

LANDA PARK

"THE BEAUTY SPOT OF TEXAS"

Landa Park, owned by the City of New Braunfels, is nationally known among vacationists as one of the most beautiful playgrounds in this country. The picturesque Comal River meanders through this shrine of natural beauty, forming a network of crystal clear streams and lakes where boating, swimming and fishing are ideal. Giant "elephant ear" caladiums and flowers line its banks. The transparency of its waters, in which bass and bream abound, is equalled only by the lakes of Scotland. With its source in the mammoth Comal Springs, it begins and ends within the city limits and is known as the largest, shortest river in the world.

The South's largest swimming pool, through which flow five million gallons of water daily, is located here with a modern bath house accommodating five hundred bathers. Cold drink establishments and a large restaurant, housed in native rock buildings, provide the pleasure-seekers with refreshments under most sanitary conditions.

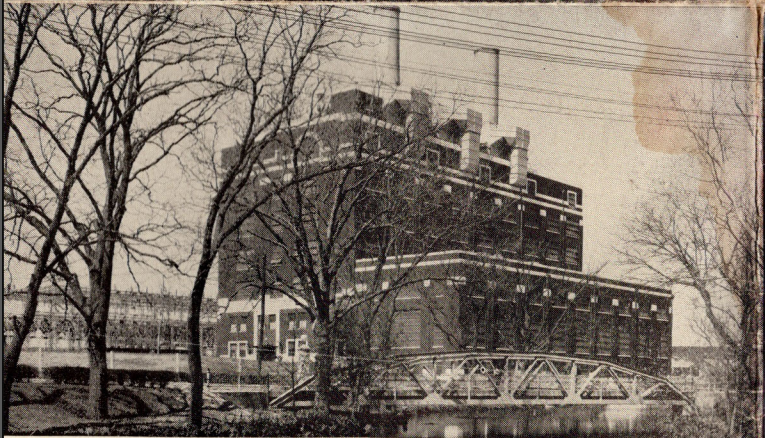
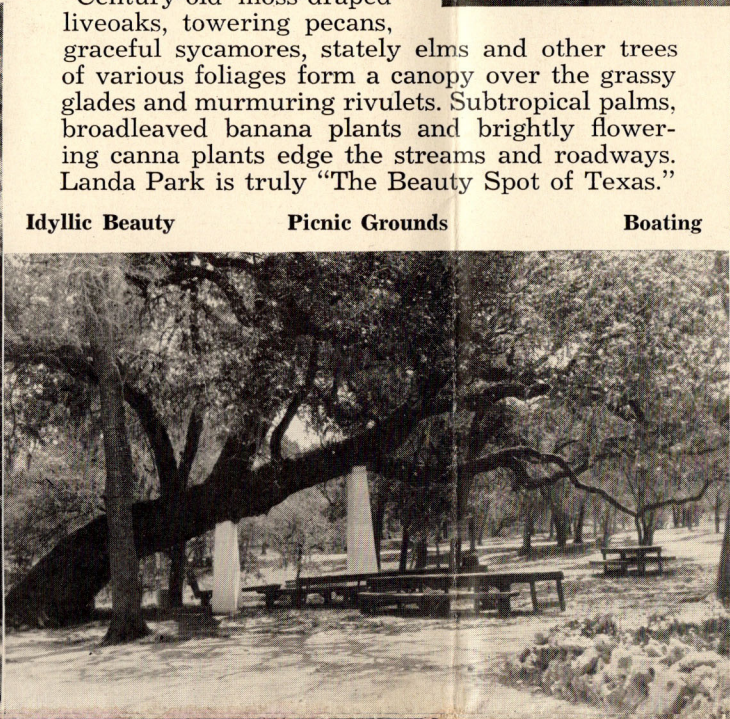
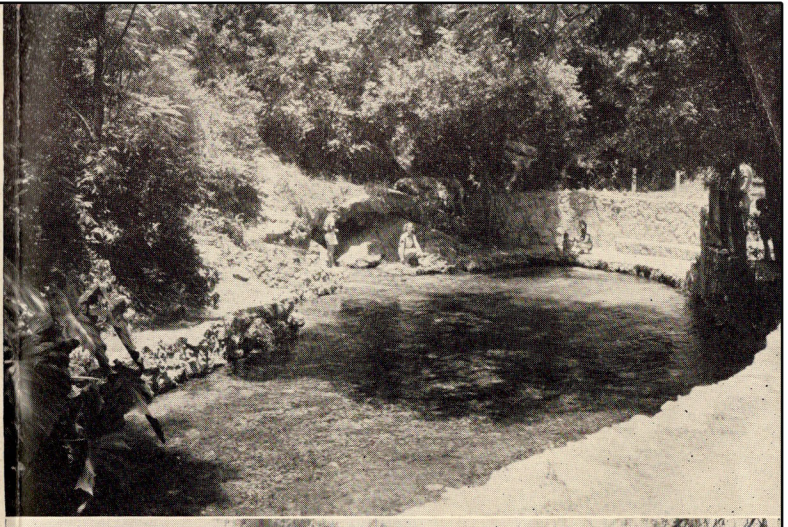
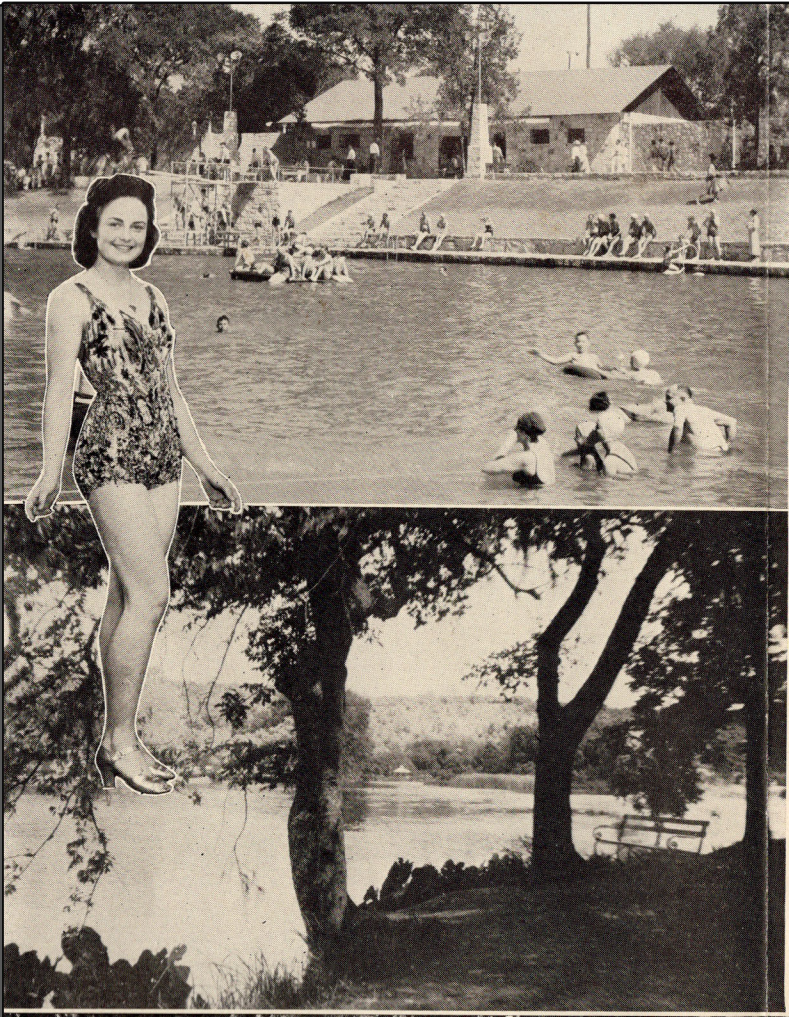
A large outdoor pavilion for dancing, play spots for the kiddies, picnic places with tables and outdoor fireplaces for cooking your food, a flood-lighted baseball field and a first class clubhouse where major league baseball teams train in the spring, and other recreational facilities, together with paved driveways and rustic trails and bridges give Landa Park a universal appeal. Young and old, seeking recreation or rest, find it here.

Century-old moss-draped liveoaks, towering pecans, graceful sycamores, stately elms and other trees of various foliage form a canopy over the grassy glades and murmuring rivulets. Subtropical palms, broadleaved banana plants and brightly flowering canna plants edge the streams and roadways. Landa Park is truly "The Beauty Spot of Texas."

Idyllic Beauty

Picnic Grounds

Boating

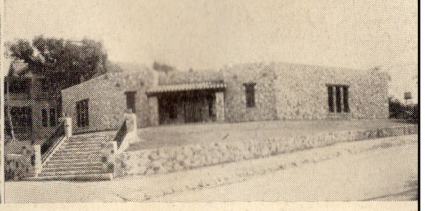
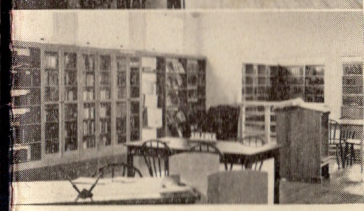


New Braunfels
Invites You in
1942

VACATIONLAND



Top: Interior View, Sophienburg Museum
Below left: Interior, Emmie Seele Faust Memorial Library
Below right: Exterior, Sophienburg Museum



INDUSTRIAL ADVANTAGES

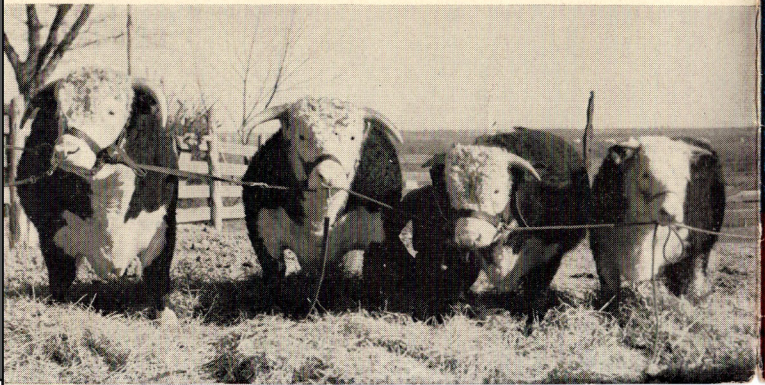
Ever since its establishment, nearly a century ago, New Braunfels has had successful manufacturing enterprises. Today flour and feeds, cotton textiles, gauze, children's garments, silk hosiery, mattresses, road building materials, rock wool, lime, monuments, cedar oil, brooms and mops, dairy products, leather goods, cold drinks, roasted coffee, potato chips, and ice are among the products manufactured by local industrial enterprises giving employment to approximately 1600 people. The main generating plant of the San Antonio Public Service Company is located here.

New Braunfels has many industrial advantages. Satisfactory labor conditions have enabled present plants to operate without a single shut-down. A low tax rate made possible by the fact that 97% of the people pay their taxes, reasonable utility rates, a 13-cent fire insurance key rate providing one of the lowest fire protection costs in the nation, adequate transportation facilities by two trunk line railroads and several motor lines, economical building construction and rental costs are other favorable factors for industrial development.

AGRICULTURE AND LIVESTOCK

Comal County has 890 farms and ranches. Cattle, sheep, goats, wool, mohair, chickens and turkeys are the main livestock products. The cultivated acreage produces cotton, corn, wheat, oats, sorghum grains and similar crops. Pecans, honey, and dairy products are other sources of income. Soils vary from black waxy to sandy loams of productive quality.

For more information write to the
CHAMBER OF COMMERCE, NEW BRAUNFELS, TEXAS

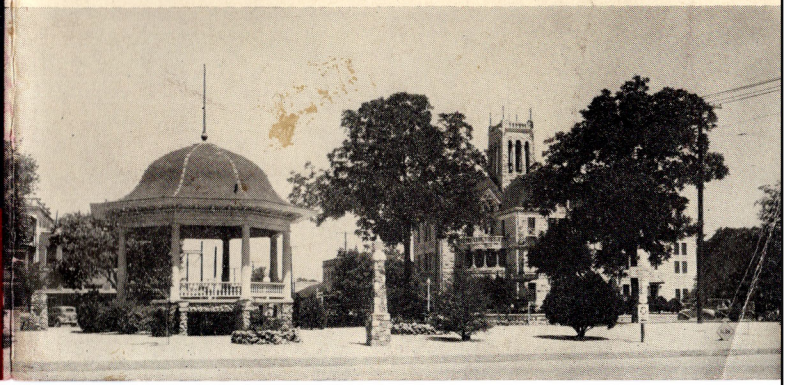


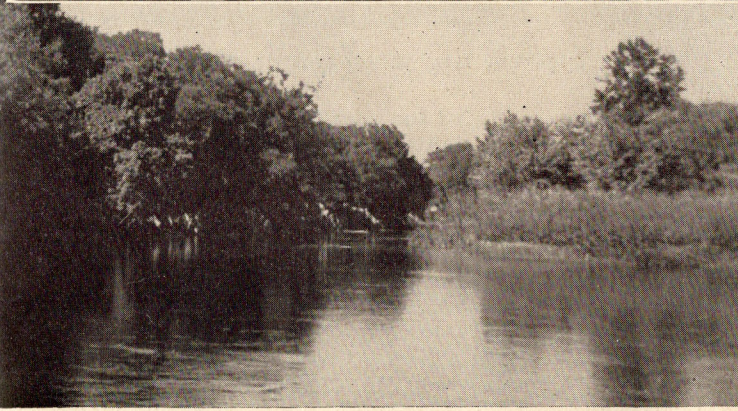
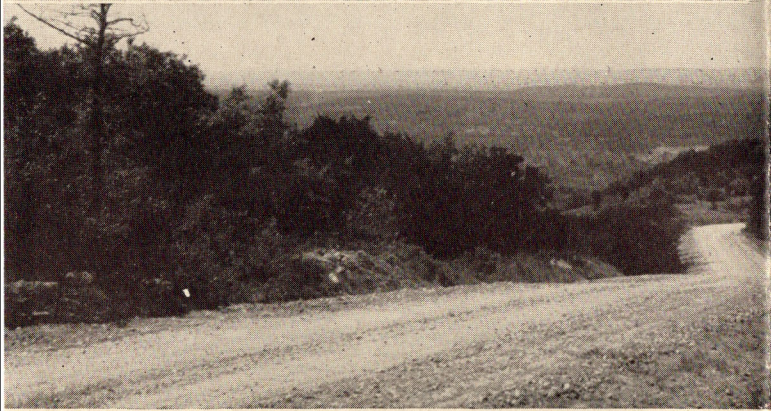
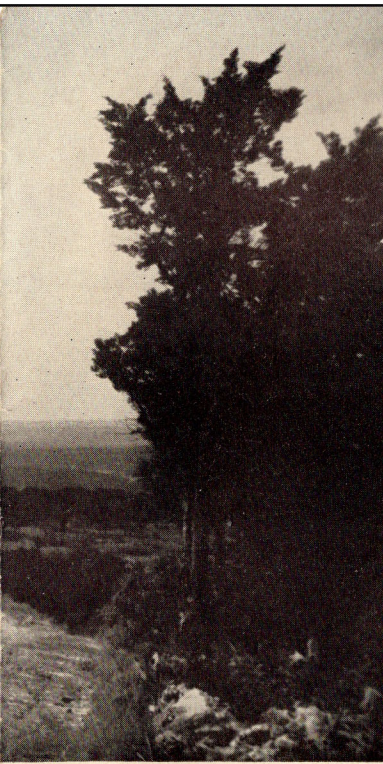
New Braunfels

a town of 8,000 inhabitants, was established in 1845 by a group of liberty-loving German colonists. During its century of progress it has become a modern American city combining wonderful climatic and scenic advantages with up-to-date civic and resort facilities and retaining just enough old-world quaintness to charm the vacationist. New Braunfels has 30 miles of paved streets, good churches, a public library, a pioneer museum, and was the first town in Texas to establish a tax-supported free public school system.

The city is located in one of the most beautiful spots in Texas just below the escarpment of the Edwards Plateau at the entrance to the scenic Southwest Texas "Hill Country" at an altitude ranging from 634 feet at the Plaza to 1700 feet in the nearby hills. Cooling Gulf breezes fan the city in the summer. The mountains to the North protect it against the chilling northerners in the winter. An average annual rainfall of 30.53 inches gives the terrain a spring-like appearance throughout the year. The healthful, invigorating Southern climate, reasonable living costs, an extremely low crime rate, well-kept homes, clean yards, lawns and flower gardens create a civic loveliness which appeals to the home lover. Comal Springs, gushing forth 240 million gallons of water daily, furnish the city with a healthful supply of water. New Braunfels is centrally located on State Highway No. 2 (Federal 81) and State Highway No. 46 and is easily accessible on paved roads from any part of the State.

Plaza and Court House, New Braunfels





Playground of the Vacationist and Sportsman

The hill country north and west of New Braunfels is truly nature's wonderland. The grandeur of the eternal hills, the soft beauty of the green-clad valleys, and the rippling waters of the springs and brooks entrance the visitor driving through this scenic country. Well marked all-weather roads wind through an ever changing panorama of natural beauty and interesting attractions. The Devil's Backbone, which challenges the rugged splendor of the Rocky Mountains, the Narrows, where towering cliffs clasp hands above the deep ravine of the Blanco River, tumbling waterfalls, caves, reptile farms

and similar points of interest lure the vacationist and the sightseer. Camera fans, artists and lovers of nature revel in these vistas of natural beauty. Every season of the year brings with it a new charm and grace to these hills.

The Guadalupe River, one of Texas' swiftest and clearest streams, cuts a deep canyon through the mountains. The entire hilly terrain is timbered with liveoak, mesquite and cedar while century old cypress, pecans, elms and sycamores spread their branches above shady and cool picnic and camping grounds in the valleys along the streams.



A floral carpet of exotic loveliness is spread over hills, ranges, and valleys in the springtime when millions of bluebonnets, wild verbenas, mountain pinks, wild daisies, mountain laurel, redbud and myriads of other native flowers are in full bloom.

A SPORTSMEN'S PARADISE

New Braunfels is located at the gateway to the great Southwest Texas hunting grounds. Wild deer, within a five-minute drive from the city, attract hunters from many states. It is estimated that 15,000 deer roam in the hills and on the ranges of Comal County.

The Guadalupe and Comal rivers abound with bass, bream, crappie, perch and channel cat. Lake Dunlap is another favorite spot for the many fishermen who come here for sport and relaxation.

HISTORIC PLACES

Even the Indians loved to live in the pleasant climate of this section. The Comanches, and before them the Carankawas, pitched their tents at the many "watering places" around here. Landa Park and the entire Comal River valley in the northern portion of New Braunfels was the site of a large wigwam city. The Spaniards hunted gold in the surrounding hills. The Sophienburg Museum at New Braunfels contains a large collection of pioneer relics recalling the many historic episodes of this country, its original inhabitants and its early settlers.

The Alamo, Texas' most sacred shrine, the ancient Spanish missions and the old Spanish Governor's Palace are located just thirty miles south of here in the city of San Antonio. Randolph Field, the "West Point of the Air," is located fourteen miles south of New Braunfels. The tree under which was taught the first public school in Texas, the home of the renowned naturalist Ferdinand Lindheimer, the monument honoring the German pioneers of Texas, and other spots of historic interest are located in New Braunfels.

HOTELS AND TOURIST RESORTS

Our hotels and tourist resorts offer up-to-date accommodations at reasonable rates to our many tourists and convention visitors. Many encampments and meetings are held here by young people's groups, employees of firms from the large cities, Bible schools and educational conference groups. The Southern Music Camp, under the direction of music leaders of national reputation, conducts a six-week summer music encampment here.

The Hotel Faust and Plaza Hotel are located in the heart of the city. On the banks of the Comal River, also within the city limits, are Camp Warnecke, Camp Ulbricht and Camp Giesecke. A few miles above town on the Guadalupe River are Slumber Falls Camp and Hueco Springs Camp. Adjoining the city on Federal Highway No. 81 are Camp Alta Vista, Camp Shady Oak, Camp New Braunfels, and Camp Southside.

All pictures in this folder are scenes in and around New Braunfels, "THE BEAUTY SPOT OF TEXAS"

