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## STRATEGIC LOCATION

Capital city of the nation's largest geographical trade territory, transportation center, transcontinental and regional highways, planes and railroad - the crossroads between the east and the west and threshold of great and rapidly growing scientific installations already established.

## DIVERSIFIED ECONOMY

El Paso's prosperity is based on widely diversified resources—Copper, Cotton, Cattle, Mining, Smelting, Oil production, Potash, and pecans are only a few. These resources have already led to many great industries here—notably clothing manufacture, the largest in Texas, Copper refining, nationally known Mexican food processors, building materials, concrete block and many others.

## AMPLE WATER SUPPLY

El Paso is one of the few large cities in the southwest that has never found it necessary to ration water, and extensive test drillings and authoritative geological reports indicate there are proven underground reservoirs in the immediate vicinity sufficient to meet the demands of a community considerably larger than El Paso for at least the next 100 years.

## LABOR and MANPOWER

El Paso is blessed with an abundance of skillful, highly adaptable labor. Proof of this fact is that the world's greatest manufacturer of telescopic gun sights is located here—an industry where technical skill and close tolerances are most important factors.

## CLIMATE--

High, dry and invigorating—altitude 3700 feet—cool nights and more days of sunshine than any other American city. Blizzards, tornadoes, cyclones, smog, fog and floods are unknown. Never a day's work lost because of inclement weather.

## INDUSTRIAL SITES

Wide selection in planned industrial areas available. Adequate highways and trackage—plenty of room to grow with acreage selling to industries at low and attractive prices. Lowest construction costs of any city in the Southwest.

## ADEQUATE FACILITIES

El Paso has never rationed water. Fuel and power, both electric and natural gas available in any quantities demanded. Home offices of the El Paso Natural Gas Company, one of world's largest. El Paso Electric Company now building \$12 million plant increasing generating capacity 540% since World War II.

## TAX STRUCTURE

El Paso offers many advantages—no individual or corporate income taxes, no inventory tax, no general sales tax or other special taxes discriminatory towards industry.

## COMMUNITY LIFE--

El Paso is nationally known as a good place to live, Invest and Prosper. It offers every advantage of a modern city.

It welcomes industry. Old in historical background yet new in its appearance, homes and buildings. Dozens of attractive residential areas convenient to all city and suburban business and industrial centers. Every cultural and educational advantage.