to subdue the remainder of the pueblos.

During the recolonization, the former residents of Socorro did not return. Except for travelers and caravans on the Camino Real, Socorro was deserted and dormant until 1816 when the Spanish Crown awarded land to twenty-one families by the Socorro Grant.

The settlers depended upon agriculture and raising cattle and sheep. They settled on the hillside and valley floor, irrigating their crops from mountain springs and the Rio Grande. There were fields of wheat and corn, vineyards and orchards, and pastures. As protection from the Apaches, they built adobe houses facing a central courtyard.

During the second quarter of the nineteenth century, life in Socorro settled into a leisurely if not lazy agrarian pattern, punctuated by occasional Apache raids and the arrival of travelers on the old Camino Real, now usually called the Chihuahua Road by the Santa Fe traders.

Socorro was the last stop before or the first stop after crossing the Jornada del Muerto, and the residents learned to profit from their position.

The 1850s brought changes. Fort Craig was built some twenty miles to the south, and Socorro became an "army town," a trading center and rendezvous for officers and men from the fort. After the Civil War erupted, freighting and storing supplies created a bustle that completely transformed the village. [Long Distance Trails Group--Santa Fe, National Park Service, New Mexico State Office, Bureau of Land Management]

Images:

![San Miguel Mission, Socorro](image)

Links:
Quote: With the Magdalena Mountains towering up on one side and the Socorro Mountains on the other this road is one of the scenic trips of the country. Ahead lies Magdalena Mountain itself with its great white rock profile of Mary Magdalene from which the town obtains its name.

Magdalena is a cattle and sheep shipping point and a gateway to the great hunting region of Catron county. Fine hotels, garages and automobile service are offered the tourist here.

In the vicinity of Magdalena are hot springs, caverns, a petrified forest and a country abounding in stories of bandits, cattle wars, the great Slaughter stock drives and many other yarns of verity and color. West from Magdalena the road cuts across the plains of San Agustin and up into the valleys of the Datil Mountains. [State Highway Service Bureau]

Overview: Magdalena

Magdalena owes its existence to its propitious location between the spacious grazing lands of the Plains of San Agustin, and the rich Kelly Mine. A spur line from Socorro contributed to Magdalena's rapid growth for about thirty years, through the 1920s.

Magdalena experienced a decline through much of the 20th century, but is seeing a revival as a tourism destination, for its historic attractions, the Very Large Array radio telescope, and for its proximity to Cibola National Forest. Many historic buildings and structures still stand in Magdalena and in the nearby ghost town of Kelly.

Images:

Cattle drive outside of Magdalena

Links:
Village of Magdalena website -- http://magdalena-nm.com

12: Silver City

Quote: State Road 11 commences at the International Border within a stone's throw of the tiny Mexican hamlet of Las Palomas which has gained world-wide fame as the scene of several raids and revolutionary activities. Within sight to the northward is the town of Columbus, scene of Villa's raid on American soil and once soldier cantonment where thousands of doughboys were stationed.

...Silver City (population 4000, elevation 5900) is one of the most historic old towns in the Southwest having many stories of the early days wound about it. It is a great minign center having some of the most important copper mines in the south within a stone's throw of its main street. The Chino Mines boast of being the scene of one of the largest open pit smining operations in the world. The largest power shovel in the world carrying 7 cubic yards at a dip works in these mines. Silver City is also a great health resort. It well claims to be a center of numerous interest points to tourists. Similar to the world-famous Garden of the Gods is the City of Rocs, a short motor journey south from town. Cameron Creek Pueblo ruins, the Gila National Forest and many unexplored pre-historic mounds are at hand. Mimbres and Faywood Hot Springs both draw hundreds of health-seekers annually to bathe in their medicinal waters, long known to the Indians for their curative properties.

A state normal school claims Silver City as its home. A spur of the Santa Fe railroad ends at this point. to the east is the Black Range Highway leading up to the unexcelled hunting and fishin of this, until recently inaccessible region. Southwest from Silver City the Copper and Silver Trail, U.S. 180, takes its course to
Bearing in a northwesterly direction the road leaves Silver City and traverses a magnificently scenic route through the mountains. The Gila National Monument (cliff ruins) is off to the east while straight ahead in almost any direction are great cattle and dude ranches and hunting and fishing everywhere. [State Highway Service Bureau]

**Overview: Silver City**

Silver City was originally an Apache camp, but a strike by prospector John Bullard in 1870 led to a boom of American miners. During the 1870s, it was a wild and wooly town, with a high crime rate. By 1893, the community had grown enough to open the Normal School, which was later renamed to Western New Mexico University.

In 1895, a severe flash flood wiped out Main Street, turning it into a 55-foot ditch. Visitors today can walk through the historic downtown, visit Big Ditch Park, and tour the sights of the Silver City Museum.

**Images:**

![New Mexico miners](image)

**Links:**

Silver City Museum -- [http://www.silvercitymuseum.org](http://www.silvercitymuseum.org)

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**13: Lordsburg**

1929

*Quote:* (1929) ...to Deming again and then on west, or southwest direct to Lordsburg, air capital of New Mexico, whose people say simply it is important for climate, water, copper gold, silver, cattle goats, sheep, and sunshine every day, not forgetting one of the most interesting characters in New Mexico, Mr. Willard Holt, who not only tries to shake hands and give the welcome sign to every stranger but also will photograph you if you have anything interesting in your past, present, or future. [Haystead, Ladd]

**Overview: Lordsburg**

Lordsburg was established on the Southern Pacific Railroad as a railroad camp in 1880, and was established as a town a year later, although the origins of the name are unclear. The name may have come from the name of the supplier of most of the freight for building the railroad, Lord and Williams.

Today, Lordsburg is a stop for travelers on Interstate-10, and serves as the county seat for Hidalgo County. Visitors can enjoy learning about local history at the Lordsburg-Hidalgo County Museum. [Julyan, Robert]

**Images:**
Southern Pacific Railroad brakeman throwing a switch on the tracks in front of S.P. Hotel & 3 hash houses which makes up main street in this sun-baked railroad town.

Links:

14: Deming

1929

Quote: (1929) Westward from Las Cruces the highway leads toward the land of the setting sun passing the Mibres Valley, rich, sub-irrigated farming area and health resort with Deming the capital city of this area, south from which is Columbus where Villa raided and where just across the line another oasis is located, or north from Deming is Silver City, historical, friendly, a health resort, a mining center, a control point in huntman's and fisherman's paradise, near which are strange rock gardens, Kneeling Nun, cattle ranches and cowpunchers, dude ranches, cliff-dwellings and south to Deming again... [Haystead, Ladd]

Overview: Deming

Deming dates from 1881, when the Atchison, Topeka, and Santa Fe railroad met the Southern Pacific railroad near here, giving New Mexico its first rail access to both coasts. Charles Crocker, a Southern Pacific railroad official, gave the fledgling settlement his wife's family name. [Julyan, Robert]

Deming's origins as a railroad town, and the promotion it received from the Southern Pacific Railroad, contributed to nearly four decades of steady growth, through World War I, which saw the establishment of Camp Cody, a huge training camp, later converted to a tuberculosis sanitorium for a short time.

After the war, the town hit an economic decline that was not reversed until World War II. Since then, the community has grown steadily as a county seat and farming and ranching center.

Visitors to Deming can learn more about the community's history at the Deming Luna Mimbres Museum and Custom House.

Images:

Photograph used frequently by Sunset to promote Deming and the Mimbres Valley

An example offered by the railroad of the prosperity of their community

Links:
**15: Las Cruces**

1929

*Quote:* Las Cruces (The Crosses) is today one of the most progressive cities in the Southwest. It was so named from the fact that a Spanish train was set upon here by Indians, the people murdered and the oxen run off; later a garden of crosses was set up as a memorial to the unfortunate ones. The prospering farmers on the Elephant Butte project lend their prosperity, naturally enough, to the town which is their distributing and shipping center. The vicinity around Las Cruces boasts of having the highest yield of cotton per acre in the world.

To the east of Las Cruces is one of the scenic beauty spots of the Southwest, the Organ Mountains, whose gold and copper-tipped spires show a different picture each morning at sunrise and each night at sunset. Near here also are the great Sunken Mesas where large land areas have plopped downward from the action of underground springs. There is also the Crater of Aden, a strange volcanic phenomenon worth seeing.

...The only Temple of Agriculture in the United States is located here. This is maintained by farmers of the locality and has club rooms, recreational rooms and other advantages which are offered to touring farmers from out of the state.

South of Las Cruces 3 miles, is the New Mexico College of Agriculture and Mechanic Arts, founded in 1881 and today one of the foremost educational institutions in the west, offering besides all the usual courses, instruction in aviation and nautical engineering. [State Highway Service Bureau]

**Overview:** Las Cruces

**16: Elephant Butte Dam**

1929

*Elephant Butte Dam was built in 1916, creating a forty-mile long reservoir. While today’s visitors mostly come for the motorized boating and fishing, in 1929 just looking at the giant dam was pretty entertaining.*

*Quote:* (1929) Elephant Butte dam, 306 feet high and over a thousand feet long, whose impounded waters form one of the largest lakes in the world and also irrigates 100,000 acres, a major sight of the Southwest, [then] on to Hot Springs, famous spa of the Southwest, south passing the San Andreas range to the old Fort Selden ruins of Indian fame, to Dona Ana, mentioned elsewhere.... [Haystead, Ladd]

**Overview:** Engle

Engle was established as a shipping point on the Santa Fe Railroad in 1880, also serving as a supply base for the miners and prospectors flocking to the area. Toward the turn of the century, ranchers began to drive their cattle to Engle for shipping, but overgrazing spelled an end to the big ranches by 1901.

The huge construction of the Elephant Butte dam brought workers to Engle, which advertised itself as "the best town in New Mexico by a dam site." After construction finished, Engle slowly emptied out.

Today it serves as the headquarters for Ted Turner's Armendaris Ranch.

**Links:**
http://www.emnrd.state.nm.us/PRD/elephant.htm -- Elephant Butte Reservoir State Park

**17: Gran Quivira National Monument**

1929

*Quote:* Willard is a progressive town in the center of the dry farming country and one of the entrances to Gran Quivira, the City that Died of Fear. Here U.S. 366 turns northward toward Tijeras Canyon and Albuquerque.

Mountainair, 17 miles west of Willard, is a progressive community and the gateway to Gran Quivira Ruins, the disappearing spring, the Abo Ruins, the Puente del Agua Ruins, the Manzano apple orchard (300 years old), Manzano Fort, Quarai and Dripping Springs.

West from Mountainair the road passes through Abo Pass with its wealth of Indian petroglyphs which always
lure the traveler to a stop. Near Scholle a subway takes the traveler under the railroad. On from here a newly built highway drops rapidly out of the hills onto a wide mesa which extends to Bernardo on the Rio Grande. [State Highway Service Bureau]

Overview: Gran Quivira

Las Humanas pueblo was an important trading center between the plains and the Rio Grande, for many years before and after the Spanish entrada.

In the summer of 1629 Fray Francisco Letrado arrived at the large pueblo of Cueloce, called Las Humanas by the Spaniards. Fray Alonso de Benavides had begun the evangelical effort in the pueblo with a brief visit two years earlier in the first half of 1627, and had established the advocation of the mission as "San Isidro" because of the date of that visit.

Over several years, the pueblos helped the Franciscans to build the mission, and though the priests filled in the pueblo’s kivas, the residents of Las Humanas resisted total conversion, and altered above-ground rooms to serve instead. By the second half of the 17th century, raiding Apaches, bent on revenge for Spanish and pueblo slaving raids, coupled with drought and disease, proved too much for the community. Both the pueblo and the mission were abandoned by 1672. [National Park Service]

Quote: But the Piros also had crept up towards the coveted salt lagunes of the Manzano. The picturesque valley of A-bó, northeast of Socorro, contained at least two of their villages, A-bó proper, and Ten-a-bó, probably the ruin called to-day "El Pueblo de los Siete Arroyos." Lastly, still east of it, at the foot of the Mesa de los Jumanos, there was Ta-bir-a, now famous under the misleading surname of "La Gran Quivira." It lay very near the range of the New Mexican Jumanos, so that it is not unlikely that the Pueblo de los Jumanos, mentioned as a Piros village, is but another name given to Tabira. [Bandelier, Adolph Francis Alphonse]

01 July 1970:

Quote: I have often heard that our people came from Grand Quivira in Isleta, from that neighborhood, Manuelo said he was Tewa and he was very old man when he passed away still tells my grandpa that to tell us…. I recall one time we went rabbit hunt and he was with us-- there are ruins in Grand Quivira, there was a church there……It’s nothing but ruins now and…why did you come over there… how did the Spaniards make the people come or just want to come or what or nobody knows any more.

--Tony Lucero, Isleta del Sur. Folsom C. Scrivener, interviewer. [University of New Mexico, Department of History]

Images:

ruins of Gran Quivira & mission church

Links:

National Park Service: Salinas Pueblo Missions -- http://nps.gov/sapu

18: Clovis

1929

Quote: Clovis (population 8,027, elevation 4,300) is the hub of the rich farming county of Curry County. Not many years ago this little city was not even a wide spot in the road but rather was a huddle of buildings on the south side of the railroad track. Two towns were soon going, rivals of each other. One was a “settled” town backed by the railroad and the other was independent. In time the two joined and Clovis today is showing a more rapid state of progress than many other prosperous towns in the southwest. Clovis is located in the center of 980,000 acres of rich agricultural land. The cars of well-to-do farmers line its streets while the high commercial character of its stores testifies to its prosperity. Clovis boasts of excellent tourist facilities as it lies strategically at the gateway to New Mexico from the east. [State Highway Service Bureau]
Overview: Clovis

The Atchison, Topeka, and Santa Fe Railroad designated the town of Clovis near an existing switch on the lines, called Riley Switch. The town was officially incorporated as Clovis in 1909, named for the first Christian king of the French, in the 5th c AD.

Clovis became a major shipping center for cattle and other agricultural products, and in 1943, Cannon Air Force Base brought new industry to the town.

Although Clovis is a recent town by New Mexico standards, the historical attraction here is much older than any other site in the state--- Blackwater Draw was a Pleistocene hunting area, where archaeologists have recovered remains of mammoths, camels, early horses and bison, sabertooth cats, and dire wolves. Human artifacts recovered include fluted spear points, stone and bone weapons, and other tools. The Blackwater Draw Museum, between Clovis and Portales, displays many of these finds and interprets the life of the ancient hunters.

Images:

![Women working on the AT&SF Railroad in Clovis](image)

Links:

**Blackwater Draw Museum** -- [http://enmu.edu/services/museums/blackwater-draw/museum.shtml](http://enmu.edu/services/museums/blackwater-draw/museum.shtml)

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Overview: Portales

1929

Quote: Portales, the county seat of Roosevelt County, is situated 18 miles from Clovis in the heart of a shallow water belt where intensive irrigation is carried on by pumping. Here sweet potatoes, peanuts and row crops are grown extensively. Cotton is being raised. A broad area of stock raising country is tributary to Portales. Dairying also holds an important place in the county industries.

From here to Roswell one encounters 96 miles of rolling range country, with the Capitan Mountains in the distance, silhouetted against the horizon. Enroute there is a drive of twenty miles along an unusual geological formation known as Railroad Mountain, so called because of its resemblance to a railroad grade. [State Highway Service Bureau]

Overview: Portales

Perhaps the Spanish and Mexicans who traveled along the road to San Antonio del Bexar first marked Las Portales spring on their maps, but the American cowboys driving cattle up and down the Pecos popularized it as a camping spot and watering hole. By the late 1800s, settlers had moved into the area, and the town was incorporated in 1909.

The New Deal brought a teacher's college to the town, now Eastern New Mexico University. WPA construction projects also helped the town flourish, and today are counted among the architectural treasures of the community.

Today the economy is supported both by the university, and agriculture. Major agricultural exports include Valencia peanuts and dairy products.

Images:
20: Roswell

1929

*Quote:* (1929) Roswell is one of the most commercially important towns in the Southwest, proud of its tree lined streets, its up-to-the-minute improvements and its record of cures to health seekers. Here again, the visitor meets that welcome so typical of the Old West and unfortunately dying out in some parts of the New West. Roswell is on the direct rout to the Carlsbad Cavern, greatest underground palace in the world, and its guardian city of Carlsbad. [Haystead, Ladd]

**Overview:** Roswell

Although the area where Roswell was to grow was inhabited and claimed between 1869-1871, the discovery of a major aquifer in 1890 contributed to a major growth spurt, which only gained momentum when the railroad was built through town in 1893.

Roswell remains an economic center for surrounding farms and ranches, and serves the booming petroleum industry of eastern New Mexico.

**Links:**

21: Artesia

1929

*Quote:* Artesia (population 2,247, elevation 3,300) is a tourist control point of growing proportions with wide, clean streets, hotel accomodations and garage facilities. It is located at the crossroads of State Road 2 and the southern New Mexico cross state highway, No. 83, which runs from the Texas line by way of Lovington into Artesia, thence on up into the Sacramento Mountains. [State Highway Service Bureau]

**Overview:** Artesia

Artesia was settled by the same hardy ranchers who settled so much of New Mexico, including John Chisum' niece, Sallie. The discovery of artesian wells in 1903 led to a name change, and incorporation in 1905, as the water fed a brief agricultural boom.

In 1924, about the time the water began to run dry, oil was discovered, and Artesia residents deftly turned their attention towards energy production. Oil and gas development has been central to the Artesia's growth. The Artesia Museum houses a rotating collection of artifacts from the area's history.

**Images:**
22: Carlsbad

1929

Quote: Carlsbad (population 3,708, elevation 3,100) is a tree-shaded town whose first impression is that of hominess. Located in a rich farming area under the McMillian and Avalon Dams, Carlsbad has more than homes for its reason of life. Of course, being the sentry box at the gate, as it were to the great Carlsbad Caverns would be enough to make any town a live, progressive place. Fine mineral springs whose millions of gallons of water gush forth from the earth every 24 hours make an unexcelled bathing spot at Carlsbad. This is also the land of the Ancient Basket Makers, probably the first aboriginal culture on the continent.

The famous old Butterfield Trail crossed the Guadalupe Mountains near this point. Near here also are great prehistoric deposits of implements, skeletons, baskets, pottery and the like. A graveyard of mastodons is close at hand where sabre-toothed tigers, three-toed horses and mammoths have their last resting place. And of perennial wonder are the secrets of the most mysterious range of mountains in the Southwest, the Guadalupes. Here are literally thousands of gigantic caverns as yet unexplored. Rare animal life throngs the enigmatic hills. Treasure hunters plod along here on their fanatical search for lost gold. [State Highway Service Bureau]

Overview: Carlsbad

The township of Eddy, later Carlsbad, was part of the great vision of rancher Charles B. Eddy, to stimulate growth in southeastern New Mexico through large diversion projects off the Pecos River. Eddy foresaw that large irrigation projects would spur the growth of the area. He platted out a town, planted trees, and sold lots off his Rancho Halagueno for $50 - $400 each.

The town boomed, especially after the arrival of the railroad. Floods in 1893 slowed the runaway growth, and residents renamed the town Carlsbad. The discovery of Carlsbad Caverns in 1901 led to the growth of a tourist industry.

During the twentieth century, Carlsbad became a global leader in potash production, and although that has declined, petroleum development in the area also supports the economy. The Carlsbad Museum is closed Sundays, and has free admission.

Images:

The first permanent building in Eddy, originally the Eddy National Bank and Pecos Valley Railroad and Improvement Company
23: Carlsbad Cave National Monument

1929

Quote: (1929) Roswell is on the direct route to Carlsbad Cavern, greatest underground palace in the world, and its guardian city of Carlsbad. Everyone who has been there says it is impossible to describe Carlsbad Cavern with its network of 23 explored miles of unbelievable crystalline formations. After that opening remark they then spend anything from a ream to a library tring the impossible. This writer admits his inadequacy at once and simply makes the arbitrary statement that unless a traveler has been to Carlsbad and wandered behind his guide's lantern into that labyrinth for at least one day he really has seen but a little of the world's great stores of attractions and further, if there was given to each person only the opportunity to see one great sight in a lifetime and foreknowledge was had I believe Carlsbad would get 90% of the once-a-life trade.

The Guadalupe Mountains in which Carlsbad is located are peppered with caves, with secrets innumerable and untold, with wild game, with strange flora, with historic sites and stories, with buried Spanish treasure of which some has been found, and on and on and on...

To the 9 per cent of the total touring population of the United States who came to New Mexico last year and to the 15 per cent expected this year, the writer makes his apologies. Only your own eyes can tell you what words have failed to describe. [Haystead, Ladd]

Images:

Carlsbad Caverns National Park

Links:
City of Carlsbad: History -- http://carlsbadnm.com/mhayes/perrigo.htm

http://www.nps.gov/cave -- Carlsbad Caverns National Park

24: Hobbs

1929

At the time this map was created, the Midwest Oil Company (now Amoco) had not yet struck oil, making Hobbs a booming industrial city. The discovery would come in 1928, and put Hobbs on the map forever.

Overview: Hobbs

Although Hobbs was first settled in 1907, a 1928 discovery of oil put Hobbs on the map. Today this city of about 30,000 is considered the "Oil Capital of New Mexico." Hobb's influence can be seen in the fact that the both Congressman Harry Teague and his predecessor, Steve Pearce, as well as Lieutenant Governor Diane Denish, come from Hobbs.

The New Mexico Junior College opened its doors in 1966 and has expanded to include the Lea County Cowboy Hall of Fame and the Western Heritage Museum Complex.
A 1942 photo shows town growing around oil derricks

Oil worker housing, 1940

Links:
Lea County Cowboy Hall of Fame -- http://www.museumshobbsnm.org/
Hobbs Historical Photos -- http://www.hobbshistory.com/

About this Map

Rand McNally & Co.: Auto Trails Map Arizona New Mexico : 1925

While the first state highway, NM 1, was designated along the historic Camino Real three years before statehood, most New Mexico roads remained no more than bumpy ruts through the desert.

In 1921, the Federal Highway Act provided funding for state highway agencies, like the newly-created New Mexico State Highway Department, to construct a paved system of two-lane interstate highways. While pavement took a long time to come to most of New Mexico, even having graded dirt roads made a world of difference to residents, especially those in remote rural areas, whose isolation was coming to an end.

For travelers, New Mexico began to appear as a possible destination, conveniently en route to Los Angeles. While many sensational books and articles featured New Mexico, it was often in an unflattering light, as a land of shiftless, superstitious foreigners, where boredom is punctuated by Indian massacres. To attract travel dollars, New Mexico had to remake her popular image.

In 1922, the New Mexico State Highway Department began publishing a magazine, New Mexico Highway Journal, which combined industry information and advertisements for culverts and asphalt with articles about auto-touring destinations in New Mexico. The breathless writing style set the tone for a century of tourism publications, and includes helpful articles about shopping for rugs, pottery, and antiques.

Atlas Citation: [Eidenbach, Peter]
Map Credits: Rumsey Collection Image Number 5566001

TIMELINE: AGE OF TECHNOLOGY

1846

President Polk declares war with Mexico; US forces led by General Stephen Kearny seize New Mexico, which surrenders without a shot being fired. Colonel Doniphan writes code for governing the Territory of New Mexico.
New Mexico designated Ninth Military Department.

1847

Philip St. George Cooke blazed the first wagon road from New Mexico to the West Coast.

New Mexico formally annexed; slavery issues had prevented formal annexation until this point.

1848

Mexico signs the Treaty of Guadalupe Hidalgo, which cedes lands in California, Nevada, Utah, Colorado, Arizona, and New Mexico to the United States (Statute 922 App I). The international boundary designated as the intersection of 32º N and the Rio Grande to intersection of Choctaw Creek with Red River.

1849
Simpson made a map previously shows town of Rito—Rito is a ruin by the time Whipple arrives because the upstream people took all the water. He traveled through Albuquerque to Pueblo de la Laguna and passed Covero (Cubero), Mount Taylor (named by Simpson in 1849 for Zachary Taylor), and Agua Fria, the last spring before the Continental Divide. Whipple used Sitgreaves’ 1851 map as a reference also Walker’s 1851 map.

1850

New territories admitted, including New Mexico (including modern Arizona), purchase of additional lands from Texas, boundaries adjusted. El Paso becomes part of Texas.

1851

Sitgreaves’ official report, Report of an Expedition Down the Zuni and Colorado Rivers in 1851, was published in 1853. The report explored possibility of using this route for military transport.

1852 Survey

1st international boundary commission established in accordance with the Treaty of Guadalupe Hidalgo. Emory is the designated astronomer. The survey run into difficulties, which are resolved with the purchase of more land from Mexico.

Initial point on the Rio Grande (determined by Commissioners Condé and Bartlett according to the Treaty of Guadalupe-Hidalgo) proves to be in the wrong place. Surveyor AB Gray says 32º 22' is wrong, 31º 52' is right. Commissioners Emory and Salazar (astronomers from the first Boundary Commission) later determine the starting point of the line at 32º47’.

1852

New Mexico legislature passed a single act creating two new counties, redefining five of the original counties to extend across the limits of the territory, and eliminating all non-county area.

1853

Gadsden Purchase from Mexico resolves boundary issues, and give the U.S. the land necessary to build a southern transcontinental railroad. (GP Statute 1031 App II).

1855 Survey

US Commissioner: William H. Emory
Mexican Commissioner: José Salazar y Larregui

Emory and Salazar survey the entire Mexican-American border, including the new area included by the Gadsden Purchase.

The Americans made nearly a dozen monuments along the border to mark the sites, but many were destroyed by surrounding tribes, so the Mexicans rebuilt many and added some. Later surveys added over two hundred more, and rebuilt them as more permanent monuments.

1855 railroad surveys

The U.S. Government commissioned a number of surveys, spaced along parallels, to determine the best route for a transcontinental railroad.

Emory & Parke: 32nd parallel
Whipple & Ives: 35th parallel
Beckwith & Gunnison: 38th-39 parallel

1857 and 1858

Ives’ Report upon the Colorado River of the West

1859

Marcy publishes The Prairie Traveler

1861

Colorado territory established; New Mexico’s northern boundary reduced.

Residents of the Mesilla Valley declared their allegiance with the Confederacy and separated from the Union. They hoped the Confederacy would recognize them as the state of Arizona, which they imagined would reach to the Colorado River.

Civil War starts. Confederate troops gather at Fort Bliss and take Fort Fillmore. The plan is to seize New Mexico, and then march on to take the gold fields of Colorado or California. Indian raids on settlements step up as U.S. Army soldiers turn their attention to other matters.
1862

Homestead Act: free 160 acres offered after 5 years cultivation. Later modified to offer 320 acres, and the Desert Lands Act offered 640 acres.

Henry H. Sibley, commander of a brigade of mounted regiments from Texas, marched from Fort Bliss near El Paso up the Rio Grande: taking Fort Fillmore, defeating Union troops at Fort Craig, taking Albuquerque and Santa Fe, and finally defeating the Union troops at Glorieta Pass, near Pecos. By this time, the Confederate troops were starving and without clothes or ammunition, so they retreated back to Fort Bliss.

1862-1871

Railroad Land grants: the Federal government gives away 128 million acres of land to the railroad companies, as an incentive to build railway lines all over the country. The railroad companies sold many of these parcels to homesteaders.

1863

Arizona Territory created by the United States from the western portion of New Mexico Territory and a part of present Nevada. Present New Mexico-Arizona boundary established.

1864-1866

"Long Walk"- Navajo and Mescalero Apache forcibly relocated to Bosque Redondo reservation; The Apache escaped, and the Navajo signed a treaty of nonagression and returned to their homeland in 1868.

1864-1890

Indian Wars throughout the West. Destruction of the bison herds.

1867

Hayden, King, Wheeler, Powell Surveys map the west comprehensively, while cataloguing flora, fauna, and geology.

1868

Navajo chief Barboncito, along with numerous other leaders, sign a treaty with General William T. Sherman, agreeing to peace with the Americans in exchange for rights to return from Bosque Redondo to their new reservation: a small area within their traditional homeland.

1869

Fort Bliss renamed Fort Bliss.

Cochise and Apache guerrillas active 1871- 1879.

The war to save the buffalo 1874-1880.

1878-1879

Fort Bliss permanently established in current location.

1878

The Atchison, Topeka and Santa Fe (AT&SF) railroad crosses the Raton Pass into New Mexico, reaching Las Vegas, its first destination in New Mexico, in 1879.

1879

USGS established.

1880

The Southern transcontinental railroad traversed the region.

Geronimo & Chiricahua Apaches active in southern New Mexico and northern Mexico, 1880-1886.

1884

New boundary treaty: the boundary, where marked by the Rio Grande, adheres to the center of original channel as surveyed in 1852 even if the course of the river changes. Boundaries on international bridges at center point.

1886

Geronimo surrenders to General Crook in southern New Mexico. The remaining members of the Chiricahua and Mimbres bands are removed first to Florida, and finally to Fort Sill, Oklahoma.
1889
US/Texas/ New Mexico/Mexico border resurveyed; discovered bancos or alluvial deposits changing land mass on either side of the border.

1891
Forest Reserve Law, designating forest preserves; forerunner of current National Forests.

1905
National Forest service created.

1906
Antiquities Act. Allows a president to protect areas of public land by executive order.

New treaty with Mexico on water rights for irrigation

1912
New Mexico becomes the forty-seventh state of the Union.

1916
National Park Service created.

1924
Gila Wilderness established.

1925
U.S. Supreme Court decision in New Mexico v. Colorado dismisses New Mexico's claims and establishes current boundaries between the states.

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