

The
**BEAUTIFUL VALLEY OF THE
LOWER RIO GRANDE**

Mahoney

SOUTHWEST COLLECTION
Texas Tech University
LUBBOCK, TEXAS 79409

175
1928

"THE land, which,
in centuries of re-
pose, gathered its
latent wealth from the
richly laden waters of
the Rio Grande and
now awakens to the
magic touch of man's
efforts, giving foods
and comforts to all
people."

Extract from speech
by H. R. Safford.



175.00

2001



DAWN Among The Palms may well be the title of the first photograph to be shown in this booklet of the Lower Rio Grande, or Magic Valley of Texas, a booklet that will endeavor to tell by word and picture, a part of the marvelous development of this wonderland that nestles, triangular shape, at the southern tip of the Lone Star State. Perusal of this booklet will take the reader on a trip through the Lower Rio Grande Valley between dawn and sunset, the scene, "Dawn Among The Palms," symbolizing not only the beginning of the interesting trip, but the dawn of a new era in America's Garden of Eden.



Gift: Mike Vinson

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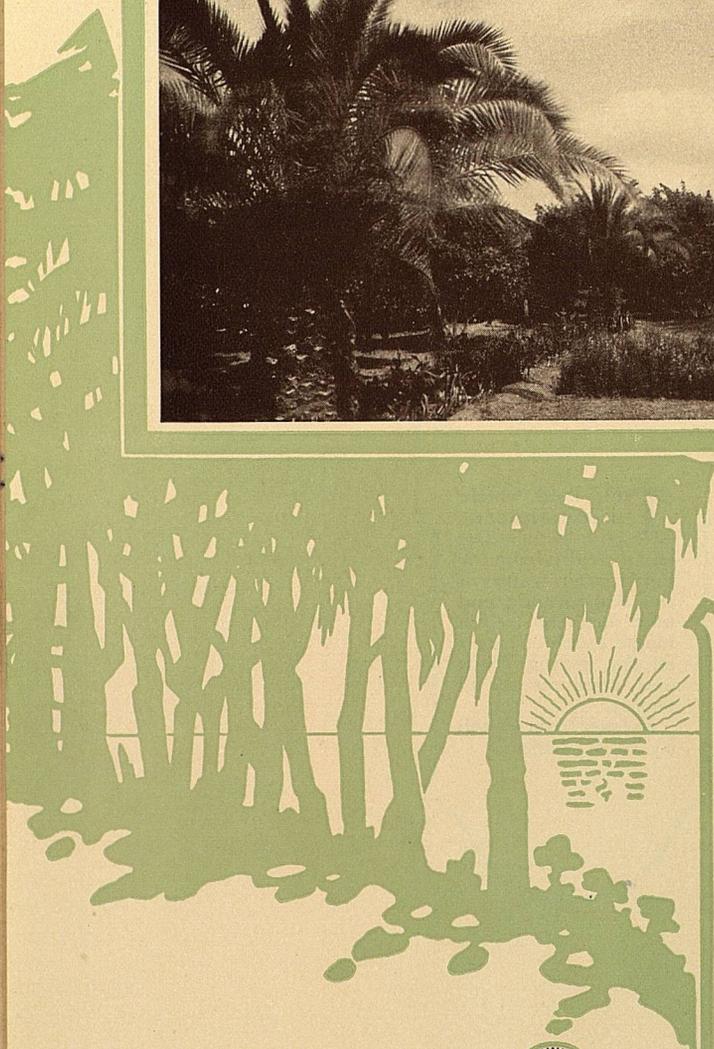


Foreword

THIS booklet, produced by the Missouri Pacific Lines has for its purpose an effort to acquaint those who have never seen the Lower Rio Grande Valley of Texas, with its limitless possibilities and the high state of development that this region has attained in the comparatively few years since the completion of the first irrigation projects made it possible to reclaim hundreds of thousands of acres of land that formerly produced only mesquite, sagebrush and chaparral. No words, even though enhanced by actual photographs can presume to convey to the uninitiated the wonders of this semi-tropical section where summer time spends the year; where citrus fruits grow abundantly; where summer vegetables grow during winter months and are ready for market far in advance of other sections; and, where the diversity of products apparently knows no bounds. Figuratively, this booklet will take the visitor on a trip through the Valley between dawn and sunset, with fleeting glimpses at all sections of the Valley.



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Ed. Mike Vinson

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Facts About the Valley

The Lower Rio Grande Valley of Texas, the most southerly agricultural area on the mainland of the United States, comprises the three counties of Hidalgo, Cameron and Willacy, and part of Starr County.

The area is fan-shaped and widens from a point about 100 miles above the mouth of the Rio Grande to a width of 50 miles at the coast. The soil, an extremely fertile alluvial deposit, is pronounced the richest in the world, excelling that of the famous valley of the Nile. The perfect combination of soil and climate, and an abundance of water for irrigation, produces almost every crop indigenous to the temperate or semi-tropic climes.

Wonderful Climate

Government statistics show that the Army Post, Fort Brown, at Brownsville, has the best health record of any of the posts in the United States.

Though it is the most southerly agricultural area in the United States, summer temperatures, tempered by the Gulf breeze, never reach the maximum attained in more northerly sections. The Valley is over 400 miles farther south than the southern boundary of California, 300 miles farther south than El Paso, almost directly east of Monterrey, Mexico, and is approximately 100 miles from the tropics. The mean average temperature is 73 degrees, the average maximum is 82.6, and the average minimum 64.4, according to United States records, maintained over a period of 50 years. The breeze from the Gulf renders the temperature very comfortable throughout the year, and the cool nights of summer are almost ideal.

Crops can be grown twelve months of the year. More than 18,000 cars of fruit and vegetables were shipped during the 1926-27 season, and the 1926 cotton crop exceeded 160,000 bales. More than 1,000 cars of citrus fruit will be shipped this season, and with 60,000 acres planted to grapefruit and oranges, the total shipments will eventually reach 30,000 cars. The 1930 yield, estimated from present plantings, will be approximately 20,000 cars.

Excellent Irrigation

The pumping plants and canals of the 12 major irrigation systems have a valuation exceeding \$14,000,000. Over 500,000 acres are included in the irrigation districts, and approximately 600,000 acres will soon be under irrigation, several additional projects having recently been organized.

The fruit and vegetable crops are grown largely in the irrigated sections of Cameron and Hidalgo counties, but both are grown to

some extent in the unirrigated sections. However, the latter are principally devoted to the raising of cotton and feed crops, which can be produced prolifically without irrigation. Citrus fruit plantings on an extensive scale have been made in the unirrigated areas the past two years.

Citrus Fruit Finest

Valley grapefruit has already established itself on the markets, where it generally secures a premium over the Florida fruit on account of its superior flavor. Valley-grown vegetables have also secured an enviable place on the markets, and last year cabbage, carrots, beets, potatoes, tomatoes, green beans, green corn, spinach, celery, asparagus, parsley, peppers, onions, and the multitude of other varieties grown in the Valley during the late fall and winter, found markets in 44 of the 48 states. Valley citrus fruit is marketed in 28 states.

Paved Highways

The Valley highway, over 100 miles in length, connects all Valley cities. All Valley counties have road programs under way, Cameron County voted \$6,000,000 for paved feeder roads, all constructed of concrete, and nearly 60 miles have been completed from the first \$1,000,000 of bonds issued. The feeder road program in Cameron County is the most extensive ever undertaken by any county in the United States.

Hidalgo County road districts have voted feeder road bonds aggregating \$5,000,000, and other districts expect to bring the total for that county close to \$10,000,000. Under these programs every main road into the farming communities will be paved, and no farm in the irrigated area will be more than two or three miles from a paved highway.

Churches and Schools

Practically every denomination is represented among the churches of the Valley. Beautiful structures have been erected, the church building program during the past year totaling almost \$9,000,000.

The Valley's school system is pronounced the finest in the South. Practically all rural districts in Cameron and Hidalgo counties are served by consolidated schools, which rank with those of the cities and towns, most of them offering the same units of affiliation with the State university. Approximately \$4,000,000 was expended on new school structures the past year.





Facts About the Valley

Transportation Facilities

The Valley is served by more than 300 miles of Missouri Pacific Lines tracks, which provide excellent service. No farm in the irrigated areas is more than five miles from a loading station, assuring excellent marketing facilities for perishable products. The Valley has a greater mileage of railroad than any similar area in Texas.

Cities and Towns

Brownsville has a population of about 20,000, and other cities range from 10,000 to a few hundred. The principal towns of the Valley include Mission, McAllen, Edinburg, Pharr, San Juan, Alamo, Donna, Weslaco, Mercedes, La Feria, Harlingen, Raymondville, San Benito, Brownsville and Point Isabel. Over 30 townsites have been opened on railroad extensions in the past two years, many of which have already become thriving commercial centers.

Some Valley Facts

\$106,117,356 assessed valuations of Valley counties.
 \$220,000,000 estimated real value.
 \$34,000,000 gain for year in assessed valuations.
 175,000 estimated population of Valley.
 945,900 acres irrigable land in Valley.
 425,000 acres irrigated in Valley in 1927.
 520,900 acres still available for irrigation.
 12 large irrigation systems in Valley now operating; many smaller systems.
 465,000 acres reached by present canals.
 2,300 miles of canals in systems.
 58,000 acres planted to citrus fruit.
 4,060,000 trees in orchards.
 82 per cent of plantings grapefruit.
 3,500,000 trees bearing by 1930.
 20,000 cars estimated production in three years.
 170,000 acres planted to cotton in 1927.
 320,000 estimated cotton acreage in 1928.
 85 gins to handle cotton crop.
 3 large compresses in Valley.
 \$2,000,000 invested in plants.

18,000 cars vegetables and fruit shipped during past season.

20,000 to 25,000 cars estimated vegetables and fruit production in 1927-28 season.

\$26,246,216.52 resources of thirty Valley banks, October 10.

\$22,206,726.22 deposits in thirty Valley banks, October 10.

\$216,932 total deposits in the only two banks in the Valley in 1904.

5 golf courses provided for in Valley (4 now in operation).

\$3,120,000 flood control project to protect entire Valley nearing completion. (Ad valorem taxes remitted by State for period of 25 years to assist in paying for flood control project.)

\$36,000,000 estimated value of project.

Over 150 miles of paved roads in Valley.

\$10,000,000 to \$15,000,000 to be spent for road building in next two years.

\$500,000 bonds voted by Arroyo Navigation District for improvement of Arroyo Colorado as a waterway.

Survey under way with object of extending intracoastal canal from Corpus Christi to mouth of Rio Grande.

\$3,470,000 expended on new school buildings in past 15 months.

\$7,385,000 expended for city paving, municipal buildings and improvements by Valley cities in past 15 months.

\$800,000 expended for new churches in past 15 months.

\$18,000,000 estimated value of new homes, hotels and business structures in Valley.

\$26,474 gain in postal receipts during first six months of 1927.

\$450,000 being spent for municipal hospitals.

Two junior colleges in Valley—one in Brownsville, established in 1926; one in Edinburg, established this year.

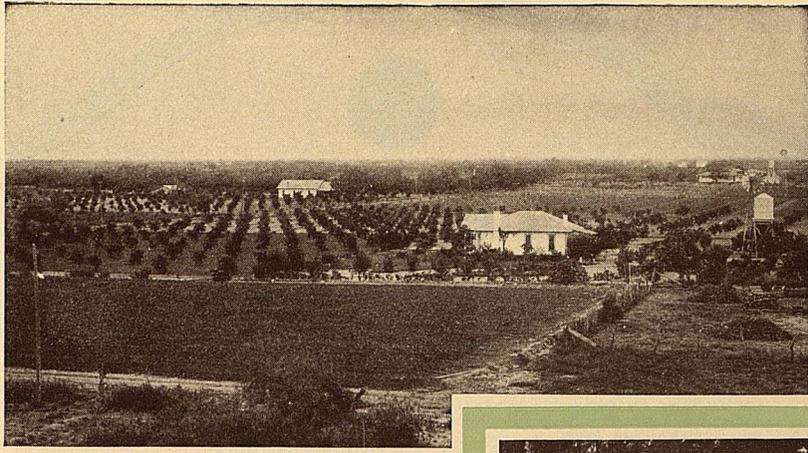
Average annual rainfall, 28.16.

Point Isabel ranks second in the fishing industry on the Gulf coast.

The Valley is a veritable sportsman's paradise. Fish and game abound.

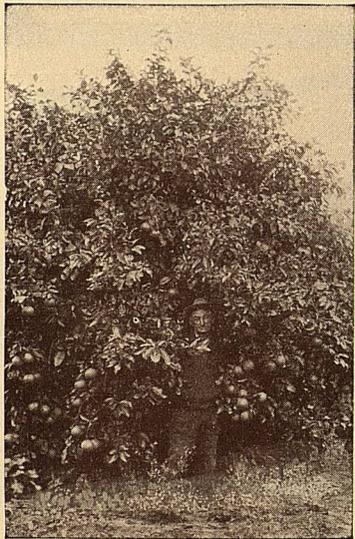
Development of coastal resorts indicate Valley will eventually become one of the popular playgrounds of the nation.





BEAUTY and production go hand in hand in the Lower Rio Grande Valley and even the prosaic irrigation canals and laterals have been transformed into things of beauty as well as service. Utilization of the natural sources of beauty has been supplemented by those who have gone into the Valley, in the upkeep of farms and orchards, the general trend is toward orderliness and beauty. The bird's-eye view of a farm and citrus grove, pictured above, with another farm in the distance, show how this has been done. The well-painted and meticulously cared for farm houses and the orderly rows of citrus trees present an altogether pleasing appearance to the passerby. The irrigation lateral, shown below, has likewise been made beautiful by the judicious use of palms and other shrubs along the banks.



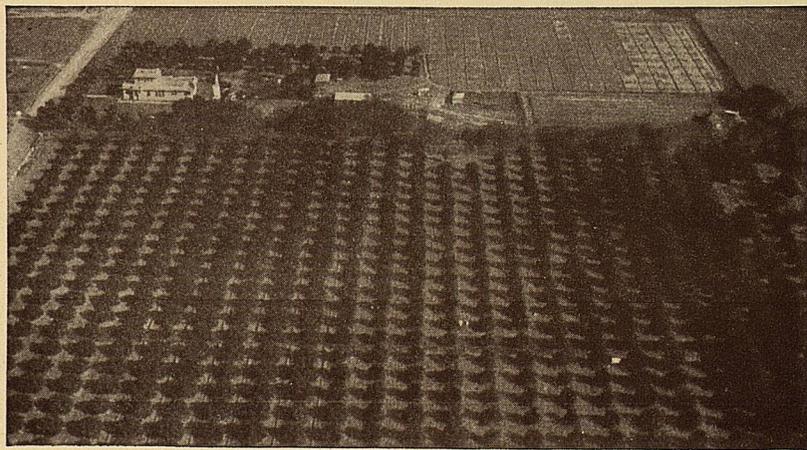


GRAPEFRUIT, that luscious and popular breakfast fruit that has in recent years risen from a point of obscurity as a delicious edible to a place where it takes rank with coffee, toast and eggs, is produced in large quantities in the Lower Rio Grande Valley. Soil and climatic conditions being admirably suited to the production of citrus fruits of all kinds and particularly adapted for grapefruit, those people who have settled in the Valley in recent years have gone in extensively for the raising of grapefruit. Of the citrus fruits produced in the Magic Valley, a conservative estimate of the portion of it devoted to grapefruit is 85 percent. Texas grapefruit, or rather those grown in the Lower Rio Grande Valley are the finest flavored of any produced in the entire world.

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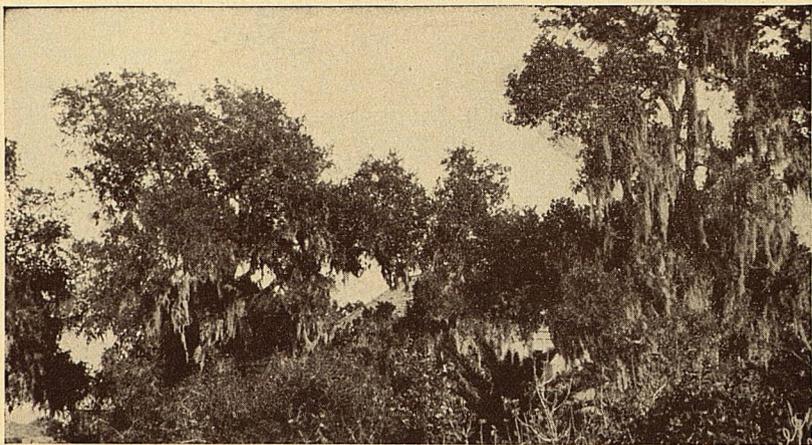
ORDERLINESS in the matter of citrus groves is not only a virtue but a necessity inasmuch as the successful growing of oranges and other citrus fruits demands that the trees be properly spaced and cared for. The upper picture shows how the trunks of the trees in a full grown orchard have been treated to kill insects. A walk through this orchard is a real delight, the overlapping branches of the trees forming a complete canopy between each row. The lower picture is an airplane view of a typical Lower Rio Grande Valley farm. It resembles a carpet more than it does a farm but nevertheless an orange orchard is shown in the foreground with an equally well kept truck garden in the distance.





CITRUS fruits are rapidly forging to the forefront as the principal crops of the Lower Rio Grande Valley. All of the fruits included in the citrus category flourish in this section, and the grapefruit orchard pictured above is but one of hundreds of such groves to be found throughout this section. Included in the citrus products of the Lower Rio Grande Valley are numerous kinds of oranges, lemons of several varieties, limes and kumquats. Climatic conditions, quality of the soil and the availability of water for irrigation all combine to favor the production of citrus fruits, and those who have gone into the Valley have long since discovered that the citrus fruits will provide a source of dependable revenue each year with a minimum of labor.





SPANISH moss hanging from the trees and the luxuriant growth of underbrush pictured above lends beauty to that portion of the Lower Rio Grande Valley that has not yet been placed in cultivation. Many such scenes as this add a touch of the picturesque and offer striking contrast to the high state of cultivation to be found elsewhere in the Valley. The lower picture depicts accurately the primitive homes of Mexicans, the principal source of labor in the Valley. These huts with their thatched roofs, that house the field laborers, correspond to the negro shanties that are found throughout the South.





FROM the tangle of semi-tropical underbrush and primitive homes, heretofore pictured, the traveler in the Lower Rio Grande Valley will find that the introduction of irrigation has transformed the region into a veritable "land of milk and honey." The upper picture shows a herd of fine dairy cattle grazing in a field of alfalfa, which grows abundantly, and the lower picture is that of an apiary, a necessary adjunct to the numerous citrus orchards that abound in the Magic Valley. Both pictures combine to verify the statement that the Valley is literally a "land of milk and honey" with pretty figures of speech not only unnecessary but superfluous.



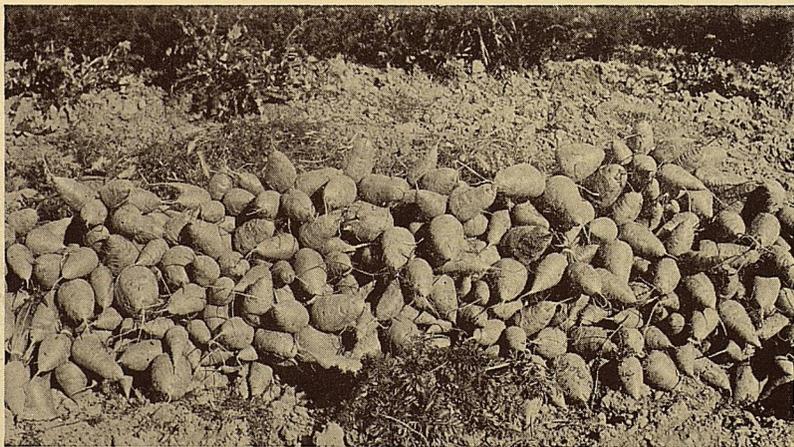


THE millions of Jiggs and Maggies who appreciate and partake of "corned beef and—" will find that the Lower Rio Grande Valley is a large producer of cabbage, and that this cabbage is available for market at a time when the demand is heavy and the supply limited. Growing cabbage for shipment is a big industry in the Valley and its development is best illustrated by the statement developed from reliable statistics, that this product has increased from a total shipment of 166 cars in the 1907-1908 season to 4,253 carloads in the 1926-1927 season. Lettuce, a blood brother to cabbage, pictured in the lower scene, is another factor in winter vegetable production in this rapidly growing truck producing region.





BEANS, fresh picked and reaching the market in the best of condition during the month of April are produced in the Lower Rio Grande Valley of Texas, more often called the Magic Valley. The picture at the top of the page is that of a field planted to beans that are ready for picking in April, due to fertility of the soil, irrigation and favorable climate conditions. The lower picture is that of a field of carrots of which the Valley shipped 764 cars in the 1926-27 season. The Lower Rio Grande Valley is in reality a winter garden spot and the heavy production of winter vegetables is being increased yearly and likewise the annual income to producers mounts upward.





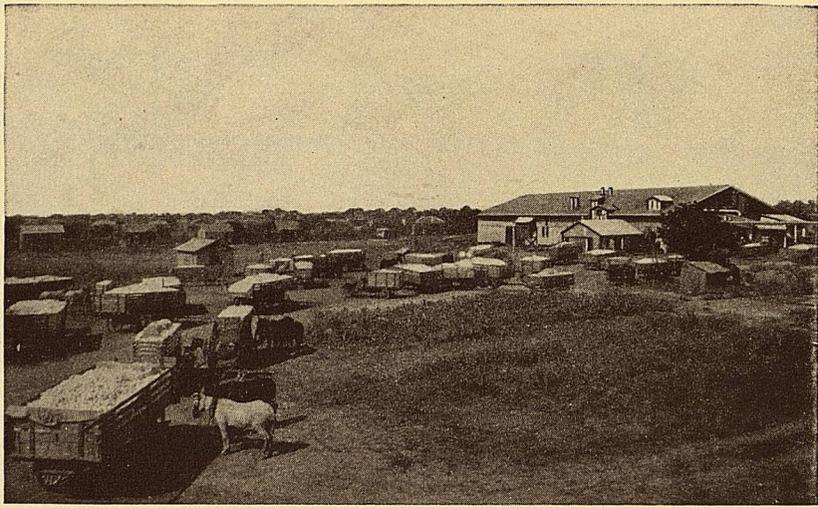
WINTER vegetables are the boast of the Lower Rio Grande Valley. Vegetables grown in this section flourish at a season when the supply is at its lowest point and prices at the maximum. Growing of vegetables for early spring shipment to the markets of the nation bring the producers the fancy prices and consequent big returns that are gladly paid by those who demand and get fresh vegetables when sections of the North and East are yet buried beneath blankets of snow. The photograph above shows how onions are packed in hampers in the field ready for shipment. Tomatoes are being picked preparatory to shipment, by the laborers in the lower picture.





KING Cotton, emperor of southern agricultural development, has not been displaced in the Lower Rio Grande Valley by winter vegetables, citrus fruits nor any other industry. Cotton grows prolifically in the Valley, and its production, while differing slightly from other sections of the South or even other sections of the Lone Star State, offers splendid utilization for the ground during the summer months. By reason of climatic conditions, cotton from the Rio Grande Valley comes in early in each season and brings good prices. The acreage planted to cotton has been increased materially each year, and there is no indication of acreage reduction and no reason for it. Two typical cotton fields are pictured here.





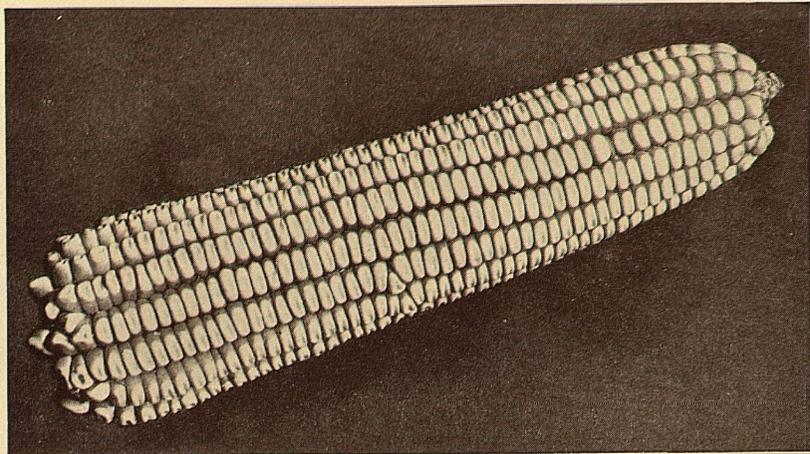
MORE than two dozen wagon and truck loads of cotton but recently picked and drawn up near one of the several gins that are located at convenient points in the Lower Rio Grande Valley are shown in the photograph on this page. There are 14 gins in one tract in the Valley. The Valley cotton crop is planted about the middle of February and is ready for picking ten to twelve weeks ahead of the North Texas crop. The average for Valley cotton is one irrigation and three cultivations. The Valley cotton crop for 1925 will approximate 110,000 bales and its early maturity usually brings top price for the staple.

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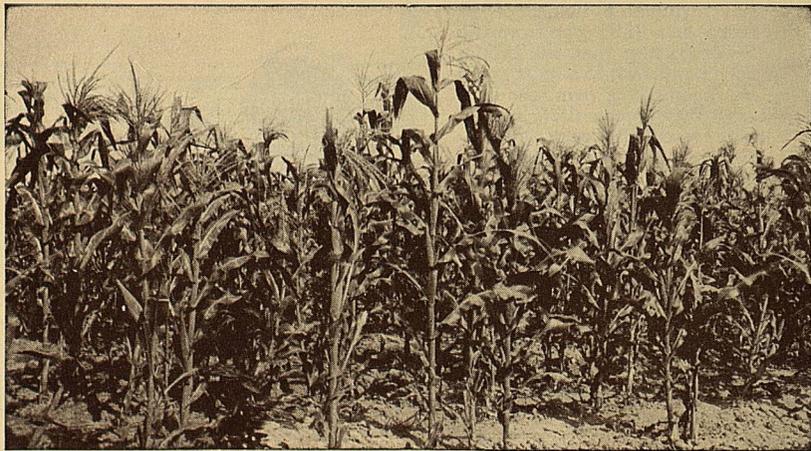


KAFFIR corn and broom corn are two varieties of corn that grow prolifically in the lower Rio Grande Valley together with numerous other varieties. The yield of all varieties is bountiful and the stalks in many instances attain great height. The upper picture is a portion of a field of Kaffir corn and the lower photograph is of broom corn which has attained a height of 15 feet. It will be seen from the lower picture that the broom corn has grown to almost twice the height of a man, the contrast being particularly noticeable when the corn is compared to the man standing beside one of the stalks. Much corn is shipped from the Rio Grande Valley, the shipments forming a considerable portion of the volume of Valley crops.

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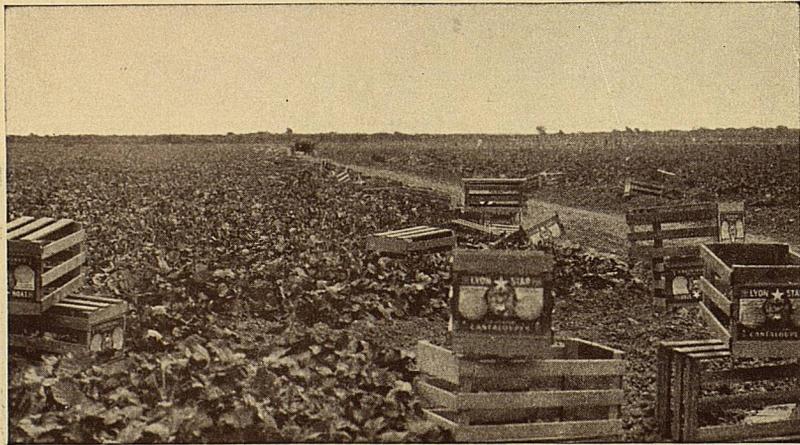


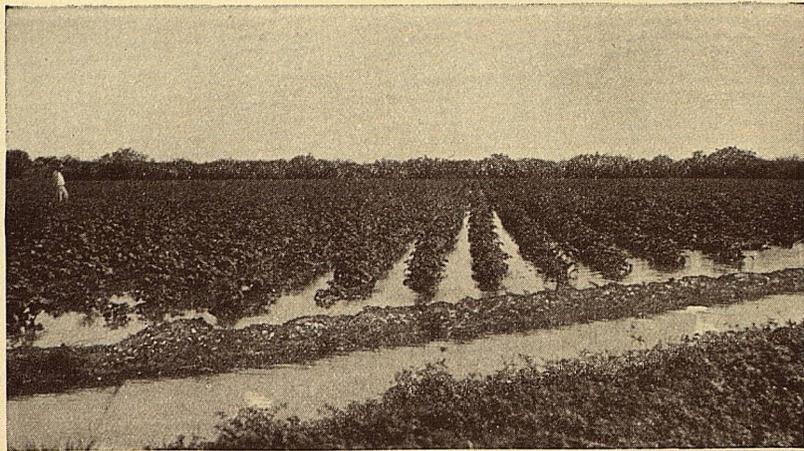
NUMEROUS varieties of corn are grown easily in the Lower Rio Grande Valley and two crops can be grown in a year, the first planting taking place in February and the second in July or August. An abundant yield is always assured because of favorable climatic and soil conditions together with a availability of irrigation water. The upper photograph is a closeup view of an ear of corn grown in the Valley while the lower picture conveys an idea of the height to which the corn grows in this section. Production of roasting ears is one of the most dependable of sources of revenue to many. Hundreds of car loads are shipped north each year.



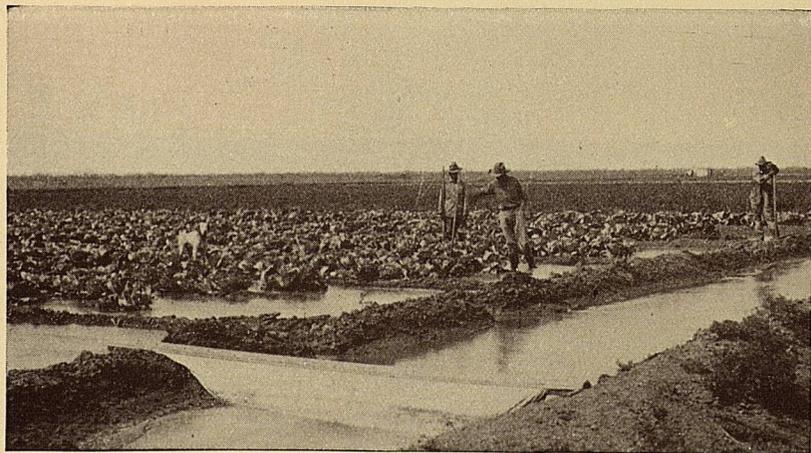


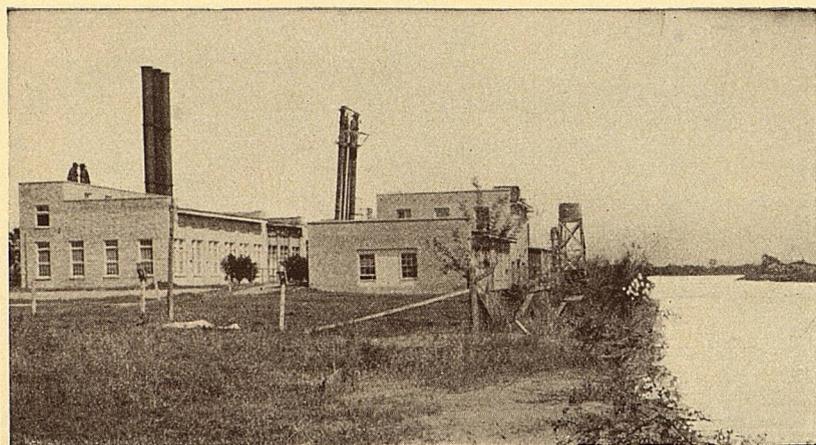
WATERMELONS whose luscious red hearts seem to lure even the most blase gourmand to probe their goodness; melons that grow and ripen weeks and even months before those people who live to the north of this semi-tropical region designated as the Lower Rio Grande Valley have succeeded in breaking the grip of Jack Frost, grow prolifically here. Cantaloupes are also grown in the Valley, and the lower picture is a splendid view of one of the Valley cantaloupe fields, with the crates placed and ready to receive the popular breakfast fruit. Rio Grande cantaloupes are ready for market about three weeks earlier than those produced in California.



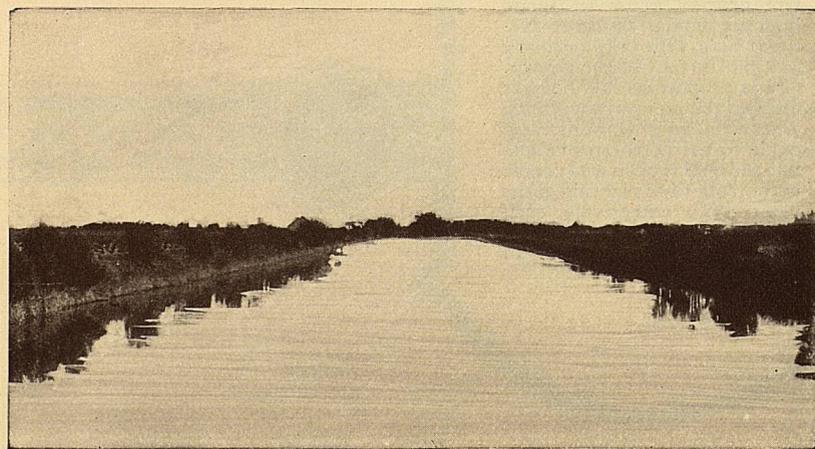


IRRIGATION has made possible the present high state of development in the Lower Rio Grande Valley. Hundreds of thousands of acres of soil has been made to produce a wide variety of crops through utilization of the water in the Rio Grande River in irrigation. Canals and laterals cross and criss-cross the entire area. The Valley as a whole is divided into numerous irrigation districts, built and managed by experts, and water is supplied to owners of the land at a minimum cost and with a maximum of efficiency. Aside from the service they perform, the canals and laterals add beauty to a land of perpetual summer.





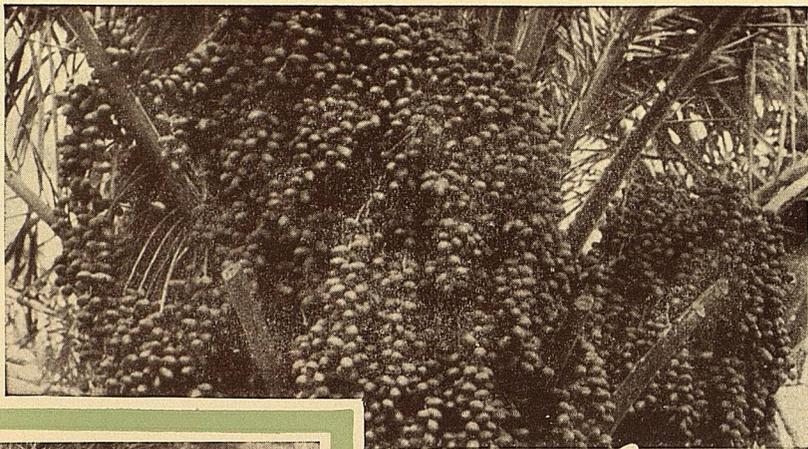
RIVER pumping plant along the banks of the Rio Grande River in the Lower Rio Grande Valley. This is one of a series of pumping plants used to lift the water from the never failing source of supply. The water is carried through canals and laterals to the fertile fields that have been transformed by irrigation from barren wastes of mesquite and sagebrush to a high state of cultivation, thousands of acres producing a wide variety of crops throughout the year. The lower picture is of one of the main irrigation canals in the Rio Grande Valley and it has been so constructed and cared for that it adds a touch of beauty aside from the service it performs.





THE luxuriant growth that characterizes all fruits, truck and staple crops in the Lower Rio Grande Valley of Texas, applies with equal truth to grapes. Grapes, such as are pictured in the two photographs on this page, are grown with but little effort in the Valley. Grape arbors are an important adjunct to many of the homes in the Valley and the grapes grow in large bunches similar to those pictured here with only ordinary care on the part of the grower. Grape production has not yet reached the point in the Valley where large shipments are made to the northern markets but the field is open and people in the Valley are planting grape vines more extensively each year, and it is only a question of time until grapes become an important crop.

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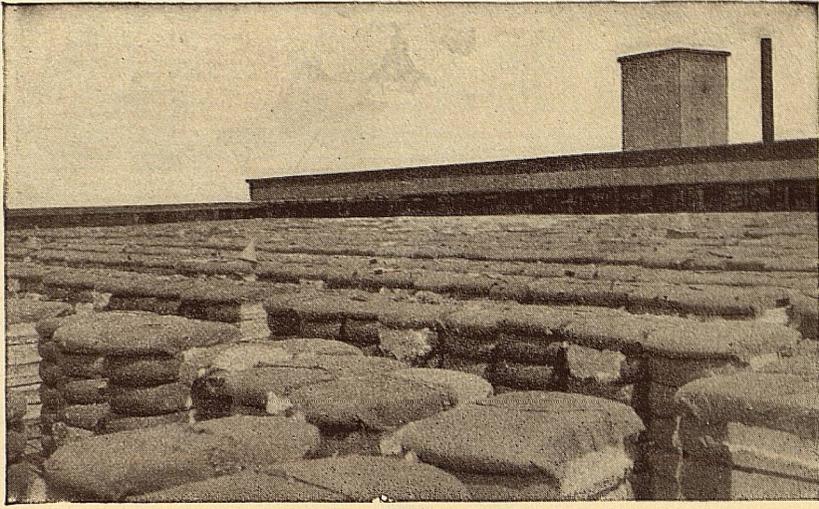


DATE palms are an interesting sight at all times and in all places except those favored spots where they are raised for commercial purposes. The Lower Rio Grande Valley of Texas, is suited for the development of this profitable industry and the field is virtually virgin. The photographs on this page depict one of the date palms and the upper picture is a closeup view of the luscious fruit. Many citizens of the Valley predict that the growing of dates for commercial purposes is soon to become a reality. It has been clearly demonstrated that their growth is feasible there and many date palms planted for ornamental purposes are now bearing fruit, as is illustrated here. The lower picture gives an idea of the size of one of the beautiful date palm trees.

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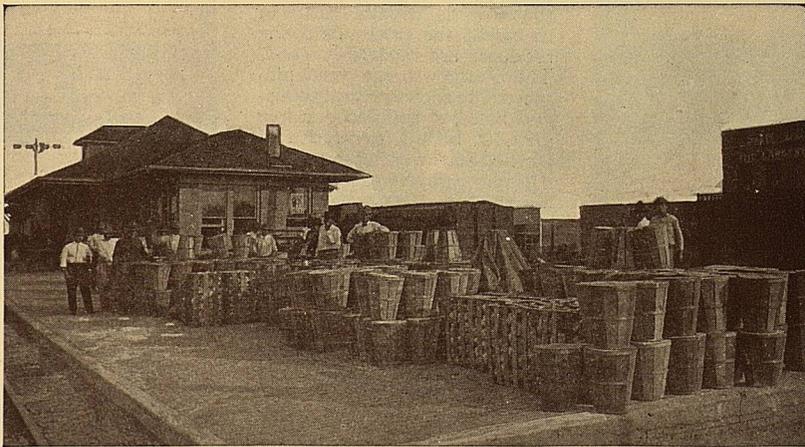
HIGHWAY No. 12, one of the many concrete highways that serve every portion of the Lower Rio Grande Valley. These excellent highways, constructed at heavy cost, with steel and concrete bridges where necessary greatly facilitate travel in this wonder section and likewise provide splendid means for transporting the products of the soil to shipping points. The highway pictured here penetrates the heart of the Lower Rio Grande Valley, the photograph having been taken near the Stuart Place, looking toward Harlingen, Texas. Those roads that are not of concrete are kept in excellent condition and all portions of the Valley are easily accessible at all seasons of the year.

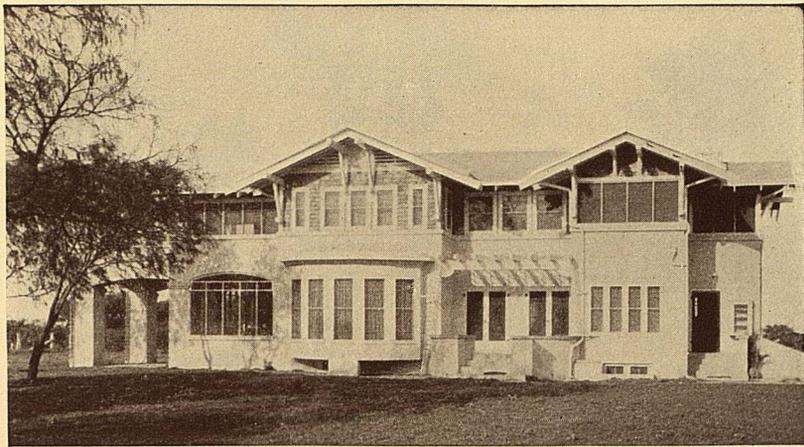


COTTON, thousands of bales of it, is shipped annually from the Lower Rio Grande Valley. Cotton gins are conveniently located near the greatest cotton producing sections of the Valley and by reason of the fact that the crop is usually early in maturing the prices paid the producer are invariably good. The cotton storage yard pictured here shows several thousand bales of the fleecy staple and bales of the fleecy staple ginned, baled, graded and marked and awaiting shipment. The photograph was taken during the latter part of August and gives an idea of the amount of cotton ready for shipment at that time of the year.

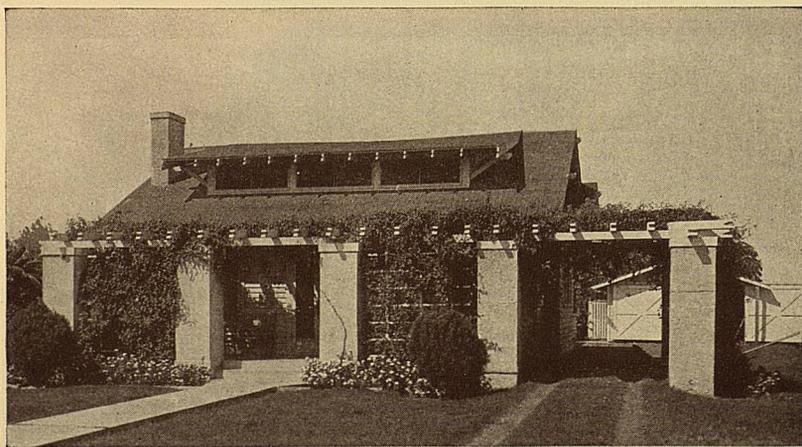


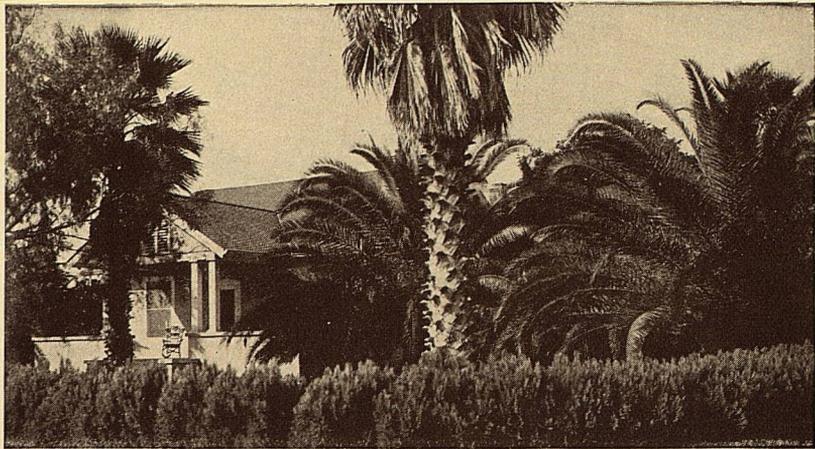
VEGETABLE shipping during the season of the year when prices are best in the northern and eastern markets and the fact that the Lower Rio Grande Valley of Texas will easily produce vegetables of all kinds at a season of the year when the demand is good and the supply woefully short, has caused a vast development in the Valley. Cabbage grown on thousands of acres of Valley land are hauled to central packing plants in wagons and trucks where preparation is made for shipment to market. The upper picture shows more than two dozen loads of cabbage ready for crating. The lower picture is a typical scene at San Benito, Texas, during the vegetable season with vegetables of all kinds at the depot platform ready to be loaded onto Gulf Coast Lines trains.





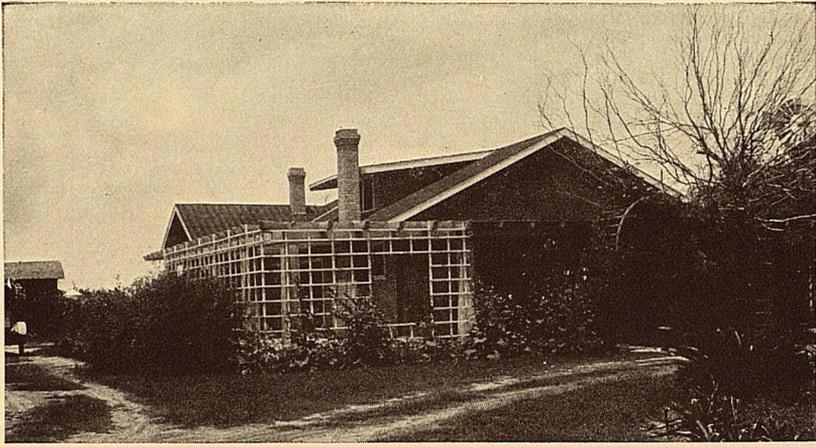
THE grandeur of a country estate or the simplicity of a modest home is found with equal ease in the Lower Rio Grande Valley when one starts a survey of the residences of that section. The picture above is one of many pretentious country homes to be found in all sections of the Valley. The more modest structure in the lower picture differs in many ways from the popular conception of a Texas ranch home, but it is, nevertheless, a ranch home in the Magic Valley, and one glance at it is sufficient to convince the most skeptical that all of the comforts of a real home have been incorporated in a setting of natural beauty, while the series of garages in the rear bespeaks a passing of the Texas pony and the advent of some of the 15,000,000 universally used motor cars.





COMFORTABLE homes, built with meticulous care, are a symbol of stability. Surrounding such homes are spacious grounds in which have been planted beautiful flowers and shrubbery. In a community or series of communities that boast of beautiful homes will be found a satisfied citizenry. Such are the conditions that exist in the Lower Rio Grande Valley. To this may be added the fact that, because of climatic conditions and soil fertility, palms and other semi-tropical shrubs may be utilized advantageously and with relatively little effort and the beauty and charm of the home is immediately enhanced. The homes pictured here are not unusual in this section. On the contrary, they are typical ones.





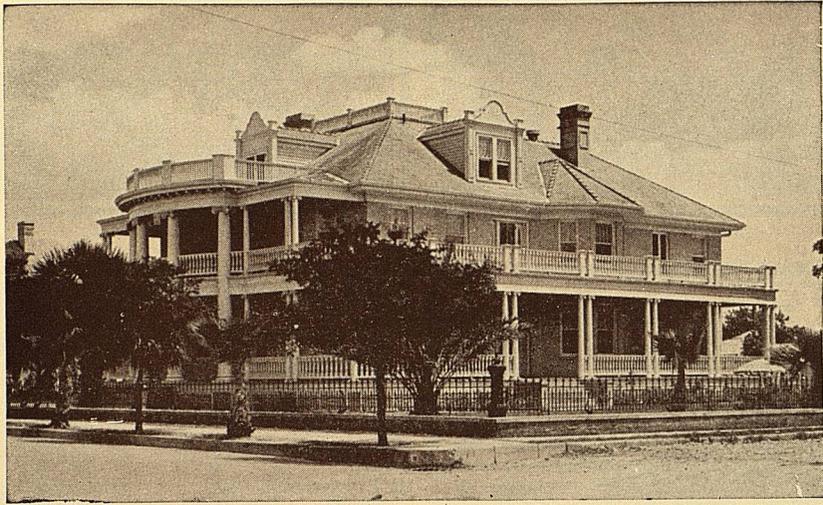
NOT all of the homes in the Lower Rio Grande Valley are of the country estate type. As a matter of fact, the large homes are in the minority with modest bungalows and cottages predominating. Utilization of palms, flowers and shrubbery that grow profusely in that section, produces many beautiful spots in the residence sections of all of the communities in the Valley. The home above is at Donna and it reflects the comfortable, home-like atmosphere that is essential to a real home. The lower picture shows graphically the decorative effect to be obtained by intelligent use of the beautiful palms, so easily grown in the Valley with a minimum of effort.



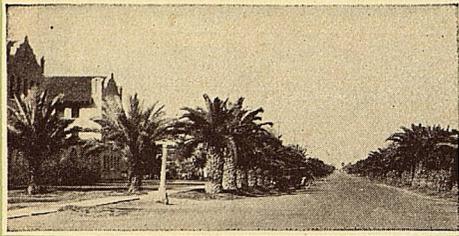


BEAUTIFUL and comfortable homes are always a source of pleasure to the owners, and to strangers in any community they reflect as nothing else does the belief of the residents in their own community. The many beautiful homes that are to be found in every community in that magic region designated as the Lower Rio Grande Valley of Texas, are an inspiration to newcomers. The contentment that is bound to prevail in such homes makes for a better citizenry; a more prosperous community and a stability that does not exist where squalor and poverty are evident on every hand. The residence shown above is one of the many beautiful ones at Mission, Texas, while the one below is a splendid example of the effective combination of comfort and beauty.

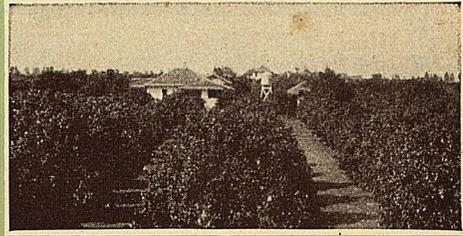




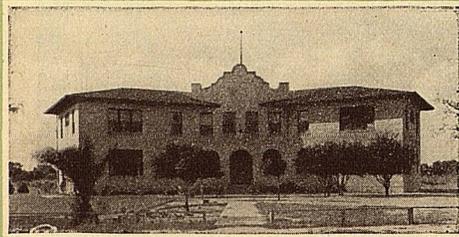
BROWNSVILLE is a city of beautiful homes and the one pictured here is one of the outstanding examples. This home does not embody what is designated as the more modern type of architecture but rather it has been built to meet the requirements of the owner and for the comfort of himself and his family. The type of architecture more nearly approaches the Colonial type than it does the Spanish which is predominant in the Valley. However, this home is among the many beautiful homes to be found in Brownsville and there are many such in this rapidly growing city.



CIVIC BEAUTY



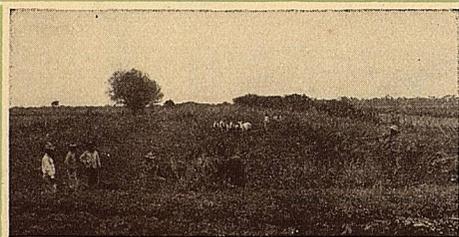
CITRUS FRUITS



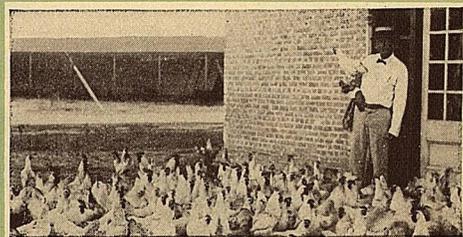
SCHOOLS



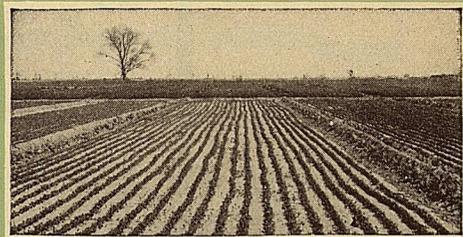
CANTALOUPE



IRRIGATION



POULTRY



SEED BEDS

A RESUME of the contents of this booklet about the Lower Rio Grande Valley of Texas, may be found in a small way within these two pages. An effort has been made to have each community represented here with a corresponding diversity. The pictures shown on the left side of the page include a palm boulevard, Mission high school, excavation for irrigation canal, grapefruit orchard, packing plant for crating cantaloupes, poultry scene, seed beds and bank building.



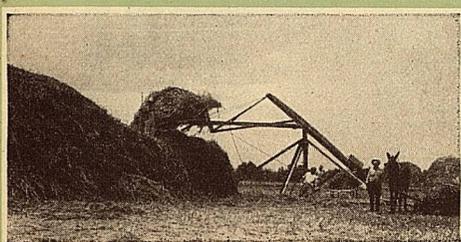
BANKS



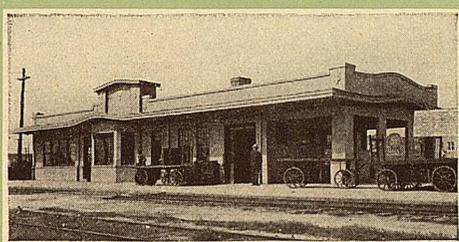
IRRIGATION CANAL



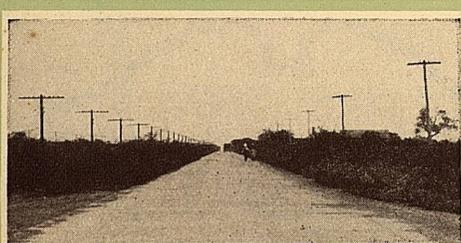
TRUCK GROWING



FEED STUFFS



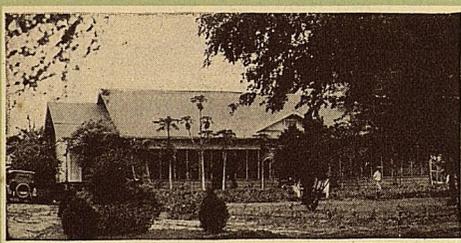
RAILROAD FACILITIES



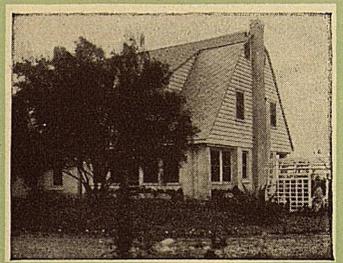
GOOD ROADS



RECREATION

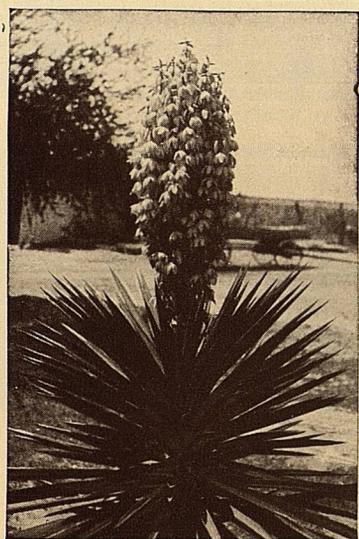


CLUB HOUSES



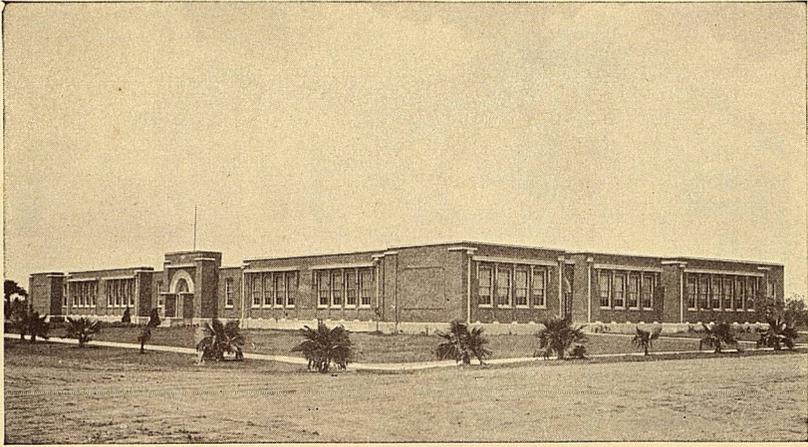
HOMES

INTERESTING scenes from various points in the Valley are shown on this page including a beautiful irrigation canal near Mercedes, haystack, concrete highway, El Jardin community house, a home near Pharr, a farm in the Valley near San Benito, the Gulf Coast Lines station at Harlingen, and a surf bathing scene in the Gulf of Mexico at Point Isabel. The small pictures on this page and the opposite one will give in a quick way, an idea of the development in the Lower Rio Grande Valley.



MUCH has been said in this booklet of the use of native shrubs, palms and flowers for decorative purposes in and around the homes, churches, depots and parks in the Lower Rio Grande Valley. The two pictures shown on this page are striking examples of the more or less general utilization of palms and the lower picture is that of a Spanish Dagger, a native of the region. The Spanish Dagger is a member of the cactus family. The beautiful flower that arises from the center of the plant and grows to a height of six to ten feet when used for decoration of spacious lawns greatly enhances the beauty of any place, more especially when palms are also used. Such landscape decorations as these can be grown in an unbelievably short time.

MISSOURI
PACIFIC
LINES

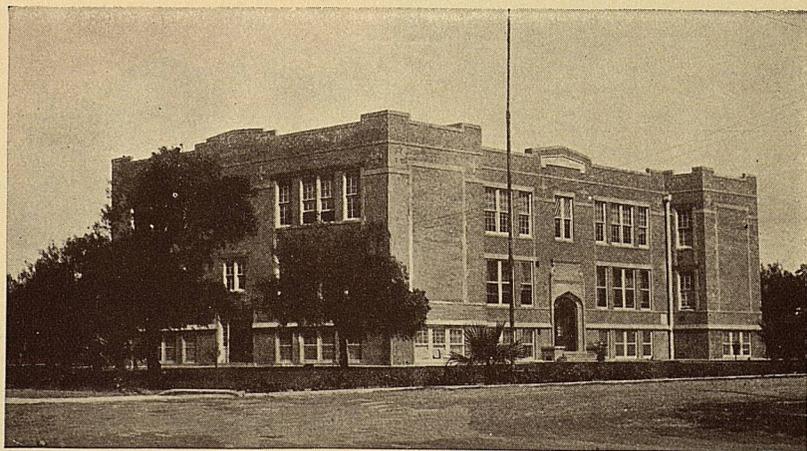


THE Brownsville Junior High School pictured above and La Lomita, home of the Oblate Fathers, are typical of the buildings to be found in the Rio Grande Valley. No finer nor better equipped junior high school building is to be found anywhere than has been provided for those future citizens of Texas who attend this institution. Although Brownsville is rated as an old city and still retains an atmosphere of the old Mexico that adjoins it across the Rio Grande River, it is progressive and prosperous and it keeps apace with the times, as this fine school building indicates. La Lomita is a picturesque spot.



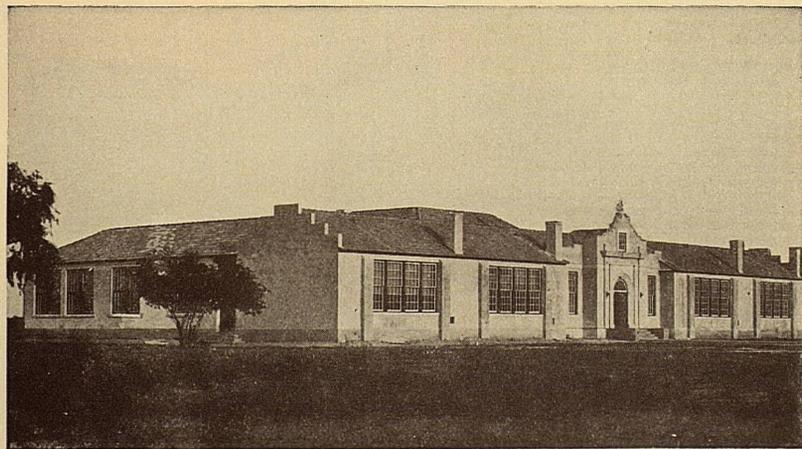


EDINBURG and McAllen, two progressive and thriving communities in the Lower Rio Grande Valley, have provided high schools that more closely resemble those in large cities than they do those of comparatively small cities. The McAllen High School, shown above, with its classic columns, offers a type of architecture that differs widely from the Spanish type that is much in vogue in South Texas, while the architectural design of the Edinburg High School, shown below, is more along the lines of standard school design. Both institutions are models of excellence, and such buildings, fully equipped, are to be found in all parts of this favored Valley, assuring adequate educational facilities for the children of those who become citizens of the region.



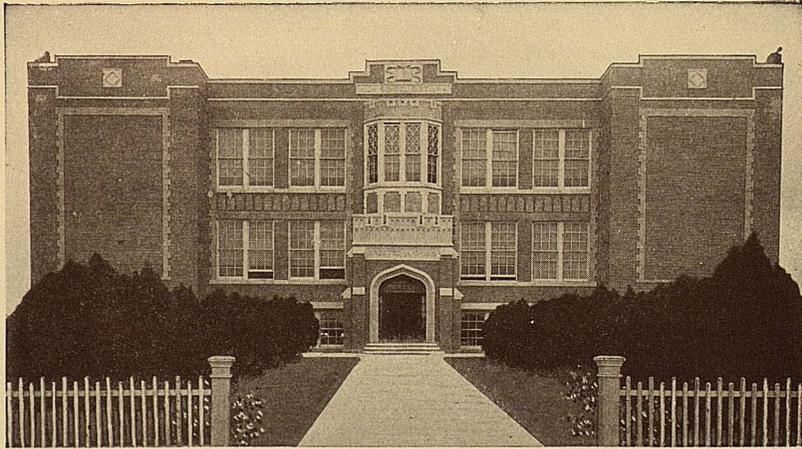


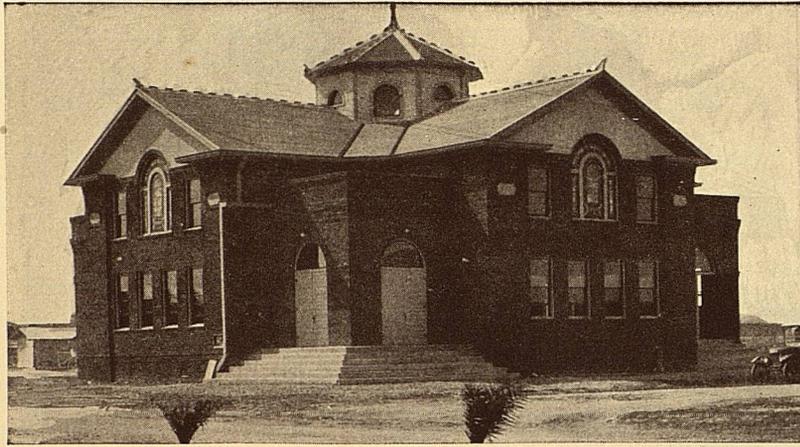
SCHOOLS, the foundation upon which our government stands, are an important item in the development that has been made in the Lower Rio Grande Valley within the last few years. • The school buildings that have been constructed in every section and in every community of the Valley are modern, well equipped institutions, with staffs of teachers selected for their individual ability, and provide educational facilities that are comparable with those of any section of the United States. Spanish type of architecture predominates among the schools, as it does in many of the homes that have been built by those who have discovered the wonderful possibilities of this section.





TEACHERS Club at McAllen, Texas, is the only institution of its kind in the United States and this beautiful building pictured above is equipped with every modern club facility for use of teachers in the Lower Rio Grande Valley. Good teachers are always available in this section because of excellent living conditions. The rural schools, such as the one pictured below, which is the joint Pharr-San Juan high school, are as fine and modernly equipped as are any in the towns in the Valley. The one shown here is a splendid example of the type of buildings constructed for what are termed the rural schools, but which are, in reality, conveniently located to serve more than one community.





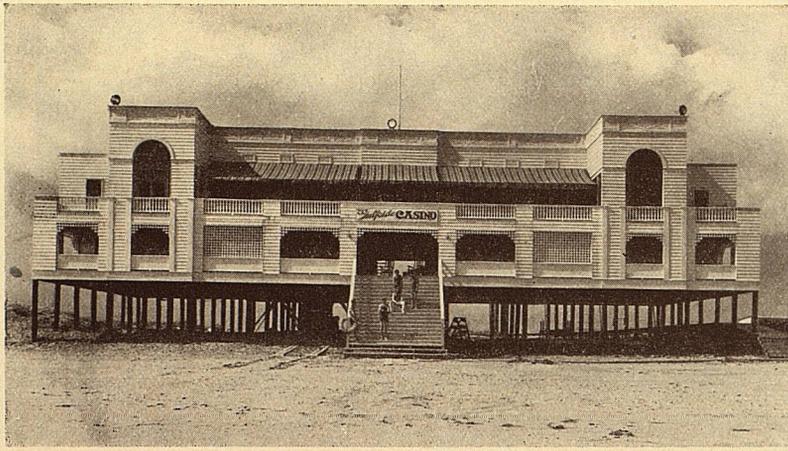
RELIGIOUS freedom as guaranteed under the Constitution of the United States, and adequate facilities for following the dictates of one's conscience in the matter of religion, occupy an important place in the Lower Rio Grande Valley. Churches of all denominations have been built, and many of them are of such size and design that they would reflect credit upon much larger communities than those that have arisen from the land that formerly was strewn with cactus and inhabited by coyotes. The Baptist Church at Donna, Texas, shown above, and the Christian Church at McAllen, shown below, are typical examples of Valley church architecture.



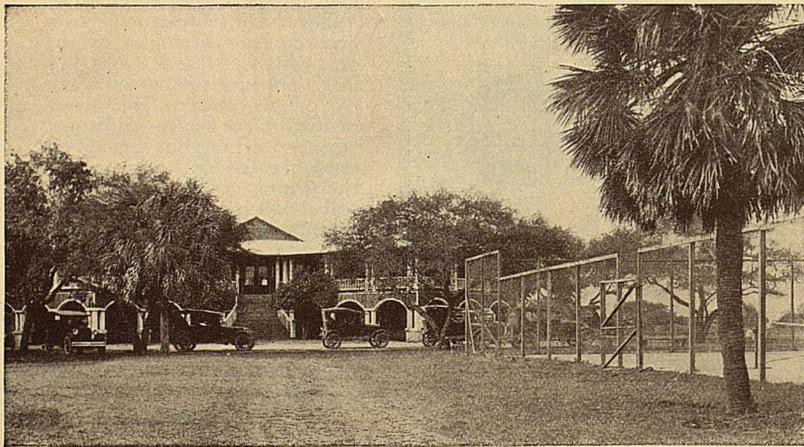


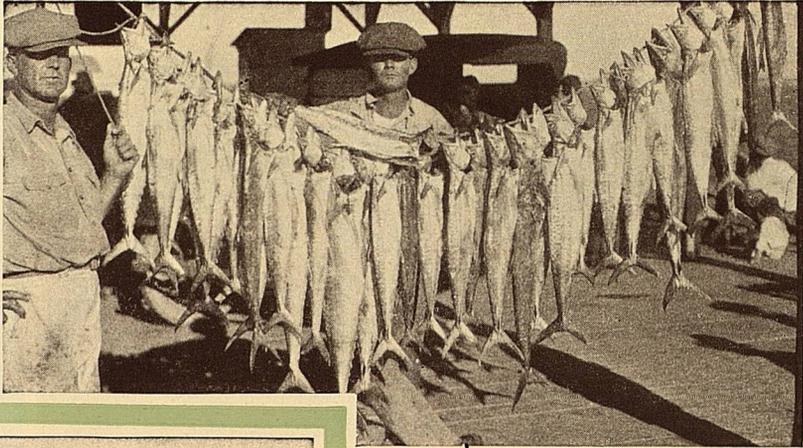
VIRTUALLY every denomination is represented in the Lower Rio Grande Valley of Texas, and fine houses of worship are to be found in all of the communities that comprise the Valley. The upper picture is that of a Catholic church and the lower picture is a Methodist church. Both are splendid examples of modern churches and the spiritual progress that has been made in the Rio Grande Valley has kept pace with agricultural and civic and commercial progress. The people of the Valley are God fearing and religious; bigotry and intolerance have no place in the scheme of things in that section where the population has been drawn from all sections of the nation.





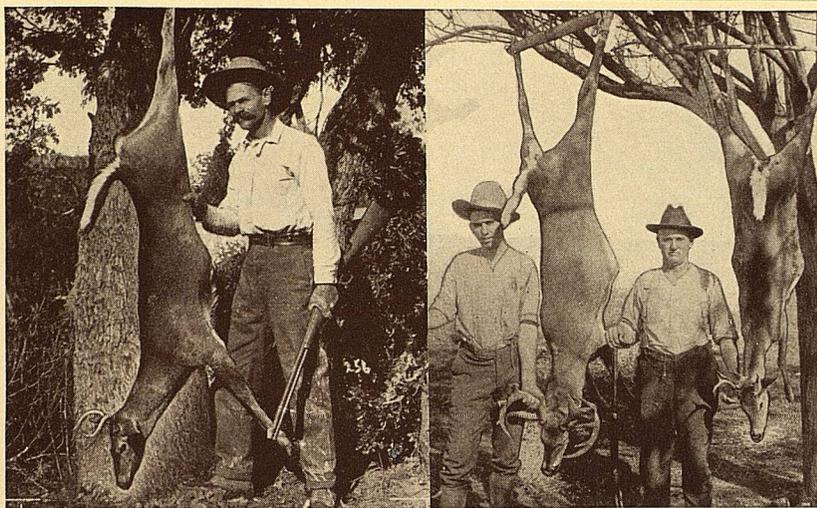
RECREATION for old and young has not been neglected nor even slighted in the building of the new Lower Rio Grande Valley. Bathing at Padre Island and Point Isabel, as well as at the mouth of the Rio Grande River and in the numerous swimming pools, is a popular pastime and there are but few times at any season of the year when surf bathing is not a delight. Golf courses are plentiful, country clubs are numerous, while dancing pavilions, tennis courts and other spots where sports and recreation in all forms may be enjoyed, are taken as a matter of course by those who are building up the Lower Rio Grande Valley and transforming it into a veritable paradise.



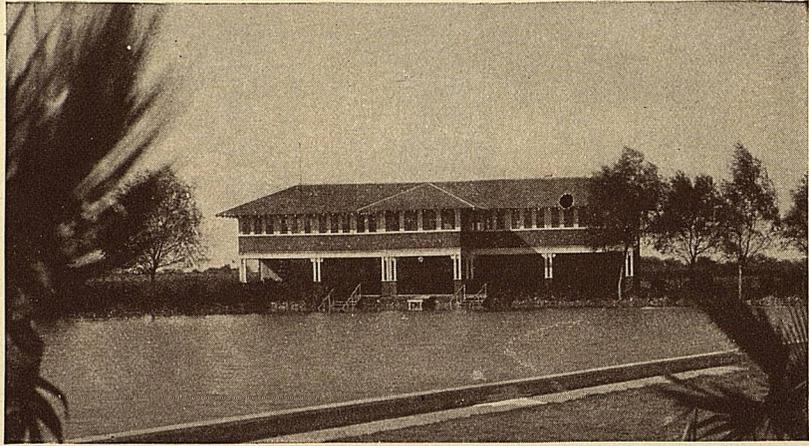


DEEP-SEA fishing is a sport that has a universal appeal and within a short distance from various parts of the Lower Rio Grande Valley this sport may be indulged in under the most ideal conditions. Sportsmen are plentiful in this section and they take full advantage of the opportunities offered for fishing in the Gulf of Mexico, off the mouth of the Rio Grande River and, in fact, at all points in the Gulf off the Lower Rio Grande Valley. The two pictures shown here are fair examples of the possibilities of this deep-sea fishing. The upper photograph is a fair day's catch. The lower photograph is a deep-sea bass of large proportions but it is not an unusual catch for those who visit the fishing grounds near Point Isabel which is on the mainland near the mouth of the Rio Grande River.

MISSOURI
PACIFIC
LINES



DEER hunting, during the open season, is one of the most popular sports in the Valley. Deer are plentiful and can be hunted within a few hours' ride of the heart of the region. Wild game of almost every kind is plentiful throughout virtually all of Southeast Texas. Turkeys and deer, together with all kinds of migratory edible fowl provide most of the sport and quantities of game food. Splendid shooting is available for the most enthusiastic hunter. And those of a more adventurous nature can stalk the Mexican lion and the "bob" cat. The Valley is truly a sportman's paradise.



SHARY Lake and Clubhouse, as pictured above, and the Stuart Place Clubhouse, as shown below, are two of the show places of the Lower Rio Grande Valley. These and other similar places in this wondrous region perform a necessary function in that they provide place for retirement from the fields of labor for builders of the Valley; spots where social and recreational gatherings are held; where newcomers are privileged to gather and become acquainted with their neighbors and enjoy the manifold diversions, and where civic and regional endeavors are discussed, planned and put into shape for the furtherance of the interests of all who have become a part of the wonderland of South Texas.

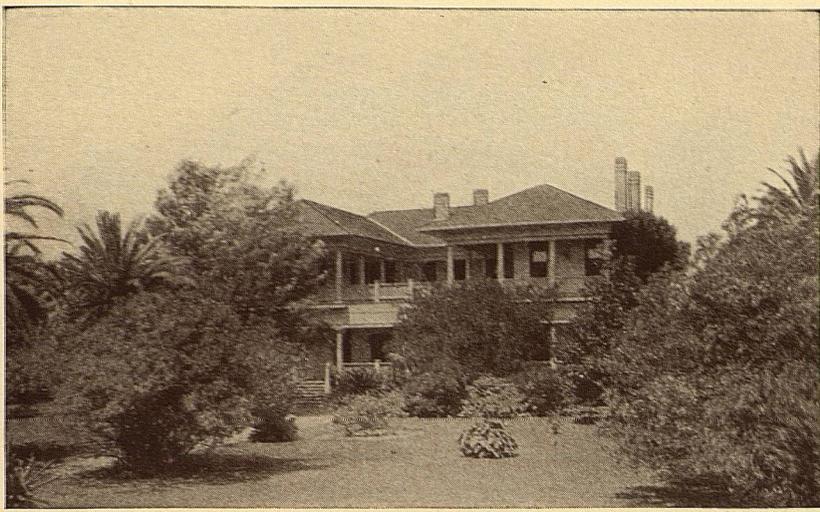




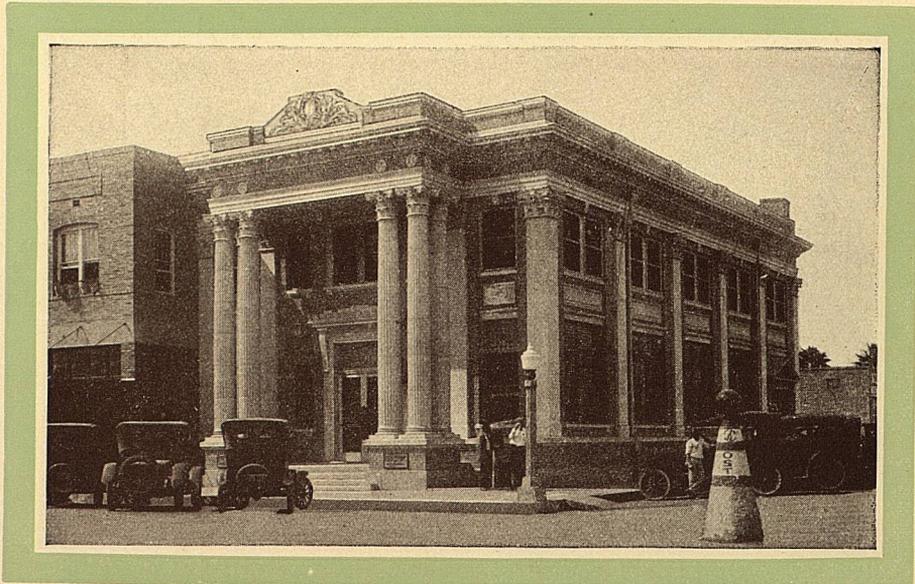
CASA de Palmas is the Spanish name given this beautiful hotel at McAllen, Texas, in the Lower Rio Grande Valley. Casa de Palmas means "House of Palms." Built along typically Spanish lines of architecture, this hotel affords the traveler the utmost in comfort and cuisine. It is one of the outstanding institutions of its kind in the Valley and one of which all of the people of that section may well be proud. It is located near the railroad station on one of the main streets of McAllen and is popular not only with visitors in the Valley but with those who make their home there.



SPANISH architecture, whether used for a residence or other building almost invariably includes an inner court or patio. The patio pictured on this page is that of the Casa de Palmas hotel at McAllen. The wide veranda opening onto the court or patio is given an added privacy by the inclusion of this inner court in the building of this splendid and attractive hostelry. Profuse use of trees, palms and shrubs and sometimes a fountain can transform a patio into an attractive garden spot, a gathering place in the evenings under starlit skies for a social hour. The Casa de Palmas patio is a model of beauty and the hotel is one of the outstanding institutions of the Valley.



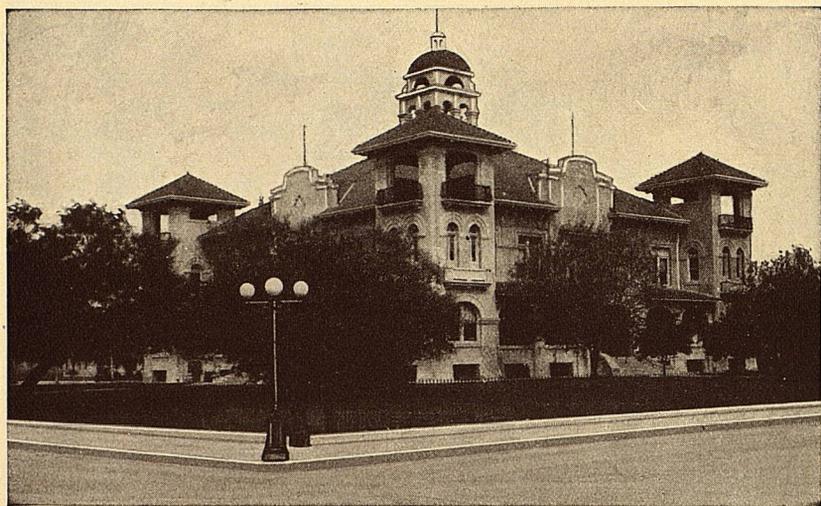
AN ATMOSPHERE of home has been developed in and about the Mercedes Hotel, located at the town of Mercedes, in the Lower Rio Grande Valley of Texas. Mercedes is also known as the "Queen City of the Magic Valley." Palms and shrubbery and spacious grounds surrounding the hotel building have made it an outstanding spot in a beautiful community. Comfortable quarters, large verandas and an unaffected show of genuine hospitality marks the Mercedes Hotel as a haven for travelers or visitors. The same features that mark this hostelry may be applied to every similar institution in this section. The Valley is proud of its hotels.



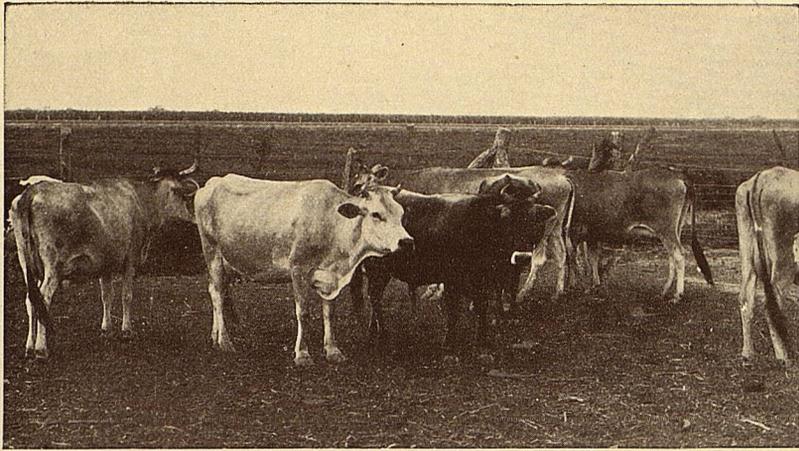
FIRST State Bank and Trust Company, McAllen, Texas, with a partial view of some of the business section of this thriving city in the heart of the Lower Rio Grande Valley. The type of building shown here reflects the stability with which the Lower Rio Grande Valley has been built by those who pioneered the section and have had a part in its marvelous transformation. Paved streets, substantial business houses, beautiful homes, fine churches and modern school buildings are to be found in all cities and towns in the Valley, each obsessed with the spirit of civic pride and all of them enthusiastic over the Valley, their "Land of Opportunity."



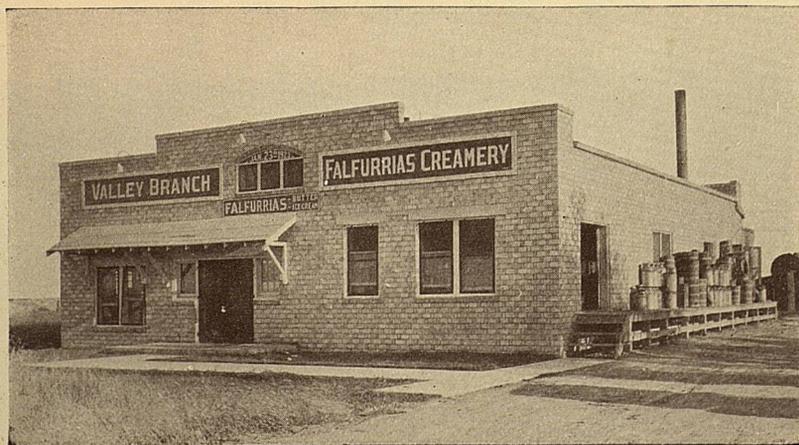
A **NOTHER** Lower Rio Grande Valley bank building, with a glimpse of adjoining business houses, this photograph being that of the Guaranty State Bank at Weslaco, Texas, one of the numerous thriving towns in the section. These business houses are not unusual nor outstanding examples of those in the Valley, but rather merely types of those to be found in all communities where civic pride and public spirit has brought from the former arid waste a highly productive garden spot, rapidly developing but yet capable of greater strides agriculturally and commercially. Business is good in the Valley towns and the hundreds of farms that fill the intervening spaces are highly productive.

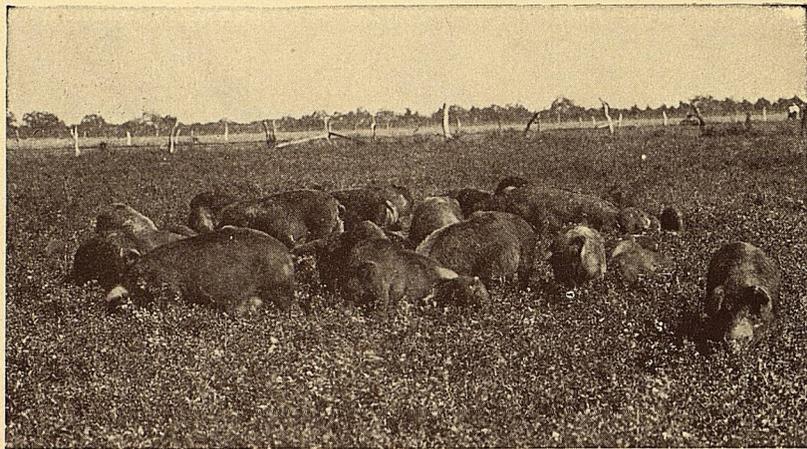


HIDALGO County Courthouse at Edinburg, Texas, is a splendid type of the substantial public buildings that grace the various communities in the Lower Rio Grande or Magic Valley. A little more than half of Hidalgo County is included in what is termed the Lower Rio Grande Valley and the county seat, Edinburg, is in that portion that is a part of the Valley. Edinburg is progressive and wide awake as is evidenced by the construction of such a public building as is pictured here. Edinburg as well as other communities in Hidalgo County—in fact, all of the communities in the Valley—have provided themselves with modern public buildings.



DAIRYING is another of the industries in the Lower Rio Grande Valley that has long since passed the experimental stage. Fine dairy herds are to be seen in all parts of this territory. Dairying in connection with the growing of winter truck and staple crops has been proven feasible and, for the purpose of encouraging the further development of dairying, and in order to care for the products of those dairies already established, creameries have been located at convenient points in the Valley. The dairy herd pictured above might be seen in the El Jardin Tract near Brownsville, near San Benito, or most any portion of the Valley. The creamery pictured below is located at Weslaco, a prosperous Valley community.



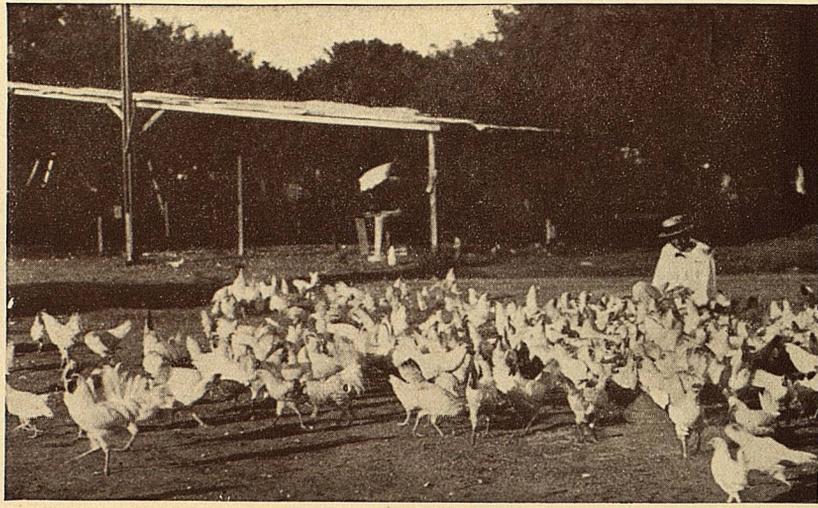


ALFA LFA and Rhodes Grass, both of which are easily produced in the Lower Rio Grande Valley, when combined with pure bred stock, especially of hogs, result not only in fat pork for market but likewise fattens the pocketbooks of those who go in for hog raising on either large or small scale in this section. Hogs such as are pictured here are a comparatively familiar sight throughout the Lower Rio Grande Valley, and they help to swell the annual harvest of dollars that is gathered by those who are willing to invest their money, labor and intelligence in this agricultural paradise where everything grows in great abundance.





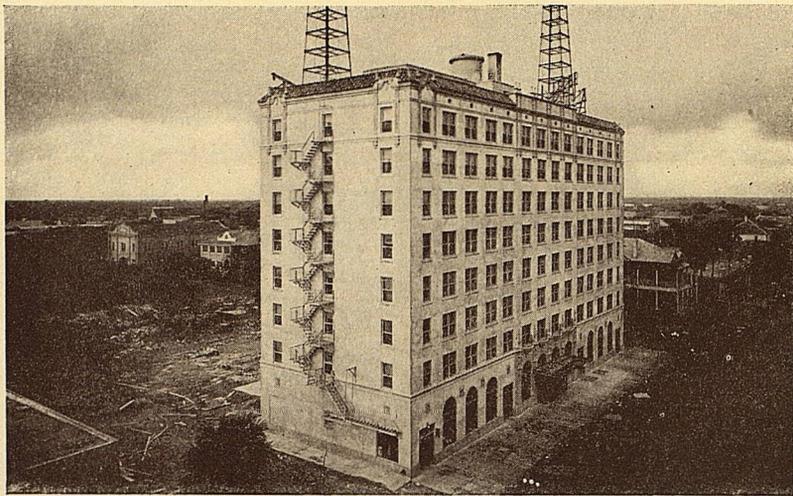
SHEEP raising in the Lower Rio Grande Valley is profitable and is going forward by leaps and bounds as one of the principal industries of the region, particularly as applied to the raising of live stock of various kinds. As shown in the picture on this page those portions of farms that are not under cultivation for truck, staple crops or citrus fruits, are ideal for sheep raising. The sheep find ample food on the uncultivated portions of the farm and with the aid of the feeds raised on practically every farm the sheep are kept in good condition until ready for market. This industry is destined for greater development within the next few years in the Valley, along with other branches of the live stock industry.



POULTRY raising has been found pleasant and profitable in the Lower Rio Grande Valley. Most of the pioneers in extensive poultry raising in the Valley were located near Raymondville. It is not now, however, confined to the vicinity of Raymondville. Along with the raising of hogs, sheep, production of dairy products, poultry raising is a fast growing industry for citizens of the Valley. The picture shown here is that of a flock of chickens on one of the several poultry farms that are to be found scattered throughout the Magic Valley. There is, however, ample room for even greater development of this industry and many newcomers in the Valley are going in for poultry raising on an extensive scale.



THE passenger station at Mission, Texas, shown here is one of the new type of stations in use in the Lower Rio Grande Valley. The style of architecture is, of course, Spanish, and the station shown here is very similar to those in use at Mercedes, Harlingen and other points. By following this style the Gulf Coast Lines has combined beauty with utility and the old passenger stations are rapidly being displaced by these newer structures throughout the territory served by the Valley's railroad. Palm trees are used extensively in and about all of the stations lending beauty as well as providing shade.



WITH the growth of the Valley as a tourist resort it was natural that many exceedingly fine and luxurious hotels should be erected. Probably no like-sized section in the country has seen so many new hotels erected in an equal space of time. One of the finest is the El Jardin, at Brownsville, shown above. Modern and up to date in every respect, comfortable and roomy it typifies the new Valley and its growth and progress. Atop the El Jardin is the Valley's broadcasting station from which are sent to the radio world interesting programs and always an invitation to folks in the north to "Know the World's Winter Garden."



FORMING the center of a new and attractive group of buildings at Brownsville, is the new Missouri Pacific Lines station. Of Mission style of architecture this beautiful new building represents the high ideas of service that dominates the entire Missouri Pacific Lines. It was Missouri Pacific Lines' co-operation that made possible the erection of the new Hotel El Jardin, adjoining it, and the new home of the Brownsville chamber of commerce, also adjoining. This co-operation and the erection of the new station were the result of the railroad's desire to foster the rapid development of the Valley and to establish it as a tourist center.



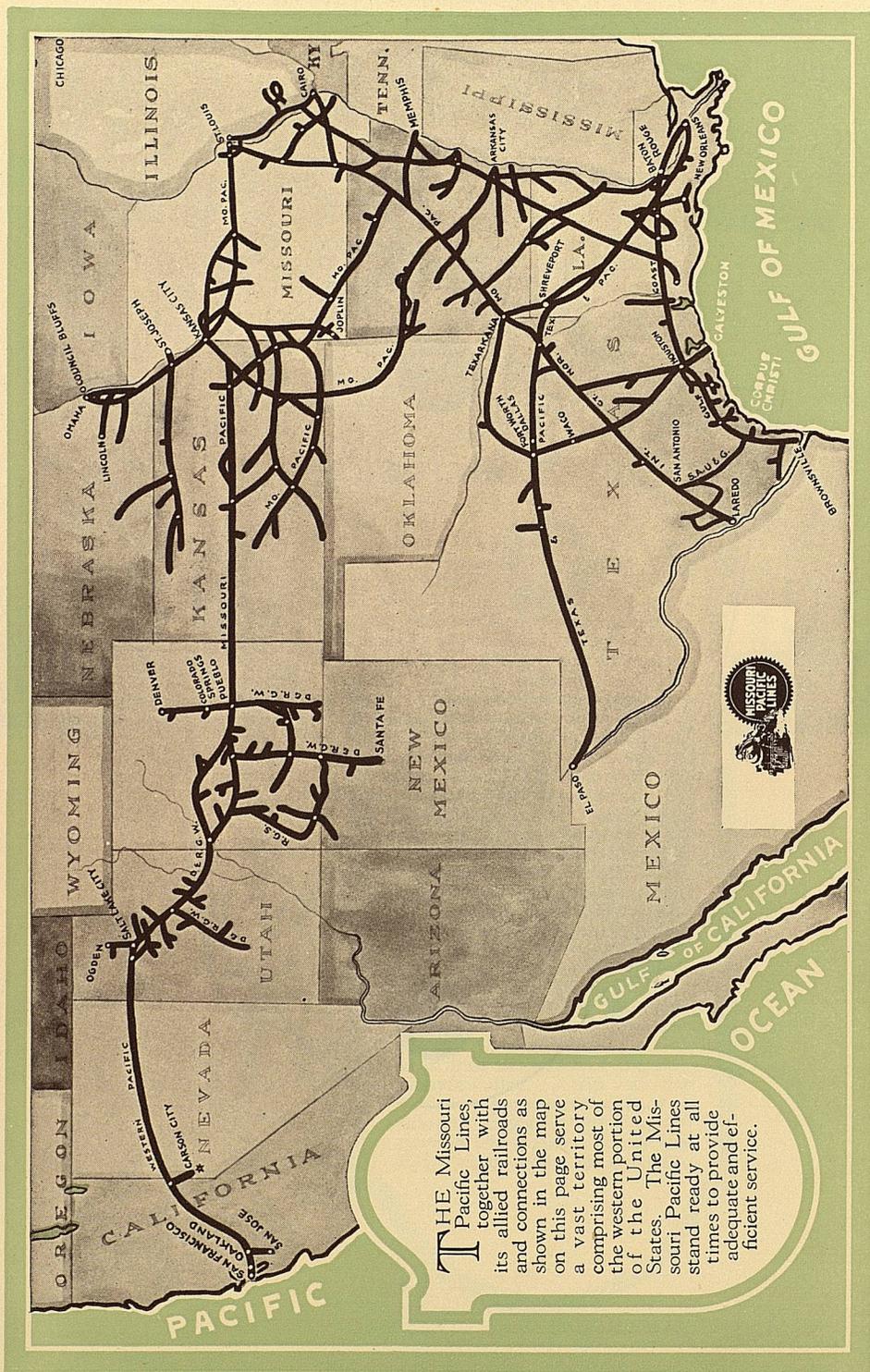
THE map on this page shows the location of the Lower Rio Grande Valley of Texas with relation to the remainder of the Lone Star State. Of the nearly 1,000,000 acres in this Valley susceptible to irrigation, less than half has been fully developed and placed in cultivation. The assessed valuation of Valley land has increased, however, from \$6,141,553 in 1904 to \$106,117,356 in 1926, and bank resources have increased from one bank in 1901, with resources of \$162,398, to 30 banks in 1927, with resources of \$26,246,216. An overnight train ride from Houston or San Antonio brings the traveler into the heart of the Rio Grande Valley. A trip into the Valley is incomplete without a side trip to Matamoras a quaint town in Old Mexico, across the Rio Grande from Brownsville.



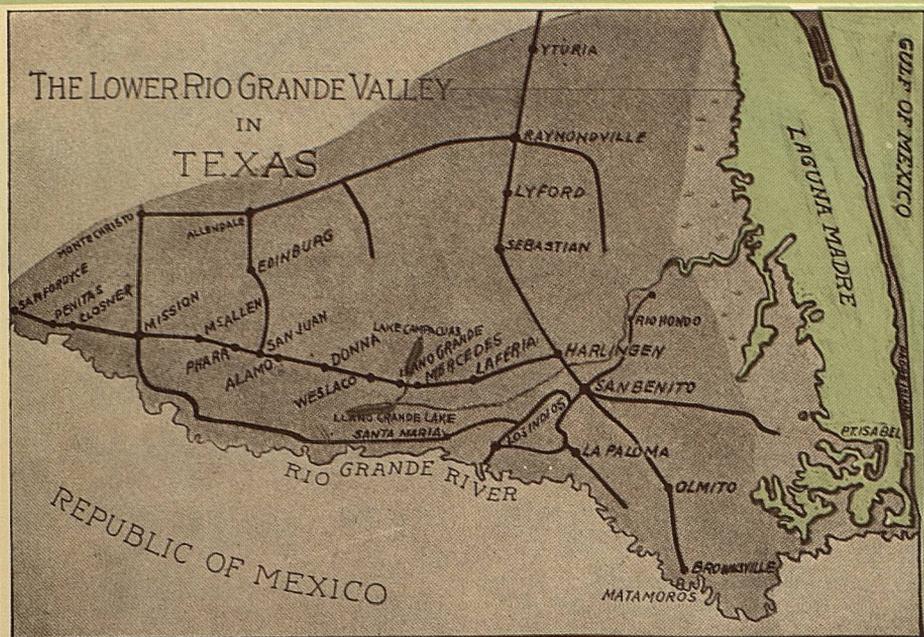
Conclusion

WITH few words and many pictures this booklet has been produced with the idea of conveying, in a limited way, the possibilities awaiting development in the Lower Rio Grande Valley of Texas, railroad transportation for which is provided by the Missouri Pacific System Lines. Without fear of successful contradiction, it may be said that the statements herein made and the photographs shown, fall far short of depicting the actual conditions that exist in this veritable "Garden of Eden." Words are inadequate and the powers of photography too limited to fully and accurately tell the story. If these few words and photographs have created an interest, on the part of the reader, a visit to the Lower Rio Grande or Magic Valley should be arranged through any of the Missouri Pacific Lines, representatives listed in the back of this booklet. The Rio Grande Valley offers unlimited opportunity to those who are willing to use their brain and brawn in wresting from a willing soil the best products possible anywhere.





THE Missouri Pacific Lines, together with its allied railroads and connections as shown in the map on this page serve a vast territory comprising most of the western portion of the United States. The Missouri Pacific Lines stand ready at all times to provide adequate and efficient service.



COVERING an area of more than 1,000,000 acres, the territory known as the Lower Rio Grande Valley of Texas, is situated along the Rio Grande Valley on one side, the Gulf of Mexico on another and the interior of Texas forming the third side of the triangular-shaped section. More than a score of towns have been built in the Valley, each a thriving, progressive community. With the advent of the Missouri Pacific Lines into this section, rail transportation facilities are all that could be desired.



Missouri Pacific Lines

Representatives

[The following representatives will gladly call upon parties contemplating a trip and furnish detailed information regarding lowest rates of fare and routes, with maps, booklets, time tables, etc. They will also reserve sleeping car accommodations.]

- Alexandria, La.**—DAN JACOBS, Assistant General Freight and Passenger Agent, Hotel Bentley.
- Atlanta, Ga.**—GARLAND TOBIN, General Agent, Passenger Department, 532-533 Healey Building (Walnut 2422).
- Austin, Texas**—M. L. MORRIS, City Passenger and Ticket Agent, Stephen F. Austin Hotel (Phones 7755 and 6096).
- Beaumont, Texas**—SAM L. O'BAUGH, City Passenger and Ticket Agent, Beaumont Hotel.
- Birmingham, Ala.**—D. D. GOFF, General Agent, Passenger Department, 1009-1010 Woodward Building (Phone 3-3376).
- Brownsville, Texas**—C. F. HAWKES, Passenger Agent, Missouri Pacific Station.
- Cairo, Ill.**—H. V. GREGORY, Division Freight and Passenger Agent, Missouri Pacific Station.
- Chattanooga, Tenn.**—C. C. HART, General Agent, Freight and Passenger Department, 504 Provident Building.
- Chicago, Ill.**—J. J. McQUEEN, General Agent, Passenger Department, Room 610—112 West Adams Street (State 5131).
- Cincinnati, Ohio**—H. L. FOUNTAIN, General Agent, Passenger Department, 203 Dixie Terminal Building (Main 5383).
- Cleveland, Ohio**—V. K. NORBERT, General Agent, Freight and Passenger Department, 611 Park Building (Main 340).
- Corpus Christi, Texas**—W. B. CRAIG, City Ticket Agent, 422 Peoples Street (Phone 1340).
- Dallas, Texas**—L. B. SHEPHERD, General Agent, Passenger Department, 1608-9 Kirby Building (Phones 7-4536, 2-7968).
- Detroit, Mich.**—L. M. WHITE, General Agent, Freight and Passenger Department, 6-243 General Motors Building (Phones Northway 5123-5124).
- El Dorado, Ark.**—H. W. HAINES, Division Freight and Passenger Agent, 410 Exchange Building.
- El Paso, Texas**—B. C. DOOLEY, General Agent, Freight and Passenger Department, 204 Railway Exchange Building (Main 3537).
- Ft. Smith, Ark.**—JOSEPH WEISIGER, City Passenger and Ticket Agent, 523 Garrison Avenue (Phone 6317).
- Fort Worth, Texas**—R. A. WATSON, District Passenger Agent, 301 Neil P. Anderson Building.
- Galveston, Texas**—E. M. WEINBERGER, General Agent, Freight and Passenger Department, 407 Twenty-second Street (Phones 124 and 86).
- Greensboro, N. C.**—J. A. MILLS, Commercial Agent, Freight and Passenger Department, 605 Jefferson Standard Building.
- Harlingen, Texas**—L. H. MOORE, District Passenger Agent, 422-426 Wittenbach Building (Phones 45 or 223).
- Helena, Ark.**—R. E. LAW, Commercial Agent, Freight and Passenger Department, 324 Cherry Street.
- Hot Springs, Ark.**—LEON NUMAINVILLE, Passenger and Ticket Agent (Phone 3325-6).

C. W. STRAIN
Passenger Traffic Manager
GULF COAST LINES
INTERNATIONAL GREAT NORTHERN
Houston, Texas





Missouri Pacific Lines

Representatives

[The following representatives will gladly call upon parties contemplating a trip and furnish detailed information regarding lowest rates of fare and routes, with maps, booklets, time tables, etc. They will also reserve sleeping car accommodations.]

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Indianapolis, Ind.—W. J. FROST, General Agent, Passenger Department, 313 Merchants Bank Building (Riley 2894).

Kansas City, Mo.—F. L. ORR, General Passenger Agent, 630 Railway Exchange (Victor 6100).

Lake Charles, La.—A. F. TINSLEY, City Passenger and Ticket Agent, Majestic Hotel Building (Phone 1781).

Laredo, Texas—J. M. DURBOROW, Passenger and Ticket Agent, Santa Isabel and Farragut Streets (Phone 464).

Little Rock, Ark.—C. K. BOTHWELL, General Passenger Agent, Passenger Terminal (4-5181).

London, England—E. J. BRAY, European Traffic Manager, Palmerston House, Bishops Gate.

Memphis, Tenn.—T. D. MOSS, Assistant General Passenger Agent, 273-274 Shrine Building (6-6542).

Monroe, La.—B. S. BETTS, City Passenger and Ticket Agent, New Virginia Hotel (Phone 2400).

Nashville, Tenn.—J. M. BRYAN, General Agent, Freight and Passenger Department, 313 Independent Life Building.

New Orleans, La.—MARK ANTHONY, Division Passenger Agent, City Ticket Office, 207 St. Charles Street (Main 0661).

New York, N. Y.—D. I. LISTER, General Eastern Passenger Agent, 811 Brokaw Building, 1457 Broadway (Wisconsin 2180-81).

Paragould, Ark.—F. C. MACK, Commercial Agent, Freight and Passenger Department, Missouri Pacific Station.

Pittsburgh, Pa.—W. H. RICHMOND, General Agent, Passenger Department, 477-479 Union Trust Building (Atlantic 3820-21).

San Antonio, Texas—J. C. WOODWARD, District Passenger Agent, 605 Navarro Street (Crockett 6780).

Sedalia, Mo.—V. J. KAISER, Division Freight and Passenger Agent, Missouri Pacific Passenger Station.

Shreveport, La.—DIXIE HANNIBAL, General Agent, Freight and Passenger Department, 910 City Bank Building (2-5773).

St. Louis, Mo.—W. F. MILLER, Division Passenger Agent, 1650 Railway Exchange Building (Main 1000).

Tampa, Fla.—R. W. MOSS, Commercial Agent, Freight and Passenger Departments, 1007 First National Bank Building.

Taylor, Texas—C. McKAY, Passenger and Ticket Agent, First and Porter Streets (Phone 234).

Texarkana, Ark.—W. D. ARENS, Division Freight and Passenger Agent, Missouri Pacific Freight Station.

Washington, D. C.—J. W. BRENNAN, General Agent, Freight and Passenger Department, 711 National Press Building.

Wichita, Kan.—M. S. KITCHEN, General Agent, Passenger Department, Missouri Pacific Passenger Station, Douglas and Wichita Streets (Market 469-470).

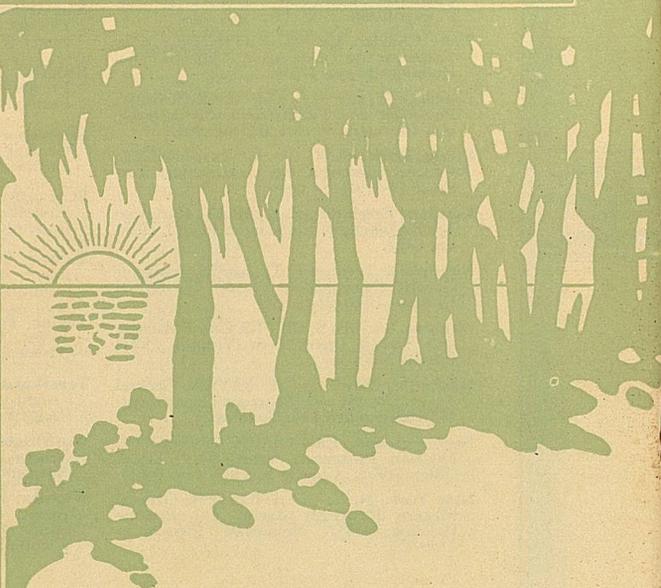
A. D. BELL
Passenger Traffic Manager
MISSOURI PACIFIC R. R.
St. Louis, Mo.



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THIS is drawn to a close a word and picture trip through the delta country of the Rio Grande River, a land that dates back hundreds of years; a country that has been traversed by the early Spanish crusaders and the armies of Texas, but yet a land that is young in its development from the arid wastes of chaparral to the present high state of agricultural excellence, dotted with beautiful homes, traversed by splendid concrete highways and the shimmering steel of good railroads; enhanced by beautiful churches and schools, and a cultural progress that has kept apace with the land, a culture that is capable of appreciating fully the glories of "Sunset on the Rio Grande."



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