



Fun for the Kids at Carlsbad's Beach Park. Rides only 10 cents. Free picnic areas under the trees at water's edge.

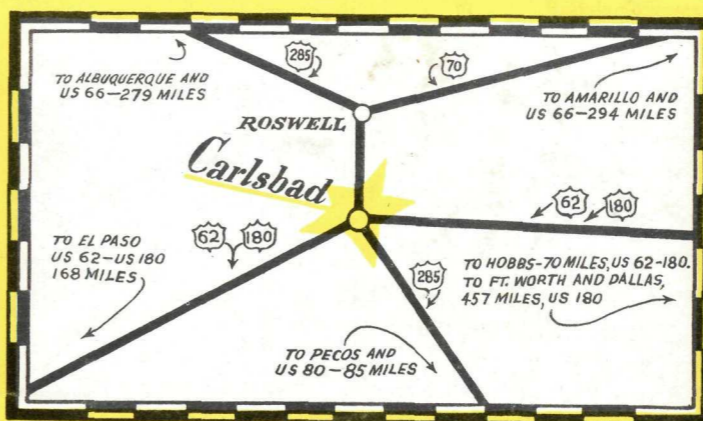
**Excellent Accommodations for Tourists and Convention Visitors at Carlsbad's Luxurious Air-Conditioned Hotels and Motels**

CARLSBAD, NEW MEXICO—Located in southeastern New Mexico, at an elevation of 3,110 feet above sea level, Carlsbad offers THE IDEAL climate for year-round living. With an average annual rainfall of 13 inches and a 63° average annual temperature, you will find that the climatic conditions of Carlsbad are very beneficial in combating arthritis, hay fever, sinus and other pulmonary ailments.

With a population of over 25,000 alert, friendly and progressive citizens, you will be amazed at the ease with which you become acquainted and the rapidity with which you become a native. Although tourists have contributed substantially to Carlsbad's economy and widespread acclaim, much of its sound growth results from the development of natural resources. Rich, irrigated farm lands in the vicinity produce immense crops, principally of cotton, alfalfa and the sorghums. Vast ranch lands stretch in every direction and nearby oil and gas production is developing at an accelerated pace. As Potash Capital of America, Carlsbad's five gigantic potash plants produce over 90% of the nation's requirements for this vital chemical and plant food. With a payroll of over \$20,000,000.00 annually at the mines and more than a half million visitors to the Caverns each year, combined with vast cattle and sheep ranches, fertile irrigated farms, rich oil and gas fields and a newly discovered uranium bed, Carlsbad, with its wide diversification of industry, is truly, the city that nature endowed.

**TRANSPORTATION:** Carlsbad is served by all Trans-Continental Bus Services, Continental Airlines, Inc., and the Santa Fe Railway System. Air Charter Service and a nationally recognized Driv-Ur-Self System are available at Carlsbad's Municipal Airport.

Water for Carlsbad's 25,000 acres of fertile cotton and alfalfa farms flows through network of canals from historic Pecos River.

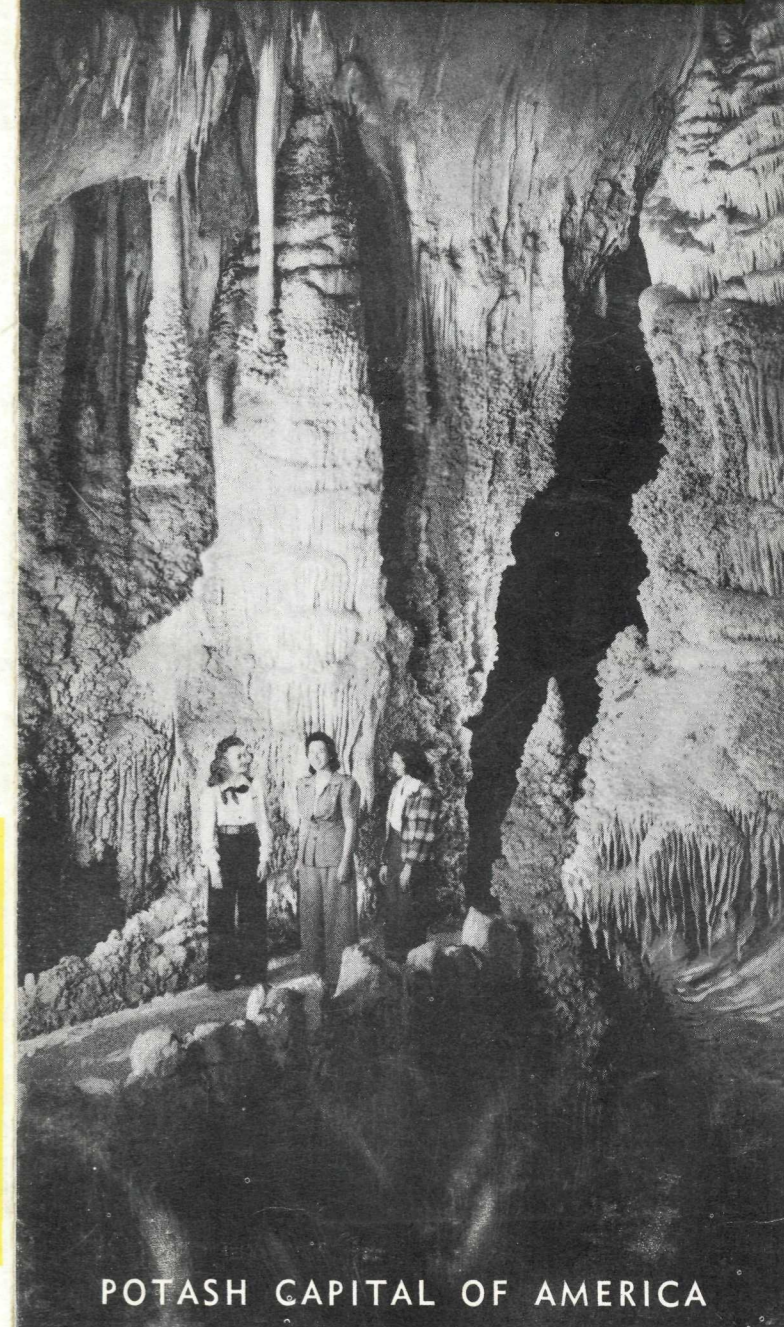


Carlsbad Chamber of Commerce, Carlsbad, New Mexico

# CARLSBAD

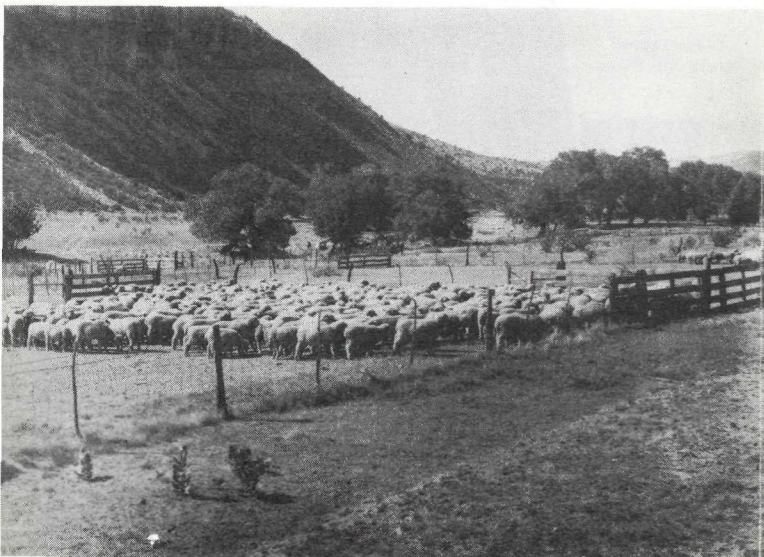
NEW MEXICO

*The Cavern City*  
*Year Round Vacation Land*



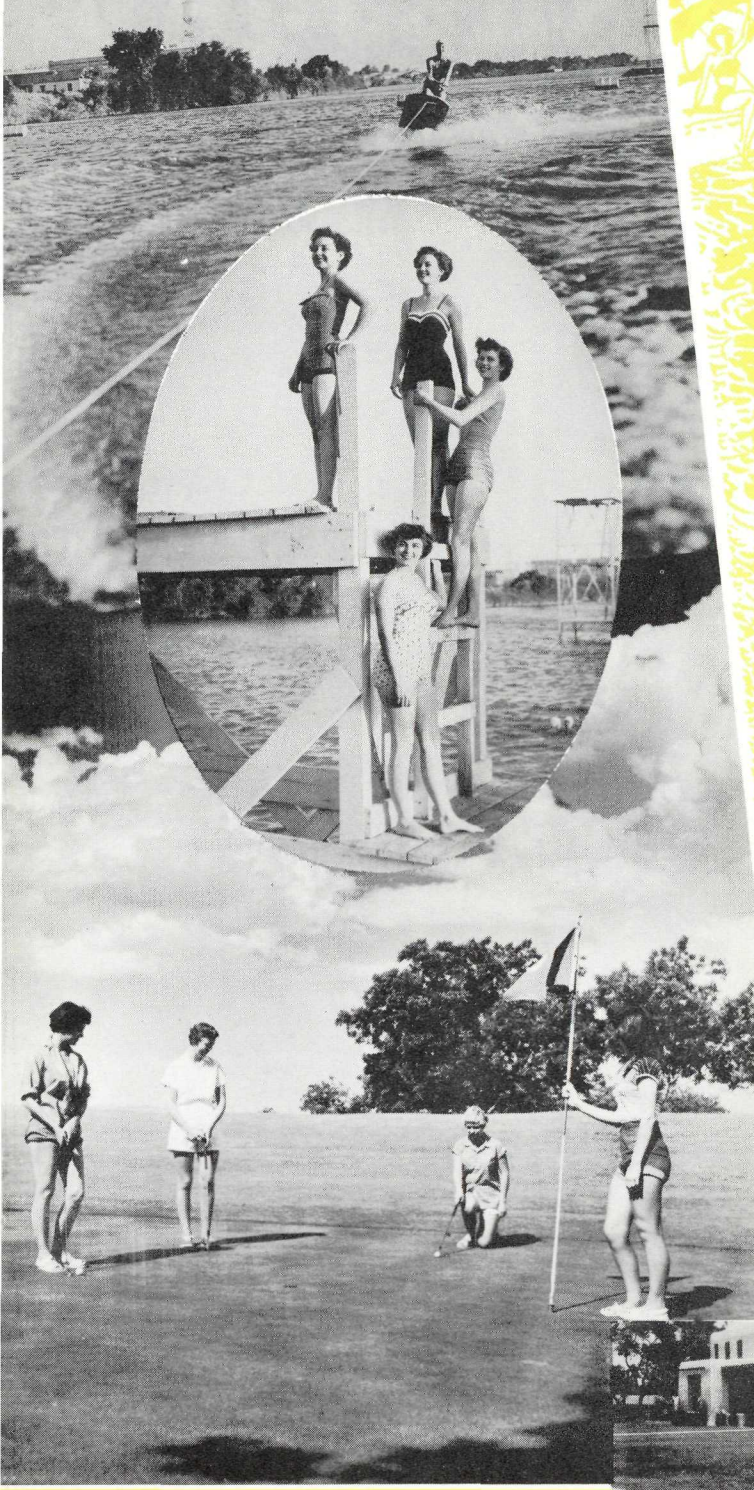
POTASH CAPITAL OF AMERICA

Memories of historic old West are evoked by pretty cowgirl on corral fence. At right is scene from annual Carlsbad Elks Rodeo, presenting some of the finest rodeo action in world. Below is placid ranch scene in foothills west of Carlsbad where some of nation's finest ranch land produces meat for your tables.



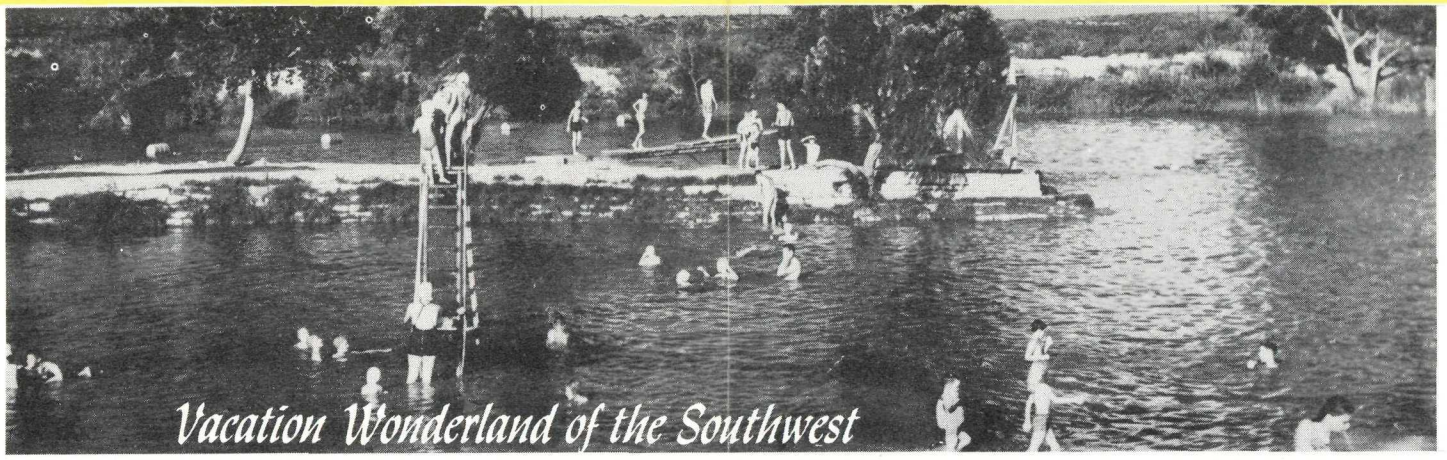


Enjoy Surfboard Riding, Motorboating and Swim at Carlsbad's Free Municipal Beach, constantly supplied with fresh spring water.



Enjoy Golfing Every Day of the Year. Municipal and Riverside Club Courses.

# For Your Weekend or Vacation--Carlsbad Offers



*Vacation Wonderland of the Southwest*

SWIMMING, MOTORBOATING, WATER SKIING, SURFBOARD RIDING and all the other aquatic sports await YOU at CARLSBAD'S FREE MUNICIPAL MINERAL SPRING WATER BATHING BEACH AND RECREATIONAL CENTER.

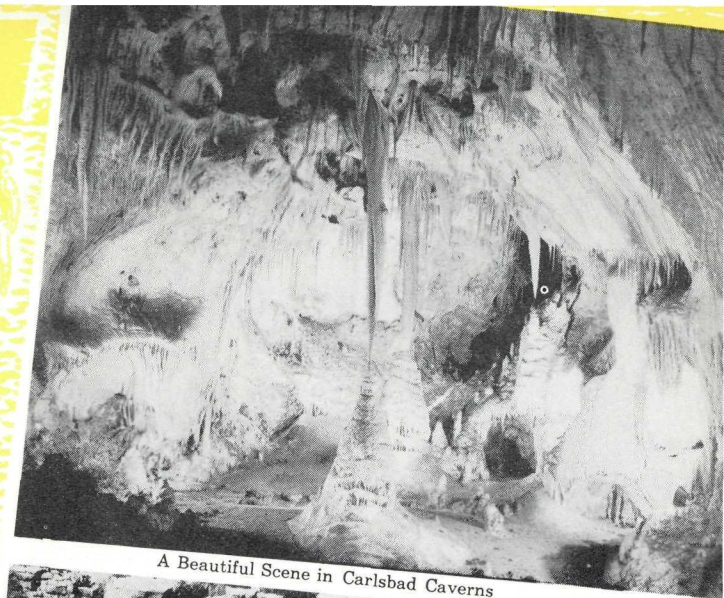
GOLFING? YES, Carlsbad has two beautiful 9-hole courses—Riverside Country Club and the NEW Municipal Course. Both are located on the banks of the Pecos River where one may receive the COOL breezes blowing from the river and be AIR CONDITIONED by NATURE.

FUN FOR THE ENTIRE FAMILY! Not only is there recreation for adults, but for the KIDDIES too. The city-operated amusement park at the BEACH offers a ferris wheel, miniature diesel train, merry-go-round and many other rides for the KIDS at a cost of only 10¢ each. Picnic tables and barbecue pits, shaded by beautiful trees, are offered for your out-door enjoyment.

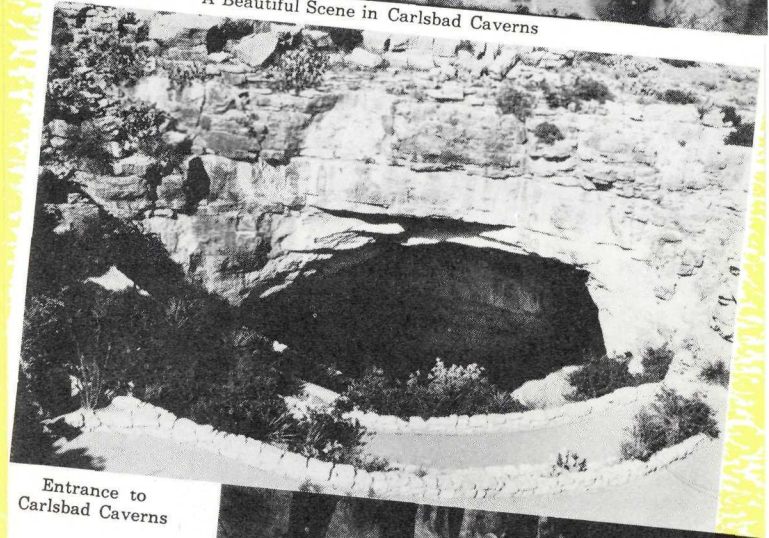
FISHING AND HUNTING? Rivers and lakes around Carlsbad offer the angler excellent opportunities for catching black bass, perch, crappie and catfish. For the hunter, headquartering in Carlsbad, there are deer, antelope, bear, wild turkey, quail and dove which are plentiful in season, less than an hour's drive away in the mountains or plains near Carlsbad.

CARLSBAD CAVERNS NATIONAL PARK: Proclaimed by millions to be the world's first natural wonder, CARLSBAD CAVERNS is truly the FAIRYLAND OF THE WORLD. Created by the Master Designer, the symmetry and beauty surpasses every figment of imagination. TO BELIEVE, YOU MUST SEE. Located just 28 miles to the southwest of the City of Carlsbad, New Mexico, on Highway U. S. 62-180 and State Road 7, the Caverns are OPEN EACH DAY OF THE YEAR. Admission is \$1.50 for all persons 12 years of age and over. Members of Armed Forces admitted free. School groups and character forming organizations admitted free when accompanied by sponsor. Sponsors must pay regular admission. Temperature in the Caverns is uniformly 56°. Relative humidity is about 90%. A light wrap and comfortable walking shoes are recommended. DAILY TOURS are conducted by the National Park Service. For complete information on regular tours, elevator tours, photographic tours, etc., CONTACT THE CARLSBAD CHAMBER OF COMMERCE, CARLSBAD, NEW MEXICO.

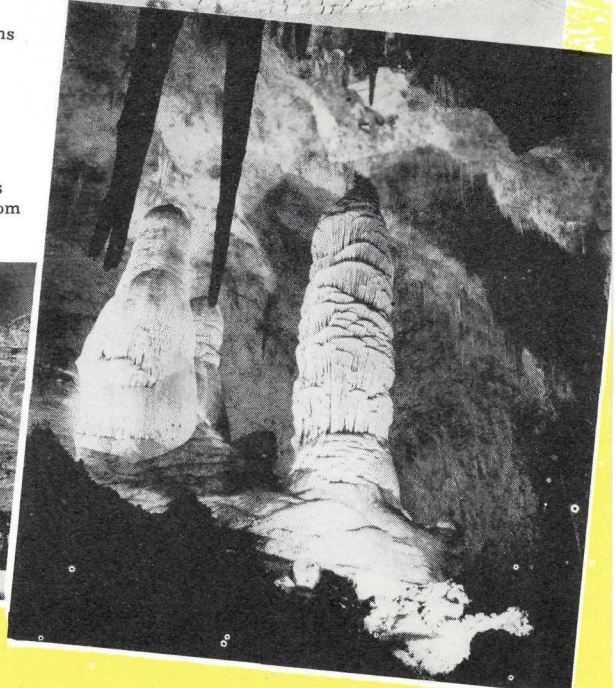
While headquartering in Carlsbad we heartily recommend a side trip to the beautiful mountain resorts of Cloudcroft and Ruidoso, White Sands National Monument and the Bottomless Lakes, all within easy driving distance. A visit to the sister cities of the border—El Paso in Texas and Juarez in colorful Old Mexico will add much to your enjoyment of our enchanting southwest.



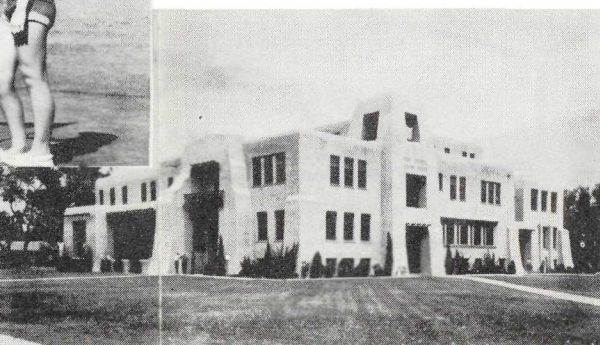
A Beautiful Scene in Carlsbad Caverns



Entrance to Carlsbad Caverns



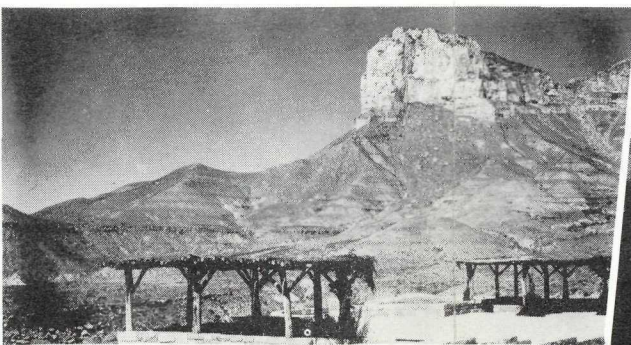
Giant Domes in the Big Room



View of Eddy County Courthouse—the only Courthouse of Spanish-Pueblo architecture in the United States.



One of Carlsbad's Five Gigantic Potash Mines and Refineries



"El Capitan" Peak—the highest mountain in Texas—seen enroute between Carlsbad and El Paso.