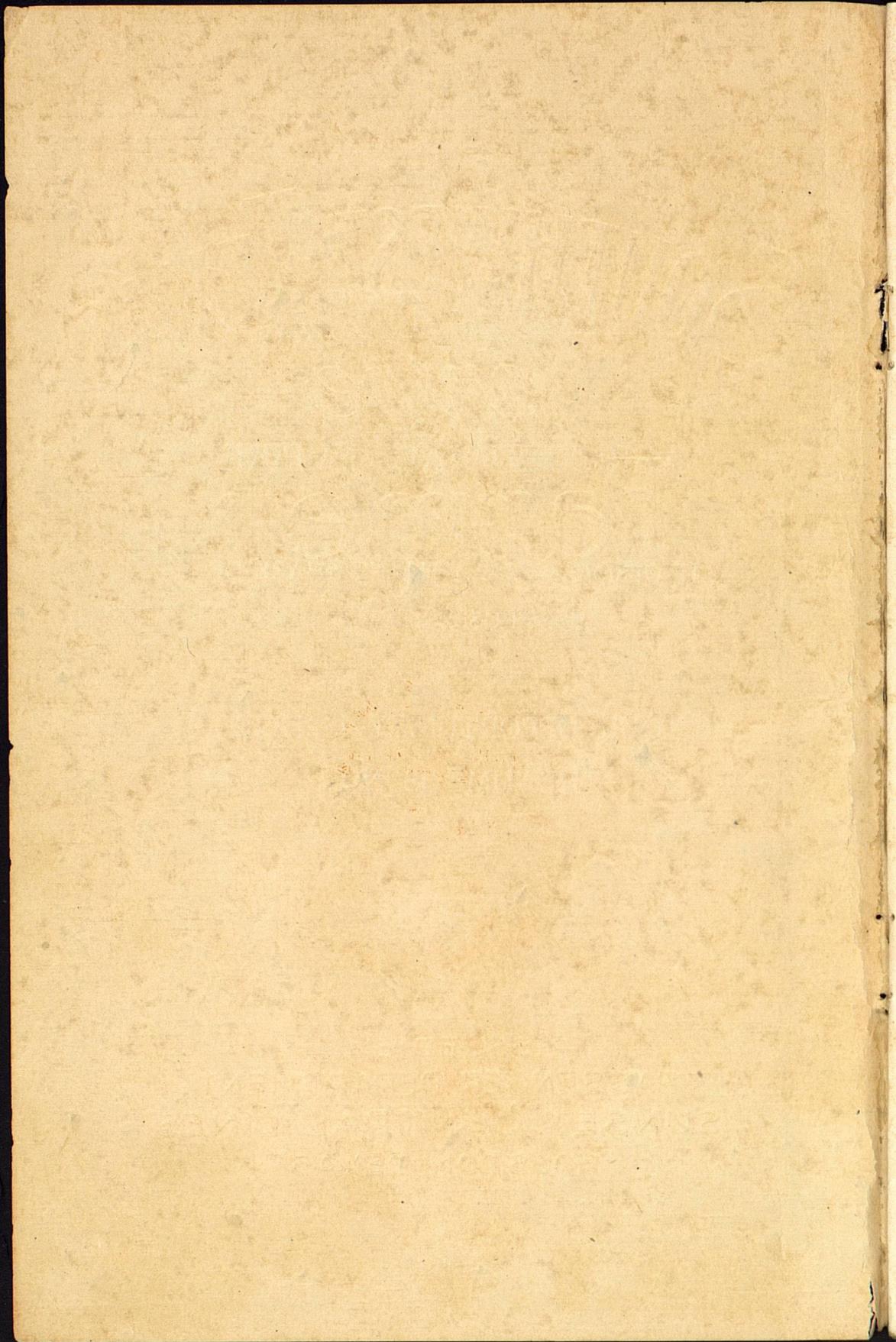


SOUTHWEST TEXAS  
*for the*  
Farmer



ISSUED BY  
PASSENGER DEPARTMENT  
SUNSET CENTRAL LINES  
HOUSTON, TEXAS.



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# SOUTHWEST TEXAS

==== AN =====  
AGRICULTURAL EMPIRE

====  
IT OFFERS A MAN A MAN'S SHARE OF  
PROSPERITY.

====  
YOUR OPPORTUNITY IS HERE  
THE TIME IS NOW

=====  
C. K. DUNLAP,  
Traffic Manager

T. J. ANDERSON,  
Gen. Pass. Agent

JOS. HELLEN,  
Asst. Gen. Pass. Agent

Issued by  
PASSENGER DEPARTMENT  
SUNSET-CENTRAL LINES  
HOUSTON, TEXAS.

[1912?]

1314-2-28

W. W. Johnson

SOUTHWEST TEXAS  
BECKONS TO THE LOVER  
OF  
GROWING THINGS.

Written by  
ALLEN MAULL

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WHY THIS PUBLICITY?

THE QUESTION runs below the surface. It takes hold upon a world problem. More than forty years ago George Eliot wrote: "The greatest question in the world is this: how to give every man a man's share of what goes on in life." And she added: "Not a hog's share, and not a dog's share."

The reader of this descriptive matter need not be credulous, but there is no reason why he should shut his eyes in blind unbelief. Paul said that "the Cretians were always liars," but the Texans are not lineal descendants. We put it so because some of the stories of Southwest Texas seem to tax the average capacity for assimilation. Make a note of this: **Southwest Texas is a country not subject to the general law.** It is unusual in climate, in products and crop returns. Its growing season is long; the stimulus of warmth and moisture under irrigation and dry farming is surprising.

Of course there are detractors. Men fail here as elsewhere. They buy without seeing, or they buy without judgment; they hire the land planted and cultivated while they are still in the East. Or they do their own work in a slipshod way, loafing in town or at the village. Under like conditions men fail everywhere, and then find fault with the land or the climate.

Perhaps no other portion of the State can show so many men who started with nothing and are now prosperous as Southwest Texas. Ask about some of them if you really want to be shown. Sunshine does it all. Sunshine all the year! Sunshine—good, warm, bracing sunshine—right now, in winter. Sunshine makes Southwest Texas worth while every day in the year.

It will be worth your while to get the why of it.

# SOUTHWEST TEXAS

## FOR THE FARMER

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### A LAND OF SURPRISES.

**S**OUTHWEST TEXAS is a land of surprises. It has proved every man a liar who ever undertook to tell what it would and wouldn't do. Southwest Texas was arid—and look at the floods. Southwest Texas couldn't raise cotton—and look at the gins. Southwest Texas was worthless for fruit and garden truck—and look at the orchards near El Paso, San Antonio, Alpine, Marfa, Uvalde, Sabinol, Hondo and Lacoste. Southwest Texas couldn't support a home population—and look at the new towns springing up by the dozen. Southwest Texas would always be desert and open range—and look at the scores of live newspapers, the electric lights, the ice factories and the telephone lines. Southwest Texas could never find water, for the crust between us and the stoke-hole was too thin—and look at the windmills.

The wave of population and progress is steadily surging this way. The Central States have felt the strongest impulse, but the overflow from there and from the Eastern States will inevitably drift down into this far corner of Texas, if we, as a community, give the movement any encouragement.

### YOUR OPPORTUNITY.

**L**AND in the Southwest Texas is more than merely cheap, it is cheap plus a climate that doubles its productiveness—and markets and living conditions that are equal to, if not better, than what you now enjoy.

Southwest Texas is past the pioneering stage—it's a state of certainty now. There is no work to be wasted in getting ready to raise things. You can start with the same equipment and grow the same crops that you now do—only more of them; for the climate is milder and the growing season is longer.

But the biggest gain in going to Southwest Texas is not only your increased income, but your decreased expenses. Where you now are you must spend a large part of every dollar that you make during the summer to tide you over during the winter. In Southwest Texas winter is almost winterless. You can grow something most every month, work most every day in the year—and your stock can graze practically the year round and need no expensive shelter. With so many ways to build up your profits and so many ways to cut down your expenses, it is easy to see why you can get ahead so much faster in Southwest Texas.

## SOUTHWEST TEXAS FOR THE FARMER.



There are Many Splendid Herds of Aberdeen and Hereford Cattle along the Sunset-Central Lines in Southwest Texas.

### VALUABLE TIMBER.

**L**ARGE areas are covered with a thrifty growth of timber, providing an inexhaustible supply of firewood, fence posts, etc. Next to the oak the mesquite tree is more generally found in Southwest Texas than any other. Its economic uses are many. It yields a gum almost identical with gum arabic. It yields a crop of beans which are rich and nourishing; horses, hogs and cattle being very fond of and rapidly fatten on them. The wood is also extensively used in paving and the roots and bark are valuable materials for tannery purposes.

### GREAT VERSATILITY OF RESOURCE.

**T**HE wild plants and vegetable products of this particular region known to have useful properties or to be of value to commerce or industries are of special importance. Besides the trees of medium or larger size, which are used in construction and for fuel, fencing, posts, etc., the country supports a growth of smaller trees of many varieties, with a hard, rich colored, close-grained wood, suitable for cabinet making, furniture, etc. Some of them furnish edible fruit, nuts, etc. Many of them produce valuable gums and dyes, while others yield alcoholic sap and costly oils and perfumes. There are flax plants, hemp plants, tannin plants, paper, soap, pepper, spice, tea and coffee plants, and an endless variety of medicinal plants and those which contain antidotes against poison and the bites of poisonous animals. Then there are numerous ornamental and hedge shrubs; also pasture and hay grasses and forage plants. Some of the commonest weeds which grow wild on thousands of acres produce valuable commercial fibres. Some of the rare plants and flowers to be seen in the Northern hothouses and European conservatories grow wild in profusion, and during some months of the year paint the landscape red, white and blue.

## SOUTHWEST TEXAS FOR THE FARMER.

### EDUCATIONAL FACILITIES.

**W**HATEVER advantages in soil, climate and products a country may possess, the social conditions must also be attractive to make it desirable for family residence. Southwest Texas' endowment in these regards has been set forth in other articles. Her citizens, emulating Nature's example, have in a like liberal spirit established those agencies that contribute to man's social enjoyment. Schools, churches, libraries, fraternal and other civic organizations are general throughout the country.

None of these agencies are lacking. Southwest Texas has made liberal provision for a general system of public education. It has been molded after some of the best systems in use in other States and has been many times since modified to suit the needs of rapidly advancing and developing population.

### A FINE FRUIT COUNTRY.

**A**MONG the fruits that are grown successfully in Southwest Texas without irrigation are peaches, plums, pears, persimmons, blackberries, figs, dewberries, mulberries, apples and grapes. If proper varieties of peaches, grapes, etc., are selected with care and intelligence and properly planted and cultivated they produce good crops. The Japanese varieties of plums do especially well here. There are many thrifty orchards of Le Conte and Keiffer pears. The dewberry growers of San Antonio have recently organized an association and through it propose to promote that particular industry. Over \$2,000 worth of dewberries were sold from nine and one-half acres. They were grown on sandy loam land without irrigation, but by intelligent cultivation. Many fig orchards are now being planted, and Southwest Texas towns will undoubtedly become important locations for fig preserving plants.

### TEMPERATURE AND RAINFALL AT SAN ANTONIO.

**T**HE average annual rainfall at San Antonio for the past eighteen years has been 28.4 inches. The total amount for the driest year for the same period was 15.9 inches and the total for the wettest year 40.5 inches. The average monthly temperature for the same period was as follows:

January .....	52
February .....	55
March .....	62
April .....	70
May .....	75
June .....	81
July .....	83
August .....	83
September .....	78
October .....	70
November .....	60
December .....	55

## SOUTHWEST TEXAS FOR THE FARMER.



Picking Peppers along the Sunset-Central Lines.

## MINERAL WEALTH OF SOUTHWEST TEXAS.

**M**INING dominates El Paso's trade development, industry and life. It, above all other considerations, makes the basis of El Paso's wealth and prosperity permanent and certain to increase in value.

El Paso is at the center of a vast mineral zone, whose development has as yet barely begun.

The mines in El Paso's circle of commercial influence produce annually \$150,000,000 in mineral wealth.

The custom smelters in El Paso's trade territory pay \$100,000,000 annually for the ores brought to them for reduction; much of this money naturally flows into El Paso's trade channels, directly or indirectly, and represents a constant influx of ready cash from the great purchasing and manufacturing markets of the North and East and Europe, into the Great Southwest.

Ores come to the smelter from as much as five or six hundred miles distant, and El Paso is the primary distributing point for mining machinery, hardware and supplies for a district larger than the State of Texas.

The distribution of mineral wealth about the city is interesting to note. North and northeast, the dominant product is coal; east, quicksilver is the best known product; southwest, iron controls; south, silver; southwest, gold; west and northwest, copper.

The coal deposits are the greatest west of the Mississippi River; the quicksilver mines are almost the only ones in the United States operated commercially; the iron deposits are among the most extensive on the continent; the silver district contains some of the world's greatest producers; the gold of northern Mexico is famous; the copper region, taken as a whole, is the greatest in the world.

## SOUTHWEST TEXAS FOR THE FARMER.

### IRRIGATION PROJECTS PLANNED.

**T**ENTATIVE plans to dam the Devil's River for the purpose of impounding water to irrigate 75,000 acres in Val Verde, Kinney and Uvalde Counties, have been made. Plans to dam the Frio River and several tributaries of the Frio and Nueces River, for the purpose of irrigation in Frio, La Salle and McMullen Counties, have been announced. Another project of importance is to build a series of reservoirs to collect flood waters of the Rio Grande, to be conducted by canal to 180,000 acres of land in Cameron County, near Ramondville.

In the Plains country of Texas the underground supply of water is being tapped and much interest in irrigation is being manifested. Interest in irrigation is growing in all sections of Texas. Many thousands of acres of land, thought to be worthless a few years ago, are now producing bountiful crops of alfalfa, cotton, grains, corn, vegetables and fruits. Many thousand additional acres will be brought under irrigation during 1913 and succeeding years.

### DO YOU WANT INDEPENDENCE?

**I**F YOU do, you can get it. If you are a farmer, mechanic, clerk, professional man or business man and will come to Southwest Texas and farm according to modern cultural methods, following closely the United States Department of Agriculture's specific instructions, you can't fail. Others are doing it, why not you? Raise corn for your money crop and hogs, sheep, cattle or dairying, and you will surely attain a position of affluence.

If you are coming South this winter, do not fail to stop at any of the Southwest Texas towns, where you will find a most cordial welcome and concrete instances of what Southwest Texas land will give you if you treat it right.

Come to Southwest Texas, where the struggle for existence is modified—where you don't have to "farm against climate."

### A PARADISE FOR THE HUNTSMAN.

**S**OUTHWEST TEXAS is celebrated for its fine hunting and fishing. It is an ideal range for deer, and many hunting parties come here from great distances. President Roosevelt, when Governor of New York, visited Uvalde for the sole purpose of hunting the "Haverline," or wild hog, which inhabits the dense thickets which are common in some parts of this country. Bears, panthers, wild cats and wolves are to be found in the cedar brakes and caves, and coons, opossums, squirrels and rabbits are common. Wild turkeys are to be found in some localities and quail and doves are numerous. In the fall, winter and spring wild ducks are plentiful on the rivers, ponds and lakes.

A good mess of fish can generally be caught on the river by the the unskilled fisherman. Bass have been caught lately weighing over seven pounds, and catfish from twenty-five to forty pounds. The clear, sparkling waters of the Nueces and other rivers in this region enable the angler to see many feet beneath the surface, and excellent sport is afforded by snaring buffalo and other fish. Among the varieties to be found in these rivers are bass or trout, channel and mud cat, perch, gaspergoo and garfish. Within easy distance of points on the Sunset Route are a number of streams which afford plenty of sport and camping places for recreation.

## SOUTHWEST TEXAS FOR THE FARMER.



Angora Goats on A. B. Collins' Goat Ranch near Uvalde, Texas.

### GOAT INDUSTRY.

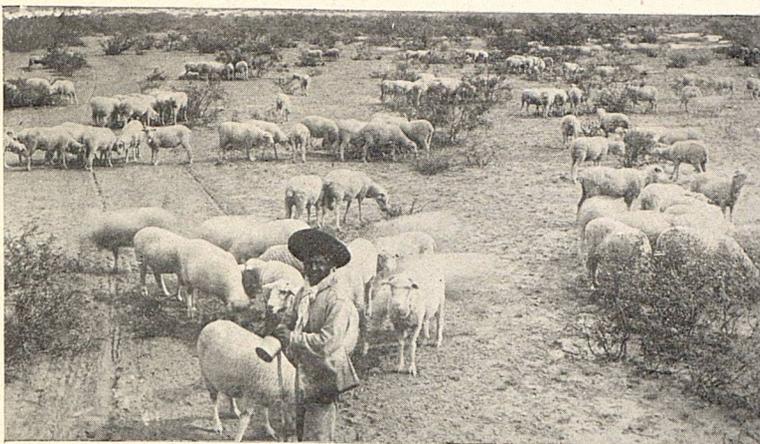
**T**HERE are many flocks of the pure blood or nearly pure bred Angora in Southwest Texas, but most are bred up from Mexican does with Angora bucks, although comparatively little of the original stock remains and the present flocks are nearly all of Angora blood.

There is a strong demand for mohair and it finds a ready sale. Texas mohair brings from twenty-five to forty cents a pound for the good quality. Hair from the common or Mexican goat brings eighteen to twenty cents a pound. The flesh of the Angora is preferred by many people to mutton. The skins make beautiful rugs, and there is always a ready sale for these undressed at \$1.00 to \$2.00 each. There are a number of tanners in this State who do a thriving and profitable business in tanning these skins.

### OTHER RESOURCES.

**I**N THE upper Rio Grande region rich silver mines are now being worked and gold has been discovered recently in paying quantities. Other valuable minerals are to be found to which as yet very little attention has been given. In some localities there is coal. Inexhaustible supplies of the finest white flint sand are found, for the manufacture of glass, and great deposits of kaolin exist for making china and crockery ware of the finest quality. There are immense beds of clay suitable for brick, sewer pipe, pottery and earthenware; also limestone and cement rock, and mountains of marble, sandstone, granite and building stone. In some counties great deposits of asphalt are now being developed and beds of ochre and other valuable mineral paints have been discovered. Sulphur and other flowing wells of mineral waters are constantly being obtained and the whole region seems to be underlaid with artesian water, which comes very near the surface in many localities.

## SOUTHWEST TEXAS FOR THE FARMER.



Herding Sheep in the Uvalde Section of Southwest Texas.

### SHEEP RAISING.

**I**N CONNECTION with the industries of this particular portion of the Sunset territory importance must be given the sheep and goat industries and the growing and marketing of wool and mohair.

Most of the sheep in Texas came originally from Mexican ewes, bred up and improved by the use of Merino bucks.

Texas wool is classed as "fine," as a rule, and is greatly sought after in the Northern markets. It has less defects, less dirt and grease than wool from almost any other State. The spring clip forms two-thirds to three-fourths of the entire year's clip in Texas. This is occasioned by the majority of the sheepmen shearing in the spring, while those who shear in the fall clip but lightly in order that the sheep may have sufficient protection through the winter.

### BEE-KEEPING IN SOUTHWEST TEXAS.

**T**EXAS is the greatest honey-producing State and Uvalde County leads all other counties in this product. The output in Texas last year was 2,968,000 pounds. California came next with an output of 1,667,000 pounds, and New York third, with an output of 1,442,000 pounds. Missouri was fourth, with an output of 1,018,929 pounds. Texas also stands first in the number of colonies of bees, 417,000. The crop brings an annual revenue of approximately \$1,500,000, the price for which it sells ranging from 8 to 10 cents a pound. In addition, many thousand dollars' worth of bees are sold each year. These colonies are shipped to all parts of the United States and to foreign countries. A few months ago a shipment of queen bees was made from Uvalde to Australia.

The ranch lands of Southwest Texas are covered with honey-producing plants which bloom profusely from February to December. The bees are able to gather honey during at least nine months of the year, and the honey which is produced from these wild blossoms has a delicious flavor and the demand for it in the markets of the country is greater than the supply.

Fortunes are being made in the bee industry in Uvalde County and

## SOUTHWEST TEXAS FOR THE FARMER.



Shipping Pens on the Sunset-Central Lines, Southwest Texas.

in other favored localities of Southwest Texas, where the wild flora is specially suited for the production of honey. A number of men who started into the business on limited capital a few years ago now have an annual net income of much more than \$10,000. One man can look after 1,000 colonies of bees, except during the harvesting period, when an assistant is needed. This assistant does not need to be an experienced hand. The average yield for each colony of bees is 100 pounds, worth from \$8.00 to \$10.00. Honey is one crop that seldom fails.

### CATTLE INDUSTRY NOT DECLINING.

**I**T IS not the intention to convey the idea that the cattle industry is growing less important. When a good fat steer will bring anywhere from \$40 to \$60 there is no occasion to belittle the industry that produces it. The industry is now the most important of all lines of business in Southwest Texas, and probably will continue to hold first rank, although methods will be greatly revised. At the present time one hears in all the Southwest Texas towns talk of herds of cattle—"bunches" of cattle—running from 1,000 to 15,000 head, valued anywhere from \$40,000 to \$500,000, but the romance, if there ever was any, has been knocked out of the business.

### STOCK RAISING A FIRST INDUSTRY.

**L**ARGE cattle ranches are found in all directions from El Paso to San Antonio both in the United States and in Mexico, and the grazing industry is one of the most extensive and valuable resources of the city. Some of the lands hereabouts formerly occupied as cattle ranches have been or will be turned into farms, but stock growing will always be a leading industry in this part of the Great Southwest.

San Antonio and El Paso have all the necessary advantages for making two of the country's greatest cattle markets. Many wealthy stockmen make their homes as well as their business headquarters

## SOUTHWEST TEXAS FOR THE FARMER.



"On the Range" near Uvalde, Texas.

in both cities. The Union Stock Yards are connected with all the railroads, and last year took care of nearly 600,000 head of live stock. Much of the movement was from Mexico to Canada and the Northern United States, but the greater part of the traffic was made up of stock moving from Texas and New Mexico ranges to California, Oregon and the feeding grounds of the Missouri Valley.

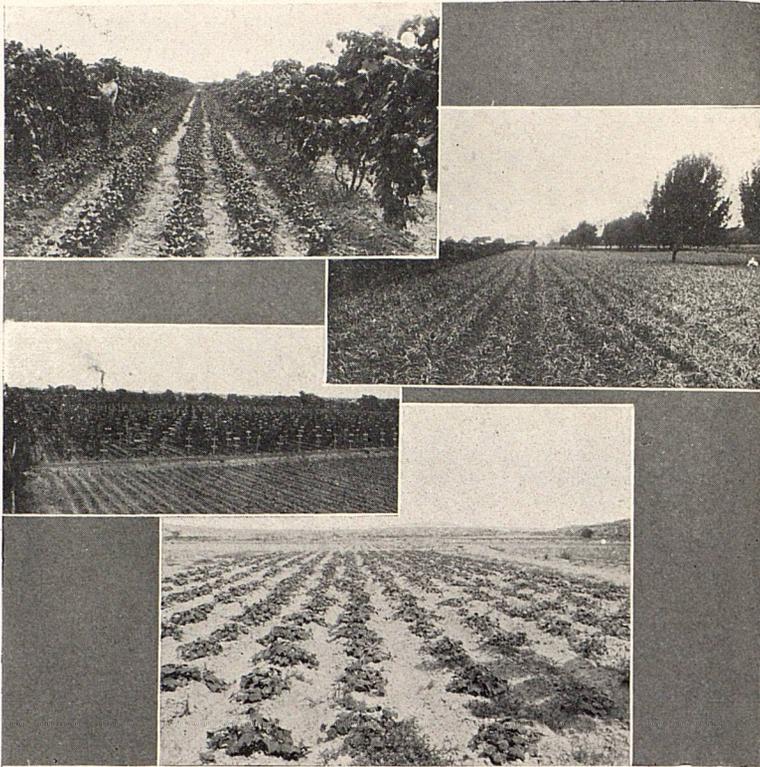
## STOCK FARMING THE THING.

**W**HILE men will talk about driving the cattle from the Plains by the building of fences and the cultivating of farms, they are making statements without a knowledge of the facts. There are no great ranches in Illinois, Iowa, Southern Wisconsin and other great agricultural States, but there are more cattle per square mile in those States than there ever was per square mile in Texas. They are not owned by a few people, however, but are distributed among thousands of farmers, who make more per head than any cattle king that ever drove his thousands into the canyons to partially protect them from the blasts of a blizzard.

Stock farming is the thing for Southwest Texas. Why not? It has been demonstrated beyond a doubt that Kaffir corn, milo maize, millet, sorghum, sugar beets, alfalfa, peanuts and other feedstuffs can be grown in larger tonnage with as great a certainty as corn can be grown in Iowa or Illinois, and it has been demonstrated that these feedstuffs have practically as much food value as has corn. There never was a country where there was less disease. There are no mosquitoes, no ticks nor other insects to worry live stock, and there is an abundance of pure water.

The live stock farmer, the man who grows a maximum acreage of feedstuffs and who keeps just enough live stock to consume that feed and no more than he can give reasonable protection during bad weather, and who returns to the soil the manure, is the farmer who is prosperous, no matter where he is found. It is generally the farmer who grows a crop and sells it, who takes from his soil and never returns anything, who is looking for ready money and not finding it. It is the farmer who has well-kept stock who can borrow money if he needs it, but generally he is not in the borrowing class.

## SOUTHWEST TEXAS FOR THE FARMER.



Some of the Results of Intensive Cultivation by Dry Farming and Irrigated Agriculture in Southwest Texas along the Sunset Lines.

### DRY-LAND FARMING

#### Means Good Farming.

**T**HE rich soil of Southwest Texas, with a climate unsurpassed for health and innumerable other blessings and advantages, and which has been lying idle for years, is now coming to the front. Experiments in so-called "dry-land farming" have proven incontrovertibly that paying crops can be raised with far less rainfall than was thought necessary.

The principle which underlies this system is one that has been proven practical and accepted by the farmers in the West—namely, that water enough falls on the land, but not always at the right time for the growth and maturing of a crop, hence the water that otherwise would go to waste must be conserved.

By plowing the land the run-off is arrested and the waters sink into the soil. By stirring the surface, evaporation, or drying out of the land below, is retarded if not entirely prevented.

After the land has been deeply plowed, the under-soil packed by the subsoil packer, and the surface harrowed and pulverized, a full

## SOUTHWEST TEXAS FOR THE FARMER.



Alfalfa Grows Generously in Southwest Texas.

year should elapse before the first crop is planted in order to obtain the best results. This season is needed for the collecting and storing of waters. Instead of draining off the surface or evaporating, as they have done for ages, these waters sink into the reservoir prepared for their reception. As soon as the surface is dry enough the ground is harrowed over again and again to place the soil mulch in proper condition. This is repeated after each rain until seeding time arrives. The seed is then drilled in just deep enough to place it below the soil mulch in the moist, compacted soil beneath, causing germination in the quickest possible time.

After planting, the dry farmer does not trust to luck and Providence to do the rest, and blame it all on the weather if the final result is a failure; but he continues to harrow over the ground after each rainfall until the growing crop is too far advanced to permit of this without causing destruction. By this time it covers the ground fairly well, protecting it to some extent from the sun and hot winds, and making the constant loosening of the soil mulch less imperative. No matter how long a time must elapse before the planting of the next crop, the ground is harrowed over after every rain, but never when it is dry.

It has been thoroughly demonstrated that rational dry farming methods, as above outlined, will produce from three to five times the results of ordinary farming methods on the same lands.

Among the crops proved to be particularly adapted to cultivation on the high, dry plains are dwarf milo maize, alfalfa, Kaffir corn, proso, emmer, Swedish oats, beardless barley, and several native grasses. More important than any of these, however, is durum, or macaroni wheat. It will not thrive in humid regions, requiring for its most perfect development a dry climate and semi-arid land. Experiments conducted by the Colorado State Agricultural College last year, at Littleton, in El Paso County, resulted in an average yield of forty-seven bushels to the acre, without irrigation.

Hundreds of striking instances of successful farming by the methods of the Campbell system of soil culture might be cited. This system can be applied to the humid sections with equal results.

SOUTHWEST TEXAS FOR THE FARMER.

**WEATHER RECORDS AT EL PASO.**

EL PASO WEATHER-

Official Records and Average for 28 Years, U. S. Weather Bureau.

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Annual
Mean Max. temperature.....	58	63	71	80	87	96	96	93	87	78	66	57	88
Mean Min. temperature.....	32	37	42	49	58	66	69	67	61	50	38	33	80
Mean daily range.....	26	26	29	31	29	30	27	26	26	28	28	24	28
Mean temperature.....	45	50	56	64	72	81	82	80	74	64	52	45	64
Relative humidity, per cent.	48	41	30	25	25	28	44	48	49	47	46	48	40
*Average depres'n wet bulb..	—	—	—	—	27	28	22	22	20	16	—	—	—
Days min 32° or below.....	17	9	3	0	0	0	0	0	0	0	7	6	14
Days min. 20° or below.....	2	1	0	0	0	0	0	0	0	0	0	1	4
Average precipitation.....	.54	.46	.35	.25	.37	.58	2.16	1.70	1.43	1.00	.57	.51	9.92
Average snowfall, inches.....	1.0	0.6	T	0	0	0	0	0	0	0	0.5	0.6	2.7
Average no. days with rain..	4	3	2	1	2	4	9	8	6	4	3	3	49
Average no. cloudy days.....	4	4	3	2	2	1	3	4	4	2	3	4	36
Prevailing wind.....	NW	NW	NW	NW	W	E	E	E	E	E	NW	NW	NW
Average hourly velocity.....	10	12	14	13	12	11	10	9	9	9	9	10	11

\*The average depression of wet bulb thermometer is the average number of degrees that should be subtracted from the 6 p. m. reading of the dry bulb to obtain the "sensible" temperature, or the temperature that we feel. Approximately the same number of degrees should be subtracted from the maximum temperatures to obtain the sensible temperatures. It is also well known that "dry cold" affects a person less than the same degree of cold in a moist climate, so that in a dry climate like that of El Paso, the winters are not rigorous, nor the summers oppressive, unlike localities having the same temperature, but greater relative humidity.

**COMPLETE AND INCOMPLETE IRRIGATION PROJECTS.**

A NUMBER of irrigation projects of great importance to Texas are in course of construction. The greatest of these is in Medina County. An irrigation project which calls for an expenditure of \$6,000,000 is claiming the attention of capitalists. Construction work started in 1911.

There has been constructed a large dam across the Medina River fourteen miles north of Castrovilla. A division weir, or secondary dam, is being constructed eleven miles north of Castrovilla. These dams will impound 19,385,000,000 cubic feet of water, which will flood a basin of 12,000 acres, holding the entire drainage of an area approximating 700 square miles. The water thus conserved will be used to irrigate 150,000 acres.

Another project, which will add 45,000 acres to Texas' irrigated lands, is the Elephant Butte dam in New Mexico, now under construction by the United States. This will furnish water for the Rio Grande Valley in the vicinity of El Paso.

Work has started toward completing a reservoir system at Grand Falls, Ward County, which will add 45,000 acres of irrigated land to the Pecos Valley district.

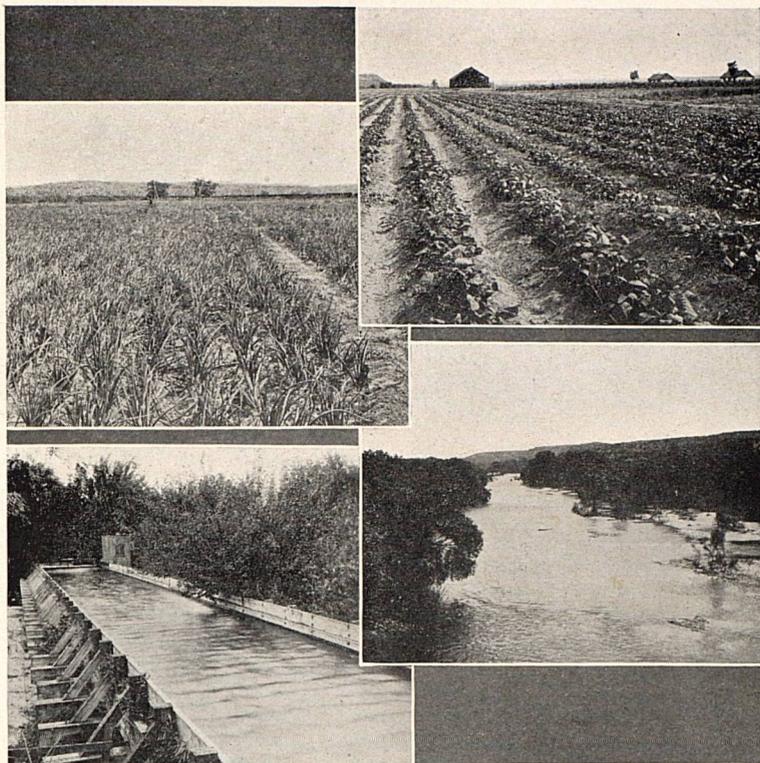
The shallow and artesian well district, in Reeves County, is being rapidly developed. The proven shallow well belt has been extended into Midland and Gaines Counties.

Canal extensions are being made in the Rio Grande district in Cameron and Hidalgo Counties.

South of Marfa, Presidio County, a large concrete dam has been constructed across Alamita Creek. This dam will hold the drainage of 450 square miles and is expected to irrigate 12,000 acres.

Many other similar projects are being completed in various counties of Texas.

## SOUTHWEST TEXAS FOR THE FARMER.

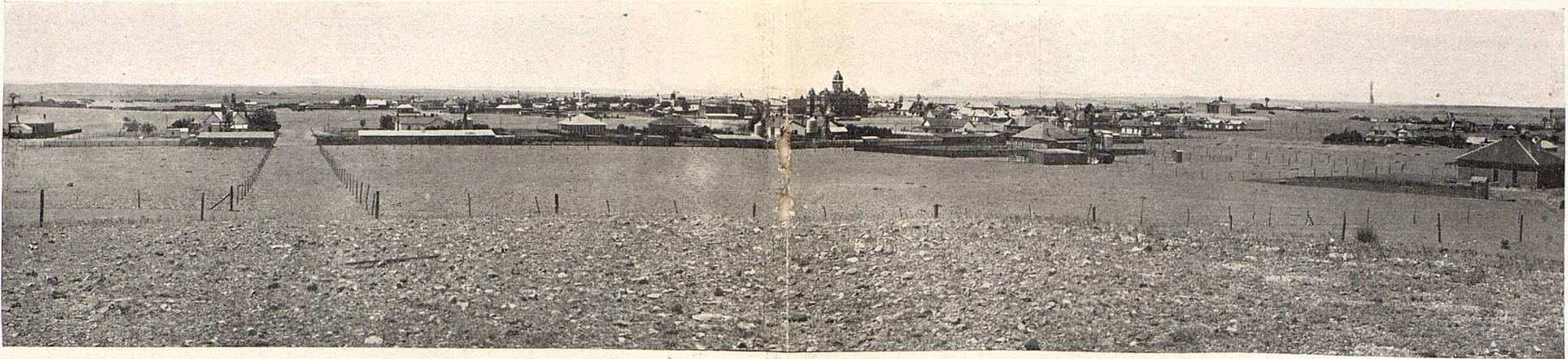


Bean and Onion Fields: Irrigation Flume and Devils River, Southwest Texas.

### IRRIGATION.

**T**HAT brings us to the last and most important element in this general discussion—Irrigation. In the large the subject does not permit of treatment in these pages. The wonders that have been done, the millions of acres reclaimed, the transformation effected, the homes and means of sustenance provided, the immense wealth produced—all through this agency, are too well known to justify any reiteration.

Irrigation may result from the operations of the United States Government through the Reclamation Bureau; through the segregation of public lands by corporations under government control, for the installation of irrigation systems, and the sale of the lands to settlers; or by private individuals or corporations as purely private enterprises. Under government supervision, the diversion of the water, the engineering work, etc., down to the conveyance of title and water right to the final owner of the land, the rights of the settler are most carefully safeguarded. He is sure of getting what he pays for and is fully protected against fraud or failure on the part of the company carrying on the project.



Marfa Appears to be in the Midst of a Wide Plain, Surrounded by Towering Mountain Peaks and All Covered with a Turquoise Sky.

The conveyance of moisture to the soil by artificial means is done in a variety of ways. With a plow and shovel a farmer may dig a ditch from a stream at some point higher than the land he wishes to water, construct a simple head-gate and a few lateral ditches, and operate his own system. That is irrigation in its simplest form. As generally carried on, however, irrigation means the careful survey of large areas of country; the determination of available water supply, perhaps at a long distance from the area to be watered; the building of immense dykes and dams and flumes and reservoirs; the digging of great canals and miles of smaller ditches; with a multitude of other operations that make the undertaking of such magnitude that it requires a large investment and great executive skill. By projects of just such immensity, however, is the desert being reclaimed, literally by the thousands of square miles.

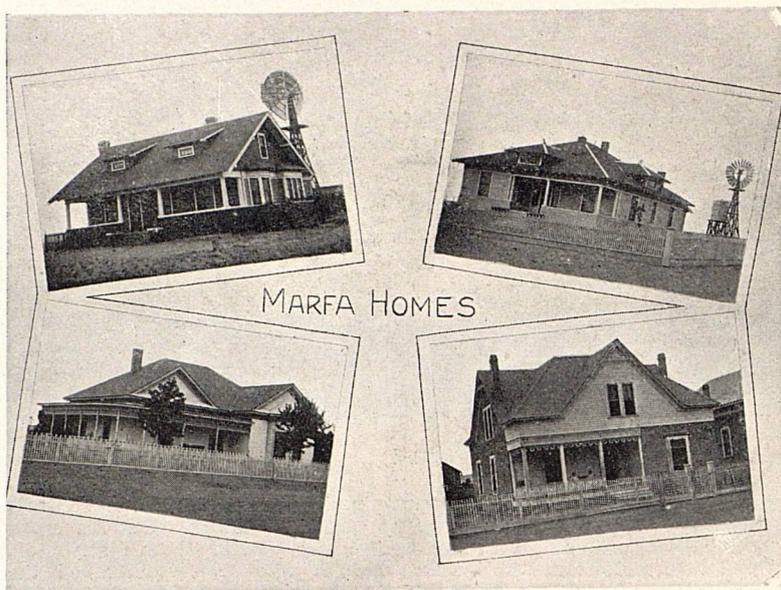
Of great economic importance as the subject of irrigation may be, in its immediate application to husbandry, it is, to the individual, of

greatest interest. Irrigation means simply this: **The farmer controls his own rainfall.** Not only does he direct the times when his crops shall be watered, but the amount of water that shall be distributed. To the farmer from the humid regions who has experienced the drouths, the storms, the floods and the general uncertainty that attend the rainfall in that part of the country, the advantage enjoyed by the farmer in the irrigated sections cannot be overestimated. His crops never fail from lack of moisture, and they always approach the maximum. His farm operations are never interrupted by unseasonable storms. His stock always has pasture. Furthermore, it has been scientifically demonstrated that by withholding the moisture at certain times and applying it at others, the very character of the plant growth can be affected. For example, the straw growth of the grain can be retarded and the development of the head can be stimulated. The percentage of sugar in the sugar-beet can be increased, etc.



View of Flume No, 11, Main Canal, The Medina Valley Irrigation Co.

## SOUTHWEST TEXAS FOR THE FARMER.



Beautiful and Modern Homes are Found Everywhere in Southwest Texas.

## PRESIDIO COUNTY—WHY AND WHEREFORE.

### Marfa.

ON THE surface, this and previous articles in this booklet looks like an attempted "boom" for Southwest Texas. It is not. It is merely an honest help, I hope, not for the Marfa section of Southwest Texas alone, but for all of it, and for men of moderate means who wish to find a place to produce for their families a necessary living and provide an estate for their children—as men have done for the past two hundred years in the North and East. It is the help by one who has not a dollar invested, but who hopes to have, and who believes that a man coming to Presidio and locating in the neighborhood of Marfa, the highest town on the Southern Pacific Railroad, will not make a mistake. That statement is predicated upon the fact that he must study the country and its characteristics and adapt himself to its peculiarities and its needs, and its greatest need is MEN—men who understand proper and common sense cultural methods. Farming has received very little attention in Presidio County—just enough to show that cotton, corn, millet, maize, Kaffir corn, sorghum, wheat and vegetables grow well by dry farming methods, and when the land is irrigated the production is generous.

The opportunities are here. The greatest need is men to embrace them. The elevation, an almost perfect climate, fertile lands in

## SOUTHWEST TEXAS FOR THE FARMER.



Apples Grow Successfully in Southwest Texas. Two Healthy Young Groves near Alpine.

great abundance, plenty of pure water, excellent schools in Marfa, fine church facilities and a refined and hospitable people.

This has always been, and still is, one of the heaviest cattle producing sections of the West, the shipments from Marfa averaging in dollars about three-quarters of a million annually.

Wherever fruit has been tried in this country it has been very successful. Apples, grapes, pears and all other fruits produce bountiful crops of excellent quality.

The mineral resources of Presidio County have barely been touched, although gold, silver and quicksilver in millions of dollars worth have been mined in this county.

Marfa is the county seat of Presidio County, situated on the Southern Pacific Railroad one hundred and ninety-five miles east of El Paso. Its location in a beautiful valley, surrounded by towering mountain peaks, some of them eight and ten thousand feet in height, presents scenic effects that are exceptionally impressive. Marfa is distinctly modern physically. Everything is of brick and stone construction in the business section and the town has the usual quota of bungalows and more pretentious homes. There are three weekly newspapers, electric lighting facilities, local and long distance telephone and telegraph service, and a very fine public school, whose facilities are ably supplemented by St. Mary's School. The enrollment of both exceed five hundred pupils.

The altitude of 4,692 feet makes it a very attractive place for tourists with malaria and kindred troubles. Numerous hot springs are found in this immediate vicinity. There are many excellent opportunities for investors to make some money in Marfa. A modern hotel is greatly desired and it would pay from the start. If those interested will write the Secretary of the Marfa Chamber of Commerce a prompt reply will be received.

## SOUTHWEST TEXAS FOR THE FARMER.



Alpine Seems to be in a Vast Center Whose Rim is Gray or Purple Mountains that Appear to Rise Directly out of the Plains.

### BREWSTER COUNTY'S PLACE ON THE MAP.

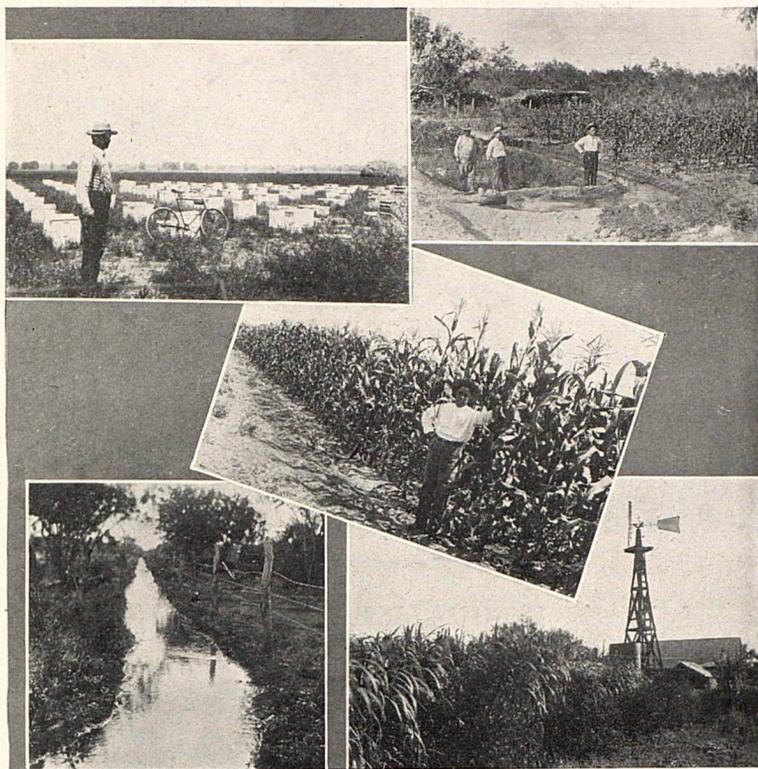
#### Alpine, "The Roof Garden of Texas."

**P**OSITION is often power and the place on the map a guarantee of greatness. Where a town may be is oftentimes of more importance than what it is. Size may be a matter of indifference if position is so strategic and the character of its people so progressive as to insure growth. Greatness cannot be the destiny of all, but Texas towns are young, and Southwest Texas towns especially can afford to wait, if well located. We believe Alpine's situation indicates exceptional promise, and we want you to see how broad the facts are.

Brewster County is in Southwest Texas, and climatically it is the best part of Texas. Again, it is in one of the best valleys in Southwest Texas. Climatically, the whole western part of Texas is rich, and for soil that will produce excellent returns, Brewster County meets expectations.

Brewster County is a land of orchards. Not markedly so as yet, but yet to be. The climate assures it. The planting now going on assures it. The experienced grower sees everywhere in the shelter of the hills, in the shelter of the small valleys, and in the bend of streams, ideal orchard sites, and they will be rapidly occupied. Apples of such quality and size are being produced here as are not found anywhere in the country. The apples from the orchards in this section have taken first prize at State fairs on various occasions. Irish potatoes, pumpkins, watermelons, peaches, plums, apricots, grapes and all truck crops grow generously here. Agriculturally, these fertile valleys of Brewster County are as virgin as was Southern California one hundred years ago. The large ranches are being rapidly settled up as stock farms, and high grade herds are now seen everywhere. There are fifty varieties of native grasses in this section of Southwest Texas. The climate of Brewster County is ideal. With an altitude from 1,000 to 8,000 feet above sea-level, the air is

## SOUTHWEST TEXAS FOR THE FARMER.

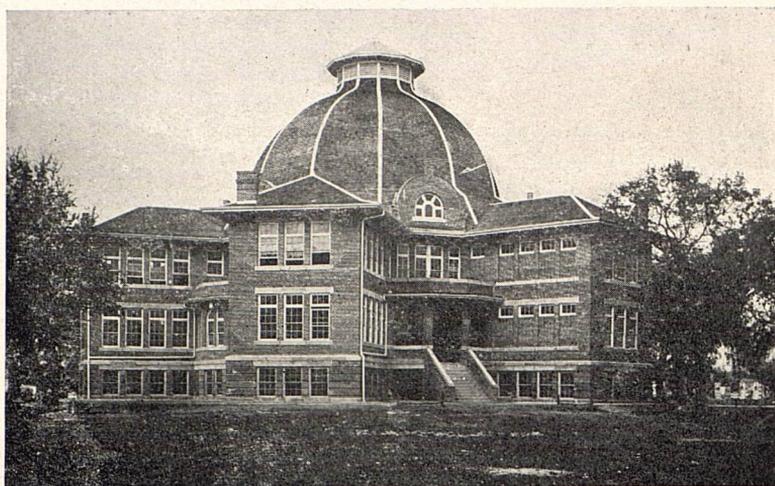


Some of the Results of Irrigation Farming in Uvalde County.

dry and subject to slight variation in temperature. There are no insects and absolutely no malaria. The average number of cloudy days in the week during the Winter months are only two. The annual rainfall is  $17\frac{1}{2}$  inches. The mountains of Brewster County are rich in minerals, nearly all kinds being found. Cinnabar or quicksilver is found in the Terlingua district, also gold, silver and a fine quality of coal. Fine prospects for oil and illuminating gas are found.

Situated just 400 miles from the city of San Antonio, on the Southern Pacific Railroad, is Alpine. A city of more delightful situation could not be found anywhere in the United States. It is in almost the center of a beautiful valley and entirely surrounded by high mountains. Its altitude is 4,485 feet above sea-level, which makes it a very healthy town. It is at Alpine that the Orient road will make its junction with the Southern Pacific; it is already in operation to a point within fifty miles of Alpine and the juncture will be shortly made.

The town has over two thousand population, with about 500 school children. The central school building cost about \$35,000 and is architecturally attractive. Alpine is well equipped with business establishments and the necessary public utilities, such as electric lights, water works, good laundry, hotel and two banks, but opportunities exist for the establishment of nearly every character of enterprise. For further information write the Secretary of the Alpine Commercial Club, Alpine, Texas.



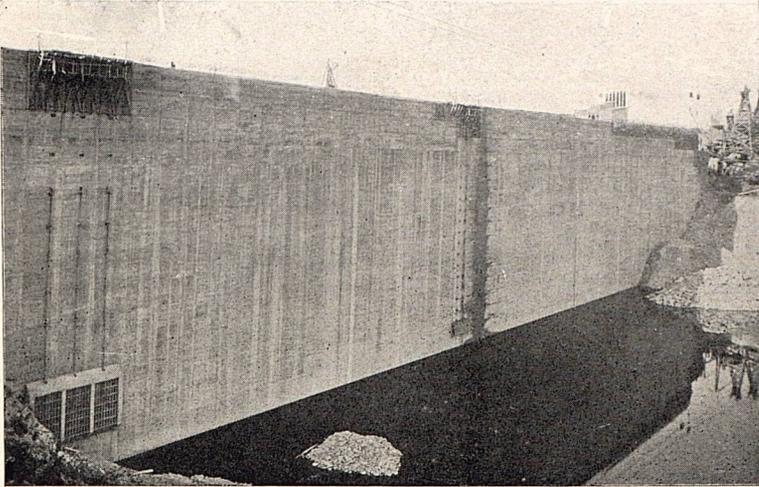
Uvalde, Texas, High School.

## A FARM IN UVALDE COUNTY MEANS PROSPERITY.

### The City of Uvalde.

**P**ROSPERITY must be based upon agriculture. This is a basic industry—the bottom industry of society. It is a productive industry that never exhausts the materials when intelligently prosecuted. It is a necessary industry. We cannot get on without food supplies. Every form of human activity rests back upon the farmer and the land he tills. The great need of Uvalde County is more farmers, and this makes the opportunity for the settler. He shares the prosperity which his own coming helps create. Farmers are consumers as well as producers, and the town is largely dependent for its steady growth upon its “back country.” Uvalde County is a country where men can find a fruitful soil and congenial climate, and where good, honest, intelligent farming will bring prosperity. Uvalde should appeal strongly to the man seeking a home. It is an ideal location. The three essentials that should influence him are here—soil, sunshine and moisture. These three mean prosperity, when intelligently and energetically utilized. It is an outdoor region. It is one of the comfort places of the earth. Comfort places are where the comforts are found in profusion—that is, good food, opportunity for warmth in the colder times of the year, freedom from excessive heat, the pleasures of good neighborly society, and therefore good-fellowship, and the diversions that we are indisposed to do without. This section is a veritable paradise for old people, babies and invalids in general; and mostly because the physical discomforts and strains incident to weather and climate are less than one-third what they are in the Northern and Eastern States. This is the plain truth, and it is not wonderful or mysterious. The altitude averages about 1,060 feet.

## SOUTHWEST TEXAS FOR THE FARMER.



Main Dam of the Medina Valley Irrigation Co.

The soil of Uvalde County is rich and fertile and as fine farms as may be seen are to be found in this county. Abundant crops of oats, corn, maize, hay and cotton were produced last year, and an enormous crop of fruits and vegetables. The Angora goat industry has assumed large proportions here and a high price has been paid for mohair this year. As to water supply, Uvalde County has a number of running springs. A good deal of irrigation is done from these streams. Water is obtained at a shallow depth. The town of Uvalde is supplied from a well one hundred feet in depth, from which the water rises fifty feet. Other wells are amply sufficient to furnish water for irrigation and more of such plants are being installed this year. The water is clear, soft and like rain water. Uvalde County offers many advantages over other counties in the way of diversification. Its location is 92 miles west of San Antonio on the Southern Pacific Railroad. The S. A. U. & Gulf connects with the Southern Pacific at Uvalde. The country is well timbered and many thousand acres of good cedar timber are to be found in the mountains.

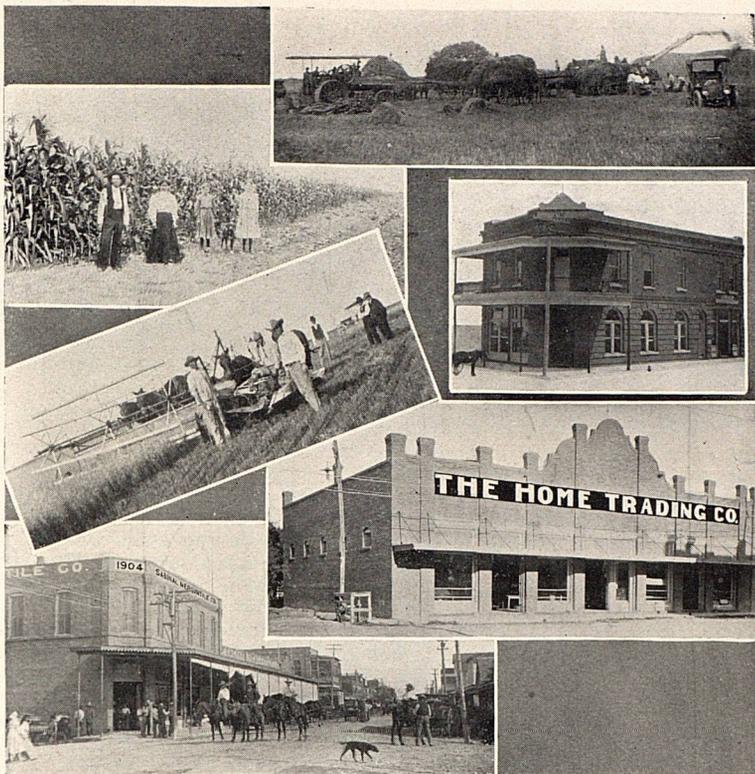
The City of Uvalde is the county seat. It has doubled in population within the past ten years. The United States Government Census shows that Uvalde has a population of 5,000, making it the largest town between San Antonio and El Paso. It has wide graded streets, with stately live oaks, well-kept lawns and handsome residences. It makes a pleasing appearance, and the magnificent school and church buildings would do credit to a city many times as large. The Uvalde High School building was constructed at a cost of \$45,000 and is said to be the best arranged and ventilated school in Texas. Uvalde has electric lights, street cars and other modern conveniences. A \$50,000 Federal Building is to be constructed on Fountain Plaza, the land having been purchased by the Government for that purpose. The following figures will give the reader an idea of Uvalde's commercial strength: Shipments from Uvalde last year, 1,400 cars of fat cattle, 1,000 cars of oats, 10,000 bales of cotton, 500,000 pounds of mohair, 50,000 pounds of pecans, and 250,000 pounds of honey. Address the Uvalde Business Men's Club, Uvalde, Texas, for further information.



SOUTHWEST TEXAS FOR THE FARMER.

All we need along the Sunset Route is to "Fertilize with Brains," and our average acre production of Corn will be 200 Bushels.  
Soil and Climate are just right for it.

## SOUTHWEST TEXAS FOR THE FARMER.



Sabinal is a Live Town with Highly Developed Farm Country Adjacent.

### THE NEED OF THE SABINAL SECTION OF UVALDE COUNTY.

**T**HE Sabinal section has just one need—MEN. To till her fruitful soil; to garner her generous crops; to vitalize all of her latent resources—for these tasks MEN are needed. To help build the city of Sabinal, that is now building; to mould the iron and wood and clay in her shops; to handle the business of her banks and business houses; to plan and execute her reclamation projects—for these things MEN are needed. Mr. Man, Sabinal is your golden opportunity. It rests with you. Mr. Farmer, the country in the vicinity of Sabinal will respond generously to intelligent efforts. The soil and climate is here. It is up to you. There is soil, climate, transportation, local markets—everything is here to make you prosperous and contented—if you will work with your brain as well as your hand. This Sabinal Valley has distinction in Texas for its land and climate, its location and generous resources. It is located only seventy miles west of San Antonio on the Southern Pacific Railroad; this beautiful valley, fifteen miles in length, offering to the homeseeker every possible inducement that any intelligent, honest, moral, home-loving American could possibly want. There is no country on the face of

## SOUTHWEST TEXAS FOR THE FARMER.



Sorghum Cane Cut on Lands of the Medina Valley Irrigation Co.

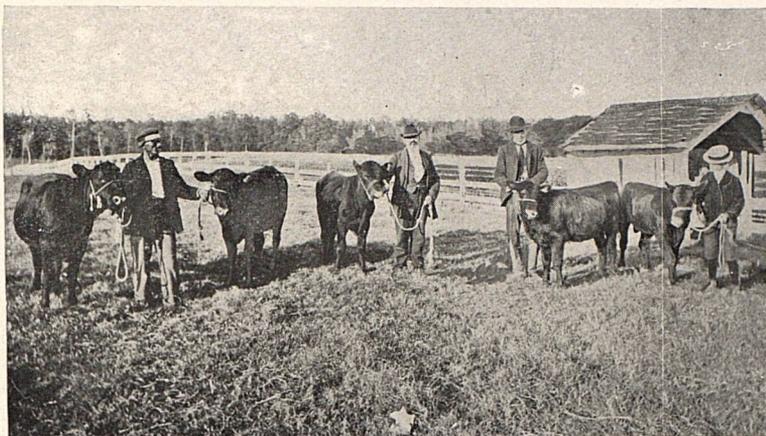
the earth more worth investigating than Uvalde County. Her great expanses of territory were occupied by the cattlemen in an early day and have remained largely undeveloped until quite recently. The process from ranches to farms is becoming quite rapid, and hence there is opened up here a virgin land just at the time when the farmer is being forced from the longer developed sections. Uvalde County's soil in the Sabinal section varies from a rich chocolate loam to a black limestone soil, not unlike that of the famous black belt of North Texas. It is marvelously fertile, easily cultivated and produces abundant crops. The climate is semi-tropical. The temperature goes low enough for freezing on rare occasions only, but severe winters are unknown.

Situated about midway in the valley is Sabinal. It has a population of 2,500, excellent mercantile institutions, two banks, a college, an ice plant, waterworks, and is an all-round location for a home. The moral tone of the place is good by reason of the fact that it is a dry town, no saloons, dives, or immoral resorts of any character being permitted in the place. Six churches are represented—Baptist, Methodist, Presbyterian, Catholic and two Christian. Newcomers are given a cordial welcome and any communications addressed to the Secretary of the Sabinal Business Men's Club will receive a prompt reply.

### **MEDINA COUNTY NEEDS YOU, MR. FARMER.** **The Hondo Section.**

**W**HILE Medina County will be under discussion in a general way in this article, and a specific mention of Hondo with relation to the growth and development of the county agriculturally, the real and vital reason for the great expectations those who have long resided here have for the immediate future will be stated. It is irrigation and its advantages. We call attention to it chiefly to say that the man who comes to settle on land under the Medina ditches should come with definite convictions and not as an experimenter. Irrigation is going to redeem Medina County and make it one of the banner producing sections of America. The social side of irrigation will shortly be seen in the county. There will be seen smaller farms and closer neighborhood, and this will bring good roads, schools, farm telephones, churches, libraries and a social situ-

## SOUTHWEST TEXAS FOR THE FARMER.

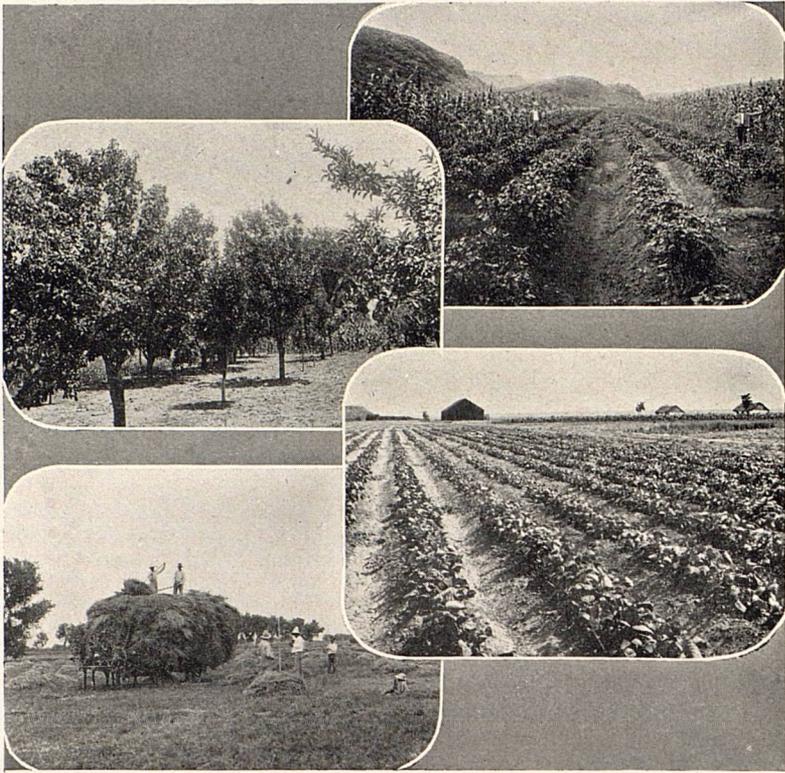


Some Red Poll Youngsters from along the Sunset Route.

ation impossible where big farms and ranches keep families apart. The farmer settling on the irrigated section of Medina County will have helpful weather as one of the certainties, and with moisture at his command, intelligence, and his business ceasing to be a lottery, he will be out of the realm of uncertainty and off the rack of anxiety. Medina is not a place for a poor farmer. It does not want him. It wants the man who is willing to use his brains in all his farming. He must be willing to learn; he must work hard and have some capital. This, of course, is but common sense. The amount of capital which a man must have to secure a farm upon the irrigated section of Medina cannot be well stated. It will vary with conditions, and will depend largely upon the man himself. But, as compared with the old days of hard knocks, of exhausting labor, of bitter experience in hewing out a farm from the thick woods in a region unknown and subject to the vagaries of a harsh and uncertain climate, this irrigation is but kindergarten work. There is no purpose to boost this project, but to give the facts regarding irrigation a fair setting. A farmer can easily engage in dry farming upon the black fertile lands of Medina County and make money if he applies the proper methods; it is merely a question of desire upon the part of the individual farmer. But it is a fact that the farmer upon the irrigated section will be the one to attain the greater prosperity.

It is impossible to estimate the benefit that will accrue to the towns in this county through the settlement of the lands by an intelligent and energetic class of farmers. Hondo, which is the largest town and county seat of Medina County, will naturally derive great benefits. It has now a population of about 2,000, and has been slowly developing into quite a substantial community. It is located on the Southern Pacific Railroad forty-nine miles west of San Antonio, and, commercially, is of great importance, as a most extensive business in cattle and cotton is done in this section of Medina County. All the necessary commercial institutions for convenience are found in Hondo. It has within the past two years shown considerable activity and quite a number of new residents have been attracted here. Communication with the Secretary of the Business Men's Organization will elicit a quick response.

## SOUTHWEST TEXAS FOR THE FARMER.



Southwest Texas is a Prolific Country, When These Lands are Irrigated Large Yields Result.

## MEDINA COUNTY AN IRRIGATED EMPIRE.

### Lacoste.

LACOSTE, a prosperous town of about 500 inhabitants, is situated 25 miles west of San Antonio, on the Galveston, Harrisburg & San Antonio Railroad, in Medina County. Lacoste is the only shipping point for the entire Medina Valley country, for 20 miles up the river. The Medina Valley is one of the oldest settled as well as one of the most fertile sections of the State, and for the past 50 years has been the granary of West Texas, even shipping corn and oats to the East. Corn, oats and feedstuffs were, up to recently, the principal farm products, and only in latter years has corn been raised on a large scale; still corn and oats constitute the largest money crop for this section, shipments of which amount to hundreds of cars annually.

The entire Medina Valley, covering more than 100,000 acres, is tributary to Lacoste, and is settled by thrifty German farmers, most of whom own their own farms and many of them thousands of

## SOUTHWEST TEXAS FOR THE FARMER.



Sugar Beets Grown on Irrigated Lands of the Medina Valley Irrigation Co.

acres in excess. There is probably no more prosperous farming community in the State than that of the Medina Valley.

The soil is what is usually termed as heavy black waxy, of which there is none richer on earth. The principal timber growth is mesquite, with large and most beautiful pecan bottoms all along the Medina River, running into the thousands of trees, many of them hundreds of years old, from which as much as 50 carloads of pecan nuts have been shipped in a single season.

As yet farming is done in a most superficial manner, no fertilizers ever being used; still, during favorable seasons, as much as 80 to 90 bushels of oats and 55 to 60 bushels of corn have frequently been raised to the acre, with feed stuffs in unlimited quantities. During the last few years there has been a deficiency in the rainfall (as all over the State), but the average for the past 30 years is around 30 inches, fairly well distributed throughout the year.

However, a new era is dawning upon this section, and prosperous as it has been in the past, the most vivid imagination cannot conceive the magnitude or far-reaching change that must come over this section in the immediate future, owing to the installation of the world's second largest irrigation project, at the very door of Lacoste, the Great Medina Dam. This has been constructed at a cost of between \$6,000,000 and \$8,000,000, by an English syndicate, and will store 300,000 cubic feet of water, sufficient to irrigate 60,000 acres of the richest valley lands to be found in the Empire State. This huge dam was completed during the latter part of the year 1912, and some 30 miles of canal, flumes and siphons are ready to receive the water. During the early part of 1913 hundreds of families will be brought in and distributed all along the canal to work the lands of the company, from which this section will receive an impetus undreamed of before. Not only hundreds, but thousands of families will find remunerative work tilling the soil in the most salubrious climate, in the midst of God's natural sanitarium, surrounded not only by the most favorable natural environments, but aided by the next largest and the most complete irrigation system in the world, which will make the thrifty tiller of the soil more or less independent from the caprices of the weather clerk, and, by more intensified and scientific farming, results will be obtained that now would appear incredible to the old guard.

## SOUTHWEST TEXAS FOR THE FARMER.



In a Southwest Texas Pecan Grove.

Lacoste is the only logical shipping point for the vast territory traversed by the canal, extending 20 miles or more to the north of Lacoste. What this will mean to the town we will leave to the fertile imagination of the reader to solve.

The erstwhile sleepy village is already catching the contagion of enterprise, and is waking up from the Rip Van Winkle sleep; buildings are springing up on every hand, and a Business Men's Club has been organized that will gladly extend the helping hand to every new enterprise, or give desired information about the resources of this section to all interested.

Lacoste now has one national bank, one newspaper, four general stores, one drug store, two cotton gins, two lumber yards, three saloons, a butcher shop, blacksmith and wheelwright shop, paint shop and decorator, automobile repair shop and garage, one hotel, two restaurants, a Catholic Church and a free school employing two teachers. Among the contemplated improvements that will materialize in the very near future are a \$10,000 school house, artesian well, waterworks, and ice factory and bottling works. There is now a splendid opening for a first-class tin shop, hardware and implement store, furniture store, bakery, millinery store, and, in fact, for every line of commercial enterprise required in a fast growing community.

City property and farm acreage are still comparatively cheap; of the latter about one-fifth is in actual cultivation and just awaits the thrifty farmer to bring forth a bountiful harvest.

There is at present no place in this vast Lone Star State that offers more or better and safer investments than the country in and about Lacoste, and the early investor will certainly reap rich returns. There is no healthier climate in the world, and the natural environments, coupled with the latest and most scientific measures to husband the water supply for use as needed, must of necessity make it the garden spot of Southwest Texas, and offers inducements that few other places on earth can equal.

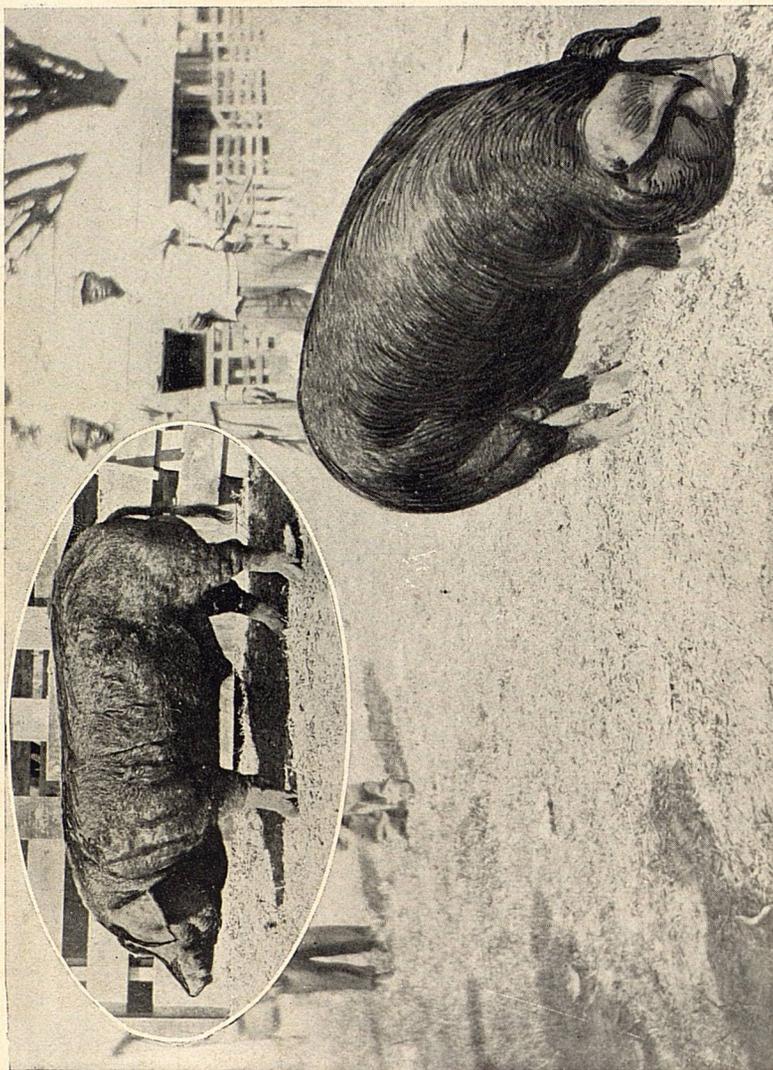
Lacoste lies in the center of this section, with the Medina River on one side and the canal on the other, and is the nearest shipping point for 20 miles of territory served by the canal, and invites you to come and see for yourself and then make your home in the healthiest, thriftiest and most law-abiding community in the State of Texas.



SOUTHWEST TEXAS FOR THE FARMER.

Onions are a Source of Profit to Farmers along the Sunset-Central Lines.

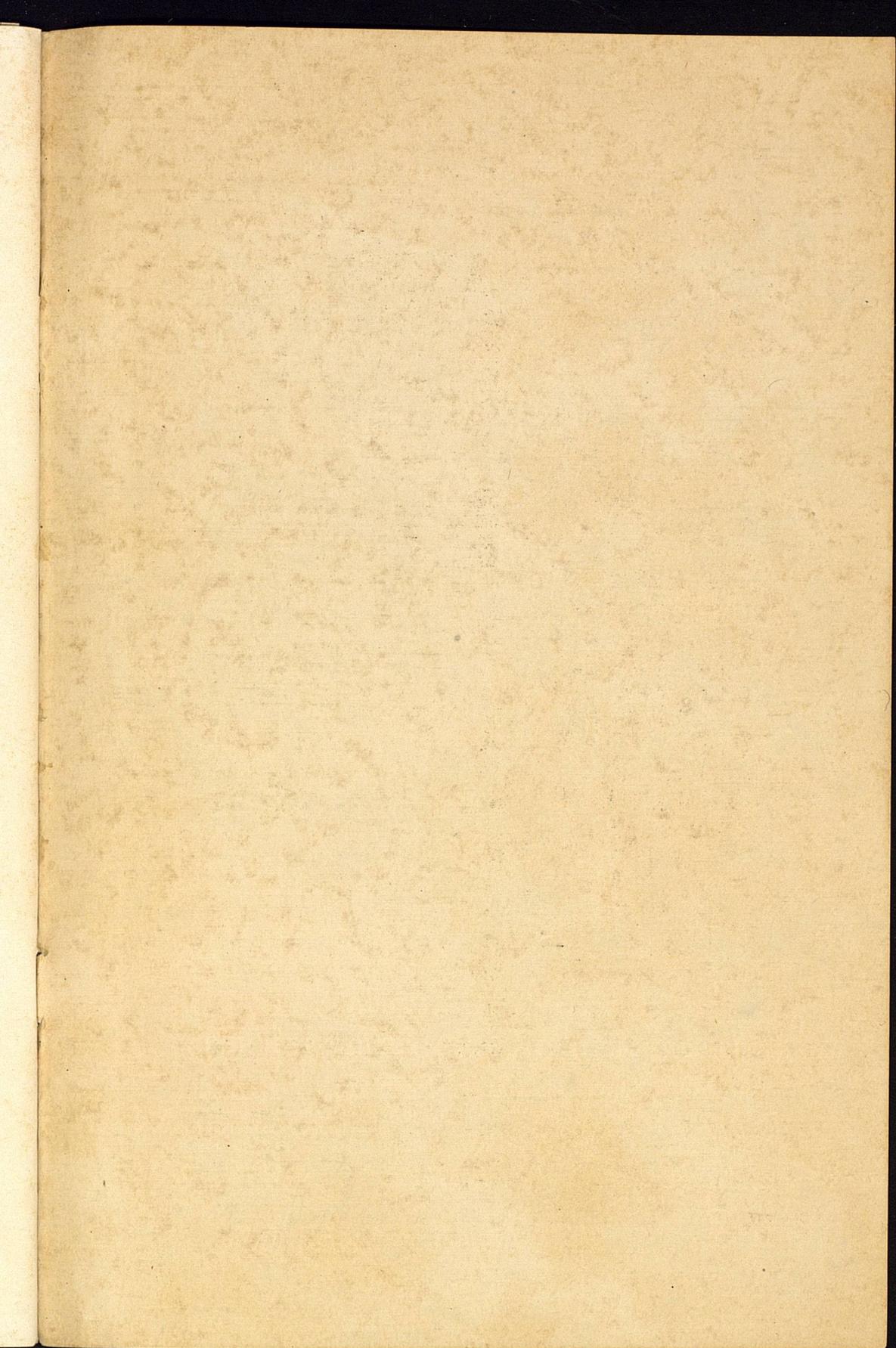
SOUTHWEST TEXAS FOR THE FARMER.



Southwest Texas a Profitable Hog Country.

**JUST ONE MOMENT. DON'T FORGET THE HEN.**

**Y**OU are interested in poultry raising—everybody is. Very few go at it right. Why don't you come to Southwest Texas and make a business of it? Take it up on common sense, practical lines. Eliminate all frills, follies and fancies and go at it right. Southwest Texas is an ideal place for poultry raising. El Paso, San Antonio and Houston, some of the best poultry markets in the country, are only a few miles away. Think this over.



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