



Ready to make a deal—age three, in 1947.



Bonnie Jean Vetterick at age two, 1950.



The Henson kids—myself (on left), Melba and Bennie—July 27, 1951.



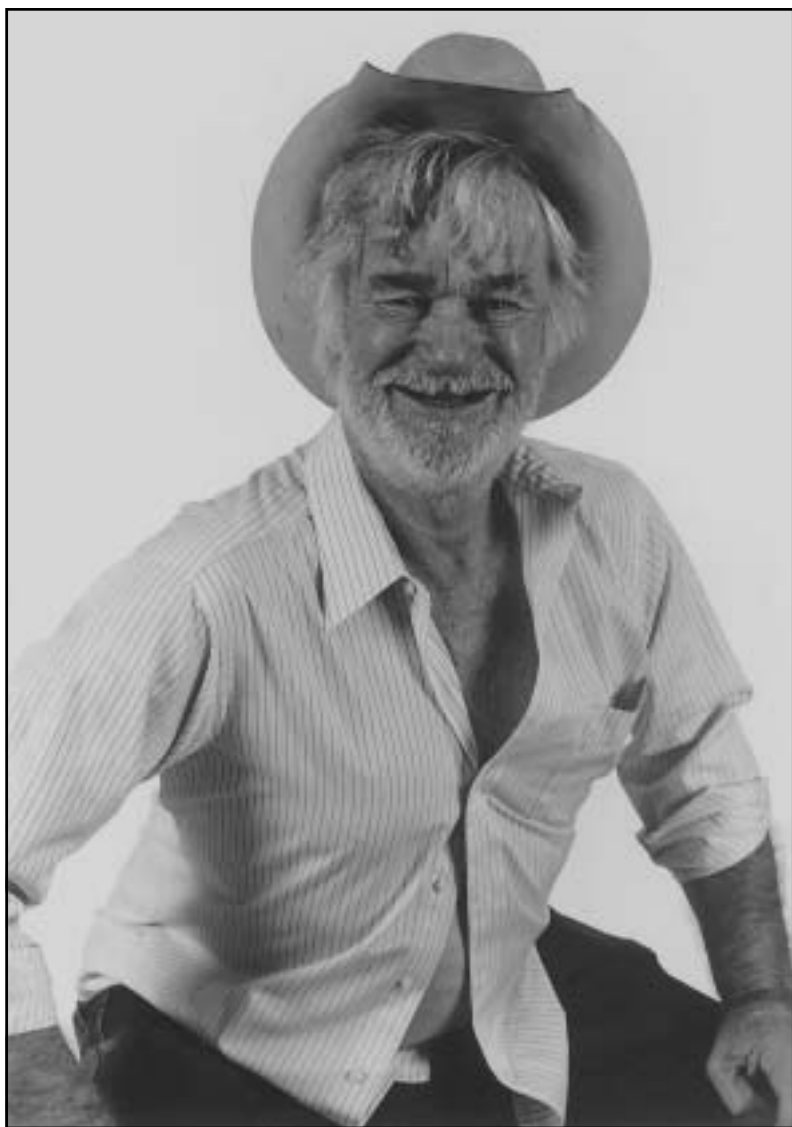
*Henson's Fun Valley Resort,
South Fork, Colorado,
1966.*



*Private 1st Class
Henson, Fort Hood,
Texas, 1966.
I was an ambulance
driver in the U.S. Army.*



ABOVE: Old West Hotel in Del Norte, Colorado, 1970.
LEFT: Gambler "Amarillo Slim" (on left) and actor Alberto Bosco, Old West Hotel, 1970.



My dad, Mack Henson, while making a movie in Las Vegas, Nevada, 1985.



My mother and dad, Jean and Mack Henson, 1993.



LEFT: The brochure Mauricio introduced in 1975 showed Mexican rugs being made on upright looms. We changed our advertising to correctly show Mexican rugs being made on horizontal looms as pictured above.

BELOW: Our first postcard/invitation advertising hotel rug shows was black and white, 1976.





EL PASO SADDLE BLANKET CO.
WELCOMES YOU TO A WHOLESALE
SHOWROOM for BUYERS

SCOTTSDALE, ARIZ. JAN. 18-19
 Sunburst Hotel - 4835 N. Scottsdale Rd.

LOS ANGELES, CALIF. JAN. 23-24-25
 Holiday Inn - Ballrooms - 1620 S. Figueroa
 (Across from Convention Center)

PALM SPRINGS, CALIF. JAN. 27-28
 Ranada Inn - 1177 N. Palm Canyon Dr.

TUCSON, ARIZ. FEB. 5-6-7-8-9-10-11-12
 Desert Inn - Ballrooms - Freeway at Congress

SAN DIEGO, CALIF. FEB. 21-22
 Holiday Inn - 885 Hotel Circle

BUENA PARK, CALIF. FEB. 24-25
 Holiday Inn - 7000 Beach Blvd.

FREE CATALOG 80X 2990 - EL PASO, TX. 79912

Handweaving—a highly skilled art perpetuated through generations of Indian culture in the Americas. Combining artistry and tradition, beautiful designs of the Navajo, Chinlepo, and ancient Maya are woven into rugs, wallhangings and saddle blankets. Over 100 weavers under contract in Mexico and Central America. Guaranteed highest quality Indian handweaving.

EL PASO SADDLE BLANKET CO.
 P.O. Box 12360 El Paso, Tx. 79912

POST
CARD
RATE
STAMP

POST CARD

Ted Hall Photography

171175

Our first color postcard. This is a typical front and back design of some of the thousands of postcards we mailed out promoting hundreds of “on the road” hotel shows we did from 1974 through 1981.

BIENVENIDOS ♦ ENTRADA GRATIS



GRAN EXHIBICION

3-4-5 DE JUNIO HOTEL EL DORADO
AMERICANA EL PRIMER SHOW



EN SU CLASE EN CENTRO AMERICA

ALFOMBRAS * JOYERIA * CERAMICA * PONCHOS
ADORNOS DE PARED

BELLISIMOS, ORIGINALES, CREACIONES CON DISEÑOS
DE LOS INDIOS DE NORTE Y CENTRO AMERICA Y
DISEÑOS PREHISTORICA

TODOS LOS ARTICULOS EXHIBIDOS ESTAN
EN VENTA

PRECIOS DE EXPORTACION
MAYOREO



NO SE PIERDA
LA OPORTUNIDAD DE VER
Y COMPRAR ESTOS BELLOS
PRODUCTOS DISEÑADOS POR
EXPORTACION A EUROPA,
LOS ESTADOS UNIDOS
Y CANADA




HOTEL EL DORADO AMERICANA
3 - 4 - 5 DE JUNIO 9 Am. - 9 Pm
NEGOCIOS GUATEJAS, S.A. TEL. 680073

Ad for a hotel show in Guatemala City, Guatemala, 1977.

★★FREE ADMISSION ★ 2 DAYS ONLY★★

INDIAN WEAVING & TEXTILE SHOW

LOW, LOW PRICES — HUGE SELECTION — RUGS, BLANKETS,
WALLHANGINGS, NAVAJO, CHIMAYO, NATIVE DESIGNS,
HANDWOVEN BY INDIANS IN MEXICO. Scarves, bedspreads,
purses, placemats, floor and wall rugs. DIRECT TO YOU — DIS-
COUNT! — WHOLESALE! EL PASO SADDLE BLANKETS, BOX
12360, EL PASO, TX. 79912

SUNBURST HOTEL JAN. 18-19
10 a.m. - 8 p.m., 4925 N. Scottsdale Rd., Scottsdale

JEWELRY Traders, wholesalers,
jobbers needed. Indian rugs hand-
woven in Mexico. Navajo designs.
Free color brochure-Mauricio's Box
12360 El Paso, Texas 79912.

DEALERS needed. Indian rugs
handwoven in Mexico. Navajo de-
signs. Highest quality weaving. Free
color brochure. Mauricio's Box
12360 El Paso, Texas 79912.

*Examples of classified ads we
placed during the late '70s.*

Attention Jewelry Dealers

INDIAN RUGS

Handwoven by our Indian weavers
in Mexico and Central America.
Navajo, Chimayo, native designs.
Huge selection to choose from.

Wholesalers & Jobbers
Showrooms for dealers: Wed. Oct. 24,
San-Tam. Downs Ranch, Camelback
Square Hotel, 302 W. Camelback,
Phoenix. (Independent and out of
town dealers welcome) Free color
catalog: Mauricio's, Box 12360, El
Paso, Tx. 79912.

After 8 months of living and working with our weavers in Mexico and Central America, I'm happy to say this year's inventory is the largest and best ever. In addition to the wool rugs in the catalog, we have now developed a line of beautiful Chimayo design acrylic rugs and wallhangings, traditional Saltillo style serapes, and combed wool Quiche Indian blankets from Guatemala. These will be cataloged soon — please write for more information. Also, please notice on the enclosed catalog that our prices have not increased since January, 1976. If you happen to be in Arizona this winter, plan to come to one of our shows and see everything that's new. Let me hear from you,

Dusty

4th WINTER SEASON ARIZONA SHOWROOM FOR DEALERS

Oct. 26 Camelback Sahara Hotel — Phoenix, Az.
 Nov. 2-3 Sands Hotel — Tucson, Az.
 Nov. 15-16 Sunburst Hotel — Scottsdale, Az.
 Dec. 2-3-4 Sands Hotel — Tucson, Az.
 Dec. 14-15 Camelback Sahara Hotel — Phoenix, Az.

Dusty Henson • P.O. Box 12360 • El Paso, Texas 79912

**WHOLESALE • JOBBER
 SHOWROOM for DEALERS**

Wednesday, October 26, 9 a.m. - 9 p.m.
 Camelback Sahara Hotel — Dunes Room
 502 W. Camelback — Phoenix, Az.

NEW PRODUCTS — NEW DESIGN

Indian rugs, saddle blankets, decorative hangings, bedspreads, serapes and Navajo designs, Chimayo designs, and Quiche Indian blankets. Handwoven by Indians in Mexico and Central America.

HUGE SELECTION

(Independent and out-of-town dealers welcome)

FREE CATALOG: DUSTY HENSON
 P.O. Box 12360, El Paso, Tx. 79912



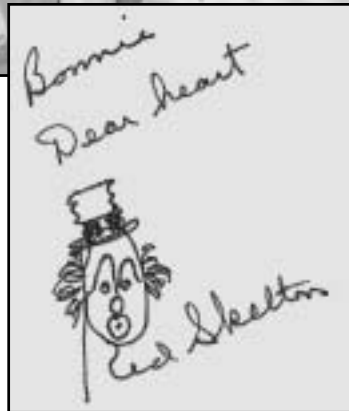
*ABOVE: More road shows,
 1978 and 1979.
 RIGHT: Bonnie at
 a Kansas City
 road show.*




ABOVE: Bonnie and me with Ben Johnson, movie actor and star of many Westerns, at the El Paso Saddleblanket showroom in Scottsdale, Arizona, 1980.

RIGHT: Red Skelton made this sketch for Bonnie while visiting our gold jewelry showroom in Scottsdale.

BELOW: Steve McQueen bought rugs from us while filming in Old Tucson, 1978.



STEVEN T. McQUEEN ALI MACGRAW McQUEEN SPECIAL ACCOUNT 8999 BEVERLY BLVD., STE. 501 278-8600 LOS ANGELES, CALIF. 90048		1515
PAY TO THE ORDER OF <i>El Paso Saddleblanket Co</i>		NOV 21 1978 16-24/645 1220
<i>Seven hundred and fifteen</i>		\$ 716. ⁰⁰
		DOLLARS
 WELLS FARGO BANK <small>MEMPHIS OFFICE NATIONAL ASSOCIATION 2400 SOUTH AVENUE BEVERLY HILLS, CALIFORNIA 90212</small>		<i>Steve McQueen</i>
MEMO		
⑈ 220 0024 ⑈ 5 5 0645 3048701⑈		

El Paso Saddleblanket Company's Alameda Street warehouse, El Paso, Texas.

By the time we set up this warehouse in 1984 we were solidly in the cowhide business, importing twenty percent of Brazil's hair-on hides.



WHOLESALE IMPORT-EXPORT



**BIGGEST SELECTION OF
DEALERS WAREHOUSE**

PRODUCTS FROM:

- MEXICO
- ROMANIA
- ICELAND
- BOLIVIA

**MEXICAN
SADDLES
COWHIDES**



**SELECCION MAS GRANDE DE MONTURAS EN EL OESTE DE TEXAS.
PRECIOS BAJOS — BIENVENIDOS MAYORISTAS — MENUDISTAS**

PRODUCTOS DE:

• MEXICO	• BELGICA
• ROMANIA	• NORUEGA
• ISLANDIA	• BRAZIL
• BOLIVIA	• RESERVA
	• NAWAJO

MONTURAS
MEXICANAS

PIELES DE
VACA

PIELES DE
BORREGO

TAPETES DE
INDIOS

ENDRIME — ENORME SELECCION — GRANDES AHORROS

EL PASO SHOWROOM AND WAREHOUSE
5000 ALAMEDA (Across From Del Camino)
EL PASO, TX 79905 • (915) 778-5743

We mailed tens of thousands of postcards in English and Spanish in the early '80s promoting our Alameda Street wholesale warehouse in El Paso. It was an exciting growth period for us.



Buying our first container of cowhides at the tannery with Herman Lorsche, our agent, Brazil, 1982. Herman passed away in 2000.



*ABOVE: In 1988 we
traded for this house on
Pennsylvania Circle in
El Paso, Texas.*

*RIGHT: Bonnie and me
at an Americana
Museum art show,
El Paso, Texas, 1988.*





*ABOVE: I loaned one of my old
Cadillacs to members of the
Texas Tornados in 1989.
(Left to right) Flaco Jiménez,
Augie Meyer, Doug Sahm,
and Freddy Fender.*

*RIGHT: Freddy Fender joking
with me about the
Cadillac breakdown.*



*LEFT: Pete
Duarte, El
Paso medicine
man and
shaman (on
left), myself,
and Billy
Gibbons of
ZZ Top.*



*TOP: Me with wallabies (kangaroos) in Australia.
ABOVE: Bonnie and me in Sweden, 1988.
LEFT: Bonnie and me in Milan, Italy, while attending Fiera Milano, 1990.*



ABOVE: Bonnie and me with a rug exporter and his family on a business trip to Morroco in 1991.

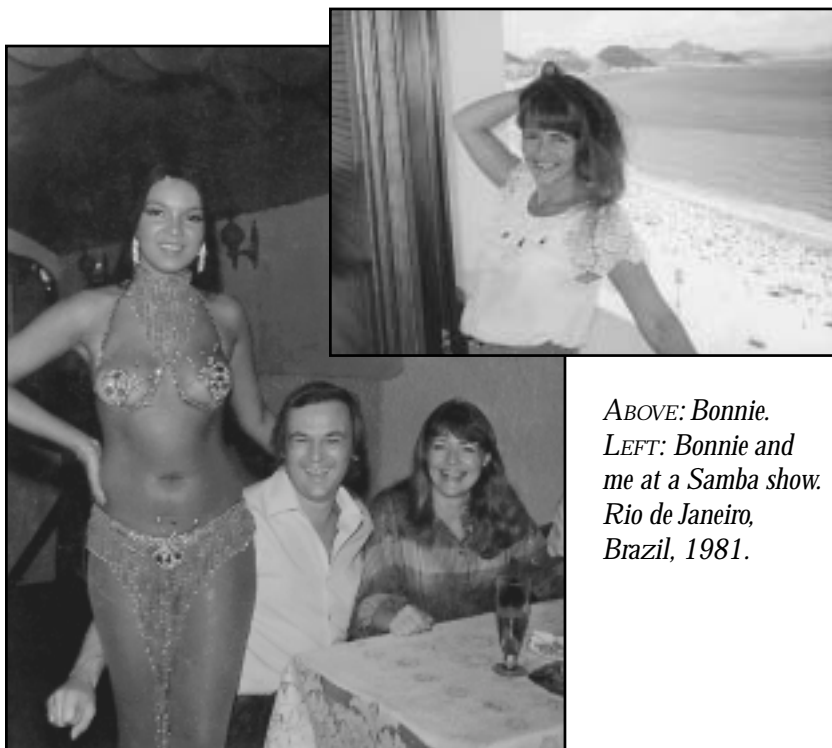
RIGHT: New York City, June 18, 1987.

BELOW: Guatemala, 1992.





Bonnie and me in Athens, Greece.



*ABOVE: Bonnie.
LEFT: Bonnie and
me at a Samba show.
Rio de Janeiro,
Brazil, 1981.*



Election night victory party, November, 1990. (Left to right) Joe Rosson, Senator Peggy Rosson, myself and Bonnie.



Our 1957 "Campaign Cadillac" that we used in Senator Rosson's 1990 campaign.



El Paso Saddleblanket donated the “Casey Tibbs” rug at this huge Beverly Hills fundraiser in 1983, attended by many Hollywood celebrities. Among those pictured are Wilford Brimley (on far left), Casey Tibbs (fourth from left), Ben Johnson (sixth from left), Denver Pyle (third from right), and Bonnie and me (far right).



Relaxing in my El Paso office, 1991.



ABOVE: Congressman Ron Coleman, Secretary of the Treasury Lloyd Bentsen and myself, 1992.

LEFT: I met the great-great-great-grandson of Christopher Columbus at El Paso's 500 year celebration, 1992.



El Paso Saddleblanket Company's downtown warehouse and retail outlet, El Paso, Texas 1993.



My favorite Cadillac, a '59 Limo, 1992.



Bonnie and me in El Paso Saddleblanket Company's downtown rug showroom.



***RANCHO EL CID, SANTA ISABEL,
CHIHUAHUA, MEXICO***

ABOVE: View of factory buildings, Rancho El Cid, 1998.

INSET: Bonnie and me, out for a ride at Rancho El Cid, 1993.





*ABOVE: Some of the
one hundred looms at
Rancho El Cid, 1996.*

*LEFT: A weaver at
Rancho El Cid making
a saddleblanket, 1995.*



ABOVE: Pouring for cast iron stars at Ranch El Cid foundry. BELOW: Nick Miller, El Paso Channel 9 News Anchor, interviewing a foundry worker for his weekly "On the Road" special interest segment. Rancho El Cid, 1996.





ABOVE & RIGHT:
Mexican-style rodeo at
Rancho El Cid, 1996.



BELOW: Horseracing,
Rancho El Cid, 1995.

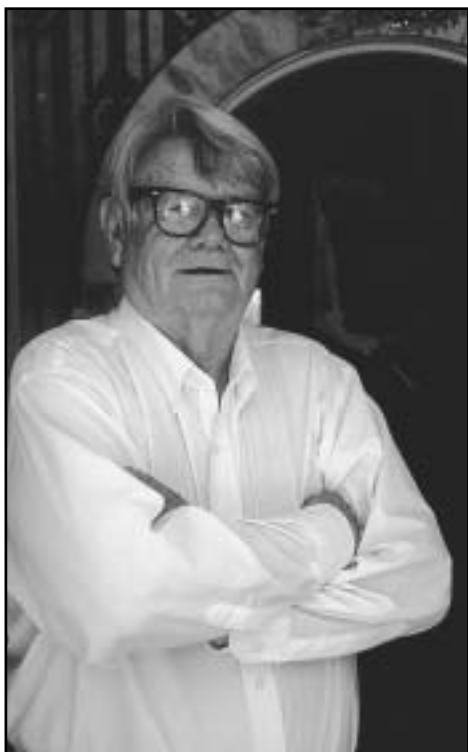




LEFT: We attended a reception given in our honor by the Mexican government for our helping to promote economic development. Chihuahua City, Mexico, 1997.



We sponsored the West Texas Futurity and presented awards in 1999. Also shown in photo are Hector Holguin (second from left), famous computer pioneer with his wife, Rosario (third from left) and the horse owners, trainer and jockey.



ABOVE: Bonnie and me with our dogs on the balcony of our home in El Paso, Texas.
LEFT: Our house guest Billie Sol Estes, April, 2000...the legendary Texas wheeler-dealer/convicted swindler. Many people in Texas revere him as a folk hero.



"Life is good, 1996!" Bonnie and me at home standing in front of our, now famous, 1955 pink Cadillac.



Posing with “Kaw-Liga” the wooden Indian in our El Paso Saddleblanket showroom, 1999.



This upright handweaving loom is the type used to make big rugs for El Paso Saddleblanket Company, Delhi, India, 2000.



Fishing on the Rio Grande near Hillsboro, New Mexico, 2004.



***THE NEW EL PASO SADDLEBLANKET WORLD
HEADQUARTERS, EL PASO, TEXAS, 2006***



El Paso Saddleblanket World Headquarters rug showroom, 2006.



*El Paso
Saddleblanket
World Headquarters
showrooms,
2007.*



Postcard promoting the Don Haskins book signing, June 10, 2006.



Kinky Friedman book signing at El Paso Saddleblanket World Headquarters, August 21, 2006.

ONE ACRE Shopping Adventure

Casas Grandes Pottery
 Adobe Ours and "Papas" Pottery
 Wholesale Dealers Wanted
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 SOUTHWEST RUGS • RUGS

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 One Acre Showroom with Three Acres of FREE Parking • Open 9-5, Closed Sunday
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 CONRIDGES • HIDES • SHEEPSKINS • AUTHENTIC CASAS
 STERLING SILVER JEWELRY • SERAPES • PLACEMATS

ABOVE: Full page ad that appeared in color in Texas Monthly Magazine, Fall 2007. RIGHT: We teamed up with the Tigra Pueblo Indians and had a very successful Indian Market at El Paso Saddleblanket on October 6, 2007.

Top Annual Southwest Big Game
TIGRA PUEBLO
INDIAN & TRADERS MARKET
 Held at El Paso Saddleblanket's 3-Acre Parking Lot!
SATURDAY - OCTOBER 6 - 9 AM - 5 PM
 Donations of \$1.00 towards Cultural Preservation • FREE Parking

Native American Dancers & Music
 Navajo, Zuni, Hopi, Santo Domingo Arts & Crafts Booths
 Jewelry • Pottery • Trained Art • Basketry • Kachina Carvers • Blankets

Enjoy Traditional Native Food
 Indian Tacos & Fry Bread • Chile Sauce • Sticks • Native Foods

VENDORS, TRADERS, ARTISTS & SHOPS WELCOME!
 Contact: Gentry Gentry, Tigra Indian Cultural Center, (915) 836-1100 or (915) 836-1101
 Sponsored by El Paso Saddleblanket & El Paso Star-Artists

El Paso SADDLEBLANKET
 6926 Gateway East
 Exit 25