"Land of Hearts Delight"

SOUTHERN PACIFIC LINES

FOREWORD

We are giving you this little booklet with the hope that it may interest you and create a desire in your heart for our "Land of Hearts Delight" for it is truly that, a land where happiness abounds.

It was named in the days of long ago, by the Indians on account of its wonderful climate, pure sweet water and abundance of wild game. Today the Indians are gone but it still has its sunny skies, soft south winds, fertile soils and pure sweet water and in the succeeding pages we will try to show you what it CAN mean to YOU in HEALTH, WEALTH and HAPPINESS.

"The Land of Hearts Delight"

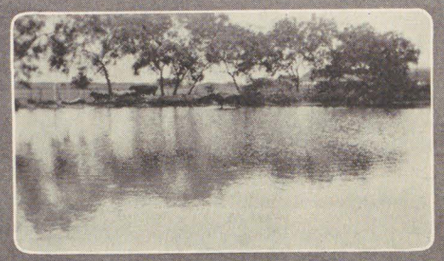
O. C. HAWORTH
Ass't Agricultural Agent, Southern Pacific Lines

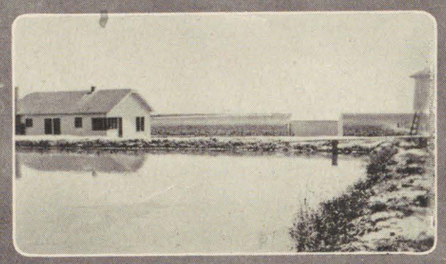
In this booklet we are dealing only with the artesian section of South Texas, along the line of the Southern Pacific in Jim Wells, Brooks and Hidalgo counties.

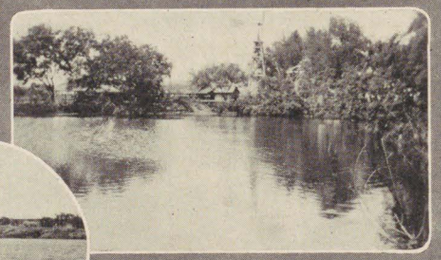
It is a level or slightly rolling country, covered with mesquite in the northern part, with a liveoak belt through the middle, and the southern part mostly prairie.

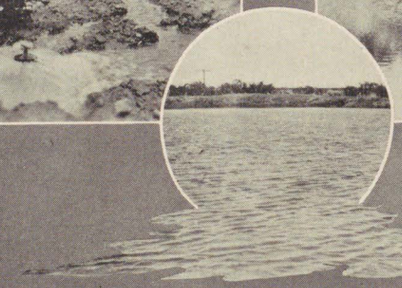
For generations these lands have been held in vast cattle ranches but with the coming of a railroad to Falfurrias a few years ago some of the ranches in Jim Wells and the northern part of Brooks counties were cut up into farms which today are highly developed. South from Falfurrias development has been retarded for lack of transportation facilities, but with the recent extension of the Southern Pacific Lines through this section to the Rio Grande, more of these ranches are being cut up into farms, which, by reason of soil, water and climatic conditions, we believe, offer exceptional opportunities for diversification and intensive development.

Artesian Water Supply









Showing well, storage tank and irrigation scenes. The abundant supply of artesian water is a great assurance of crop success.

"Land of Hearts Delight"

CLIMATE

OUR FIRST consideration in life should be HEALTH, for health is the measure of our capacity for enjoyment. Three of the ingredients in the recipe for good health are, pure air, pure water and an abundance of sunshine. All of these we have in abundance. Climate also directly affects production, cost of production and "The High Cost of Living." Our mild winters permit all year pastures and all year gardens. Expensive housing and large fuel bills are unnecessary. Government weather record over a period of fourteen years show an average temperature of 59.8 degrees for the months of December, January and February and an average temperature of 84.9 degrees for the months of June, July and August.

SOILS

THE SOILS in this section are generally of a sandy loam character, ranging from a heavy, dark sandy loam in the northern part through the various loams to nueces fine sand in some parts of the liveoak section. The entire section is underlaid with a limey clay sub-soil from eighteen to forty-eight inches deep. These soils have exceptional moisture holding powers and are ideal for the production of fruit and vegetables.

RAINFALL AND WATER SUPPLY

GOVERNMENT RECORDS show an average rainfall of twenty-three inches, which is sufficient under ordinary conditions, with proper cultivation, for all staple crops, most fruit crops and some truck crops, however, should additional water be needed or desired, there is an abundant supply available in the artesian stratas that underlie this section. These stratas are from forty to sixty feet in thickness. Wells range from 220 feet to 900 feet in depth and an abundant supply has been reported at the 1,600 foot level. Some of the wells flow but not as a rule in sufficient quantities for irrigation. In the wells that do not flow the water rises to within a few feet of the top, making pumping easy.

The soil is well adapted to irrigation and after an irrigation system is once installed, the cost of operation is small, also due to the ability of these soils to retain moisture, a minimum amount of water is required.

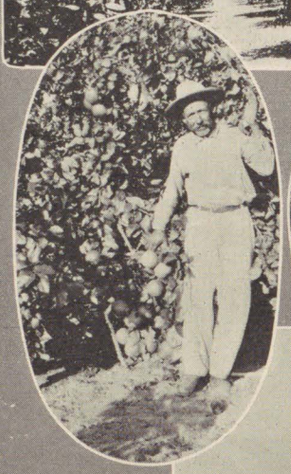
Every farm should be equipped with a well, windmill, or some artificial power, a small storage tank for house use and a larger storage tank for livestock use and irrigation. This equipment will cost $1,000 up, depending on the size and depth of well, the size and kind of tank. The following data on the cost of equipment and operation is based on a four inch well which is large enough for ordinary use. The figures given are approximate.

Cost of —	Drilling		$ 1.00 per foot
	Casing		.55 per foot
	Windmill	$ 75.00 to	150.00
	Storage tank (dirt)	100.00 to	200.00
	Operation of windmill	10.00 to	15.00 per year
	Irrigating, each irrigation	.75 to	1.00 per acre

Amount irrigable, using open dirt ditches.....20 acres to 40 acres
Using artificial power, coppered steel troughs or concrete conduits.....50 acres to 75 acres

Citrus Fruits

Early production, heavy production and the exceptional quality of the fruit produced, makes the growing of grapefruit and oranges one of the most profitable of all industries. The large grapefruit tree shown has produced 37 boxes of fruit in one season.



"Land of Hearts Delight"

CITRUS FRUITS

CONDITIONS in this section are ideal for the production of all kinds and varieties of citrus fruits, with the following characteristics being especially noticeable. QUALITY OF FRUIT, — EARLY PRODUCTION — HEAVY PRODUCTION.

The quality of both the grapefruit and oranges is unexcelled. The fruit is thin skinned, very juicy, has a high sugar content and a rich full flavor. Some authorities say that it is equal if not superior to that produced on the Isle of Pines which is considered the standard. At the present time production is not sufficient for widespread distribution but with the excellent shipping quality of the fruit, increased production, with proper handling and proper introduction, should create a demand that will insure the growers top prices.

Trees will often fruit when eighteen months old and an average of a box to the tree has been reported for a three and one-half year old grove. Groves are bearing commercially at five years old.

The combination of fertile loamy soils, limey clay sub-soils, good water and excellent climatic conditions, promote the growth of very large and vigorous trees, which produce very heavy crops. With proper care, five year old trees should produce from three to five boxes per tree, and ten to fifteen year old trees from ten to fifteen boxes per tree. Individual trees often show much higher yields, one grapefruit tree near Falfurrias produced thirty-seven boxes in one season.

Orchard Hints

Care should be exercised in starting your grove for with proper care it will be long lived, trees have been known to bear for a century.

On account of their vigorous growth, not more than sixty-eight or seventy trees should be planted on an acre.

Three-quarter inch trees budded on sour orange stock give best results.

Trees should be pruned back to an eighteen inch stub when planting to promote a vigorous root stock, it is also advisable to keep the tree close to the ground.

Grapefruit can be left on the trees until about the first of May, after that the seed begin sprouting.

Oranges will stay on the tree all year but it is not advisable to allow them to do so.

Groves should be cultivated all year, possibly an average of once every three weeks. Some growers prefer a winter cover crop to be plowed under in the spring.

The amount of irrigation depends on conditions. Some groves have never been watered, although it is possible that there have been times when they should have been. At least it is advisable to have water available as an insurance.

VARIETIES OF FRUIT

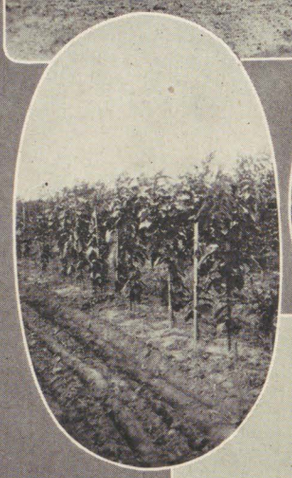
Grapefruit

Marsh Seedless, tree is thrifty, comes into bearing early and is a heavy producer. Fruit is fine grained, of excellent flavor and ships well. It is edible in October but does not reach full maturity until December.

Duncan, tree is a vigorous grower, the fruit is larger than Marsh Seedless, with coarser flesh but the flavor is excellent and the fruit very juicy. Ripens in November.

Citrus Fruits

Take care of your citrus grove and it will produce for YOU, for YOUR CHILDREN and for YOUR CHILDREN'S CHILDREN.



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Oranges

Pineapple, tree is a vigorous grower and prolific producer. Fruit is of medium size, smooth, thin skinned, good color and pleasing flavor. Begins ripening in October.

Parson Brown, vigorous tree, comes into bearing early and is a heavy producer. Fruit has a very fine flavor, and ships well. Ripens in October but does not color well, the skin having a greenish tinge even after fruit has reached maturity.

Washington Navel, a popular orange of large size and early maturity. Tree comes into bearing early and the fruit is very sweet.

Valencia, vigorous tree, comes into bearing early and is a heavy producer. Fruit has a very fine flavor and ships well. Begins ripening in January but can stay on the tree until summer.

Tangerines, Satsumas and King Mandarins, are the flat Japanese type and are commonly known as "Kid Glove" oranges, on account of the ease with which thy can be peeled. The Dancy tangerine is recommended for commercial purposes, and some of the growers are planning extensive plantings. The fruit is early and of excellent flavor.

Kumquats, are a small fruit belonging to the orange family. The trees are prolific producers, having from three to four crops a year. The fruit is used for preserving and candying.

Lemons

Lemons do well and have an excellent flavor but the trees are not so hardy as the grapefruit and orange trees and the fruit requires curing before shipping. Eureka, Kenedy and Lisbon are the principal varieties.

Limes

Limes do well but are not being grown commercially, Rangpur, Tahita and Mexican are the principal varieties.

COST OF GROVES AND RETURNS PER ACRE

A FIVE YEAR OLD grove will cost approximately $1,000 per acre, and instances are known where the fifth year crop has brought the grower returns of $1,000 per acre, although the average is probably less. With proper care a ten to fifteen year old grove should average from $1,000 to $1,500 per acre. One grove of that age without irrigation and with but very little attention has averaged $750 per acre, while other groves which were well cared for have brought returns of $2,500 per acre.

OTHER FRUITS

Grapes

Although there are no commercial vineyards in this section, grapes are being grown for home use and some large commercial plantings have been made recently. Wild grapes are growing in profusion in the liveoak section. It is found that production is heavy, the fruit is of very fine quality and of exceptionally early maturity, coming on the market from three to five weeks earlier than from other producing sections, thus insuring the growers extensive and excellent markets. Recently a survey was made of this section by a prominent grape grower from Ohio. This man was asked to make the survey because of his experience in California as well as in Ohio. He says that the soil, sub-soil and climatic conditions are ideal for grape culture and that commercial vineyards should produce from three to four tons to the acre.

Dates

Dates are not being grown commercially but the large number of individual trees bearing to capacity, justify the belief that the outlook for this highly profitable industry is very bright.

Peaches

Peaches are being grown successfully without irrigation. Production is heavy, the fruit is of excellent quality and very early maturity. The Japanese varieties are best adapted to this section.

Strawberries

Strawberries do well. Plants can be set out from November 1st to 15th with ripe berries possible from New Years Day to the first of May.

Dewberries

Most varieties do well. Berries begin ripening about the first of April and the season lasts for about six weeks. Production is very heavy, the berries large, well developed and of fine flavor.

Plums

Trees do well either with or without irrigation. The fruit is of excellent quality and matures very early, allowing it to be marketed before the fruit from other sections reaches maturity.

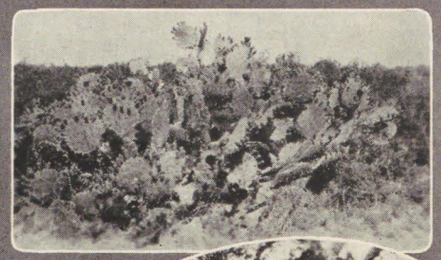
Figs, Apricots, Japanese Persimmons, Ju Jubes, Pomegranates, and many other sub-tropical fruits thrive here but are not being grown commercially.

TRUCK CROPS

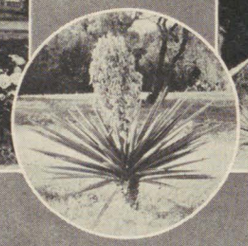
ALL VARIETIES of truck crops do well and the long growing season and warm artesian water enables the growers to cater to the market demands. The information and data given in the table in center of this booklet was supplied by growers from this section. The amounts given are conservative averages, covering a period of years and including low returns as well as high returns. Some of the growers are getting much higher returns than are shown in this table and we believe that it would be possible to increase the average given, very materially.

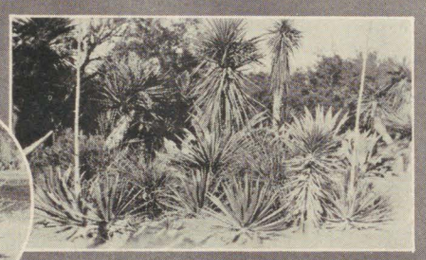
Cauliflower, lettuce, eggplant, mustard, peppers, radishes, and potatoes do well but at present are being grown for home use only, so very little definite data is available. Celery is being tried for the first time this year and the growers are elated over the prospects for this highly profitable crop as it will come on the market very early, thus insuring fancy prices.

Raw Land and Native Vegetation

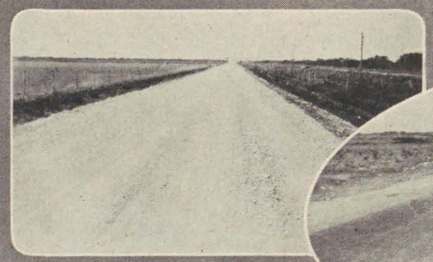


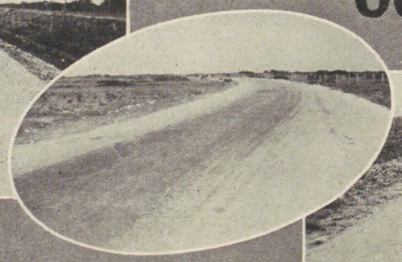
An inspection of cattle, living wholly on the native pasture grasses, will convince you of the fertility of the soils. Below are scenes on the Old Spanish Trail, which bisects this section.

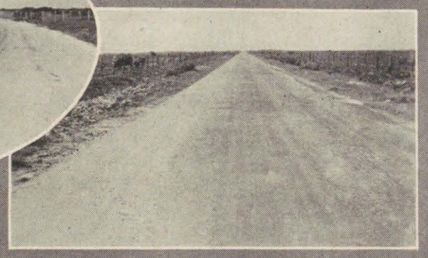




Good Roads

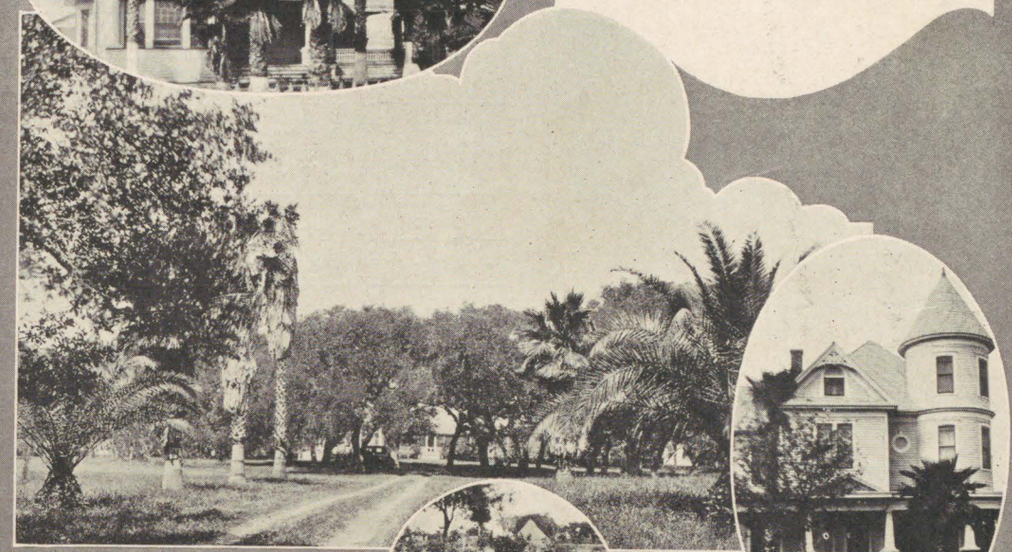


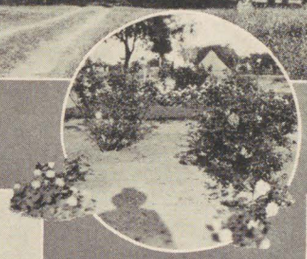


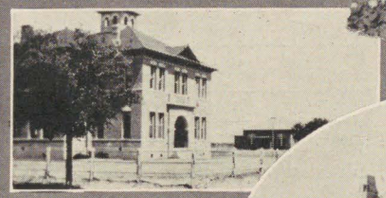


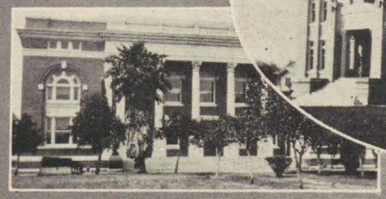
Social Life

The people of this section are just friendly, neighborly home folks, without prejudice against any nationality or religious sect. You are assured of a welcome.

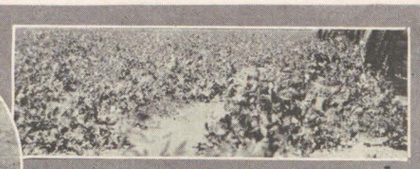








TRUCK CROPS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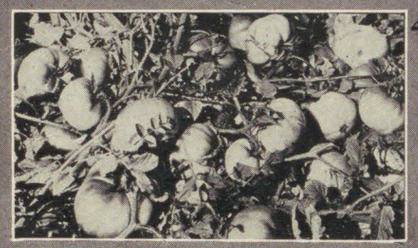
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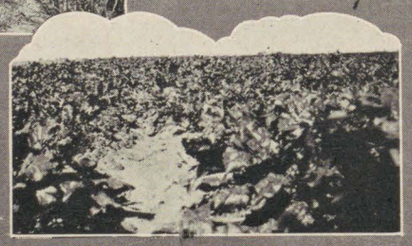
KIND OF CROP		Time of Planting	Time of Maturity	Average Production Per Acre	Average Returns Per Acre	Total Cost of Irrigating	All other Costs Including Harvesting containers	REMARKS
TOMATOES	Spring	January	April	400,4 bas. crates	$400.00	$5.00	$138.50	Plant seed in open.
	Fall	August	November					Plant seed in open. Production is lighter but price is better.
SNAP BEANS	Spring	Jan. 15th.	Apr. 15th.	165 bu.	$330.00	$5.00	$ 81.00	Round Wax and Round Green are recommended.
	Fall	Aug. 15th.	Nov. 1st.	165 bu.	$330.00	$5.00	$ 81.00	Round Wax and Round Green are recommended.
DRY BEANS	Spring	Jan. 15th. Mar. 15th.	Apr. 1st. June 1st.	30 bu.	$108.00	$4.00	$ 10.00	Pinto and California Pink are recommended.
	Fall	Aug. 15th. Sept. 15th.	Nov. 15th. Dec. 15th.	30 bu.	$108.00	$4.00	$ 10.00	Pinto and California Pink are recommended.
ONIONS	Plant seed	Sept. 15th.						Crystal Wax Bermudas and Yellow Bermudas are recommended.
	Transplant	Oct. 15th. Dec. 1st.	Mar. 20th. May 1st.	250 bu.	$375.00	$6.00	$123.75	Keeping, shipping and eating qualities are unexcelled.
CUCUMBERS		Jan. 15th.	Apr. 15th.	150 bu	$225.00	$5.00	$ 54.50	Are not now being grown as a Fall crop but conditions are favorable and prices are usually better.
SPINACH		Oct. 1st. Dec. 1st.	Nov. 15th. Jan. 15th.	275 bu.	$178.75	$5.00	$ 77.50	The later planting is advisable.
SQUASH		Jan. 15th.	Apr. 15th.	150 bu.	$135.00	$5.00	$ 55.00	Pattipan and Crooknecks are recommended.
ENGLISH PEAS		Sept. 1st. Dec. 1st.	Nov. 1st. Feb. 1st.	50 bu.	$137.50	$4.00	$ 33.50	Have long season and heavy production. The smooth varieties have best demand, though wrinkled varieties produce more.
CABBAGE	Seed Tran plant	Sept. 1st. Oct. 1st.	Nov. 1st. Feb. 1st.	Is not grown commercially at present.				Good production and excellent quality.
OKRA		Jan. 15th.	Apr. 1st.	Now grown for home use only.				Cheap and easy to produce, fruits from April to December, free from insects and diseases, price ranges from $1.00 to $6.00 per bushel.
BEETS CARROTS TURNIPS		Feb. 15th. to June 1st.	80 days to 100 days		$150.00	$5.00	45.00	These are bunch crops. Great market variation.
SWEET POTATOES	Without Irrigation	Transplant Mar. 15th.	120 days	100 bu.	$ 90.00			Returns quoted are for field run potatoes.
	With Irrigation	Transplant Mar. 15th.	120 days	300 bu.	$270.00	$3.00		Returns quoted are for field run potatoes.
WATER-MELONS	Without Irrigation	Jan. 1st. Feb. 15th.	May 5th. June 25th.		$100.00		$ 17.50	The Tom Watsons are being grown almost exclusively.
	With Irrigation	Jan. 1st. Feb. 15th.	May 1st. June 15th.		$270.00	$4.00	$ 22.50	Are the first melons on the market.
CANTALOUPES		Plant about the same as watermelons, commercial plantings are just beginning. Pink meated melons have best demand.						

1—English peas, Mar. 21st, 1927. 2—Asparagus, Mar. 21st, 1927. 3—Beans. 4—Tomatoes. 5—Corn for roasting ears. 6—Bermuda onions. 7—Beets. 8—Irish potatoes, Mar. 22nd, 1927. 9—Cabbage. 10—Late onions with second crop beans between. 11—Lettuce. 12—Squash, Apr. 1st, 1927. 13—Irish potatoes, Mar. 21st, 1927. 14—Carrots. 15—Tomatoes, April 1st, 1927. 16—Strawberry patch.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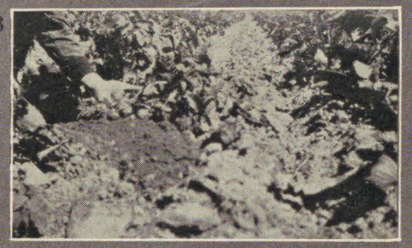
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SOUTHERN PACIFIC LINES

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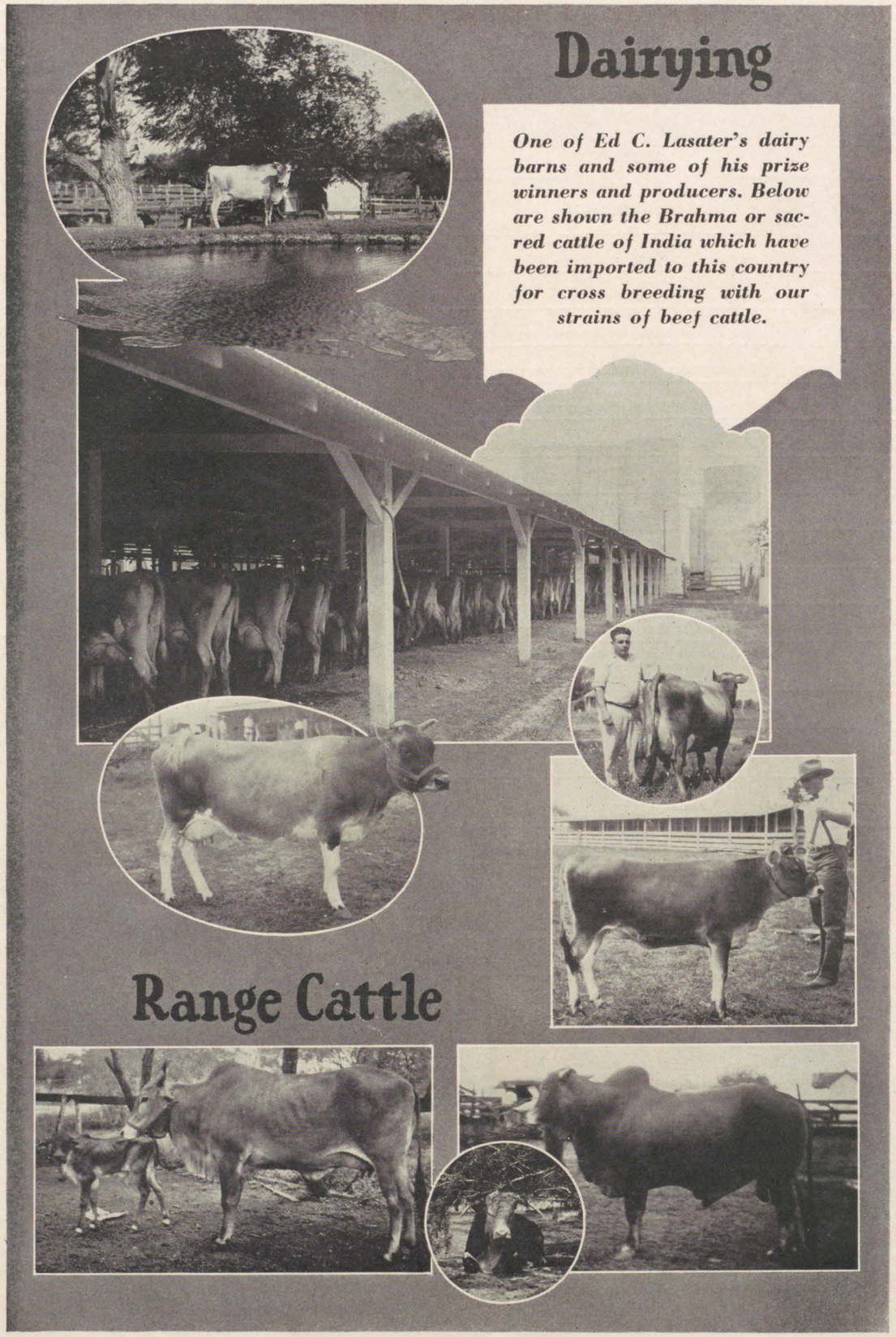


"Land of Hearts Delight"

DAIRYING

WITHOUT QUESTION this is one of the finest of all dairy sections. Soil, water and climatic conditions combine to produce health, which is essential to both production and quality. All year pastures, heavy production of a variety of feed crops and inexpensive housing, reduce production costs to a minimum. A typical dairy barn in this section has a roof and the north end enclosed, the sides and south end are open allowing the maximum of sunlight and air. The cost of a barn of this type should not exceed $300.00.

Falfurrias is the home of the famous Lasater dairies, and Falfurrias butter. The Lasater herd consists of 2,250 jerseys, of which 1,850 are registered and the rest high grades. The grades are practically all pure bred but are not eligible for registration. His test herd of thirty-five cows holds the world's thirty day record for group butter production and this record was made during the month of July, which is one of the hottest months. This same test herd also made a years production record of 723 pounds of butter per cow, which is a record for all breeds. The world's record for economical production of butter is also held by a member of this herd.

Falfurrias butter is the standard for butter. It commands a premium over all other butters and the demand has always exceeded the supply. Last year the farmers of that section were paid an average of fifty-three cents per pound sweet cream butter fat. The 150 farmers supplying cream to the creamery received last year approximately $503,000 or an average of over $3,300 per man. Gross returns per cow range from $85.00 to $150.00.

CATTLE AND HOGS

THIS has always been known as a cattle country—a great range country with the cattle feeding on the native pastures, but with development came the realization that there must be more cattle on fewer acres for commercial beef production. This led to the development of feed crops and with the development of feed crops, came the dairy industry and as a natural result of both these developments the raising of hogs was tried. Today, because of the reasons given below, this is recognized as an ideal cattle and hog country.

Health conditions are unexcelled.

All year pastures.

An abundant production of a variety of feed crops.

Pure water.

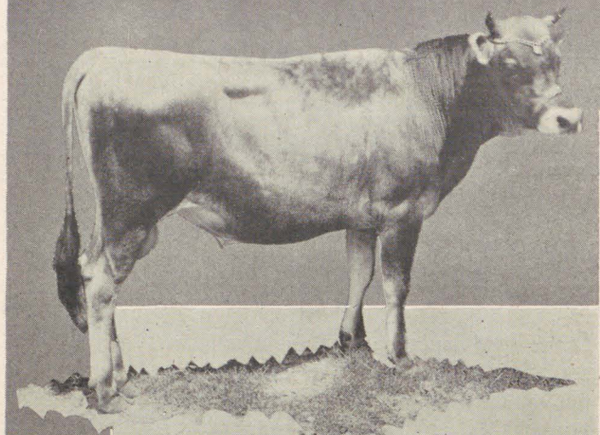
An abundance of skimmed milk.

Very little, if any, housing necessary.

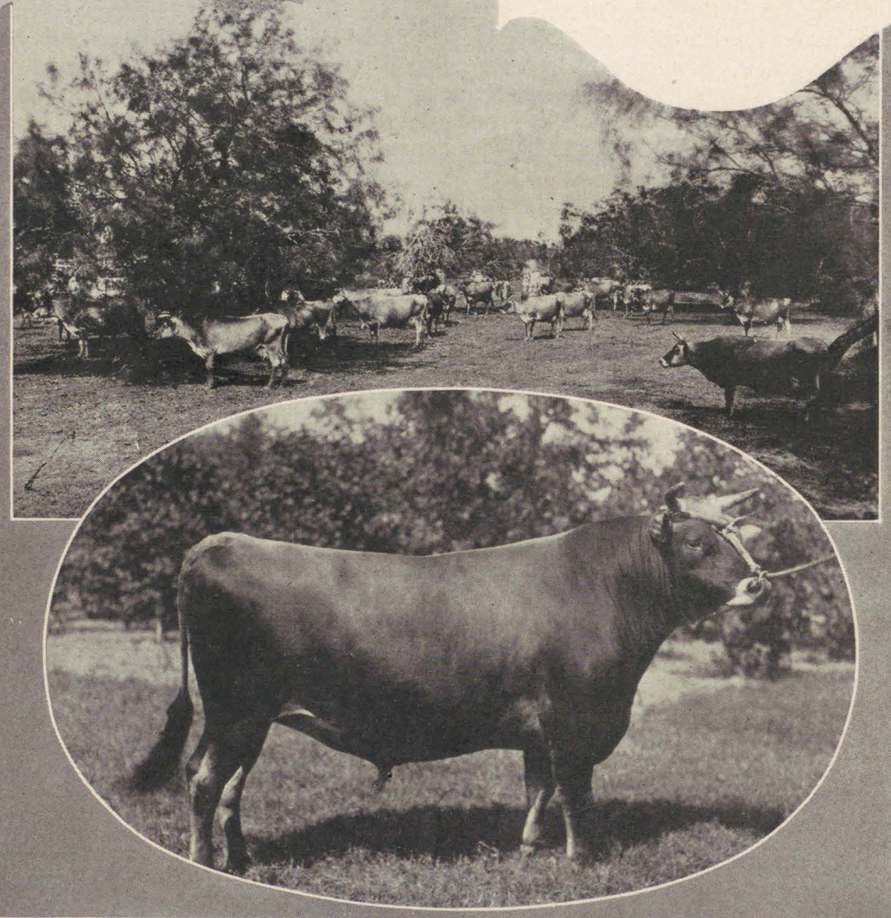
Only a small percent of the feed consumed by the animal is needed to keep it warm.

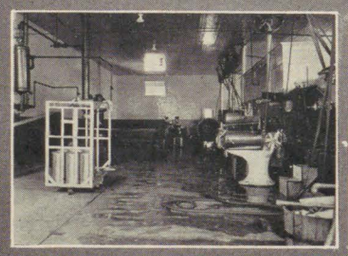
The above named conditions make it possible to increase production to the highest point and to decrease the COST of production to the very lowest possible point. Is it necessary to say more when one of the biggest problems confronting the farmers of the country today is greater production on fewer acres and the decreasing of production costs.

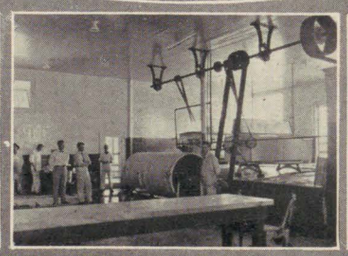
Dairying

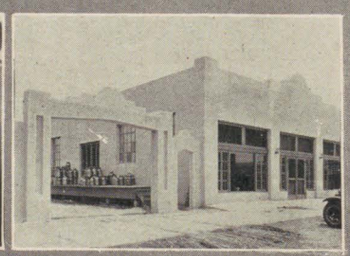


Showing a ranch pasture scene, Lasater's Grand Champion bull and at the bottom of the page the Falfurrias creamery; home of the famous Falfurrias Butter.

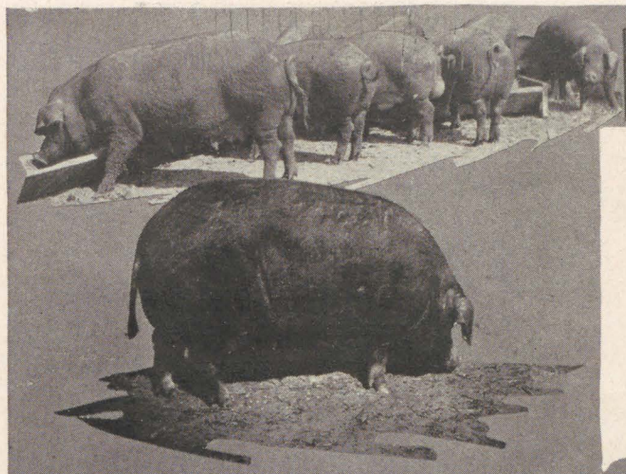




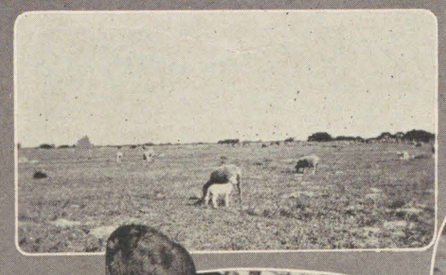


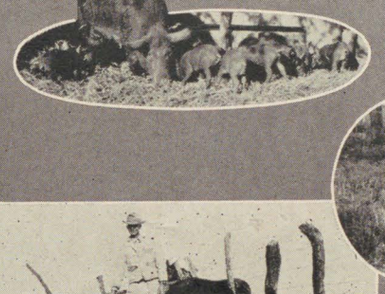


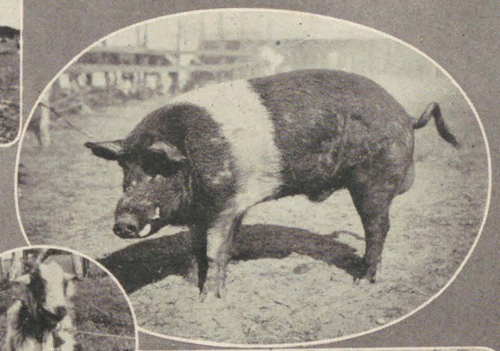
Hogs, other Live Stock and Bees

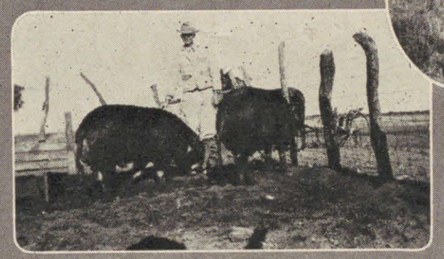


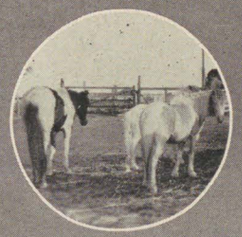
Hog raising as a side line for dairying is proving very profitable. The bottom picture shows beehives in a citrus grove. Citrus blossoms furnish a fine quality honey.

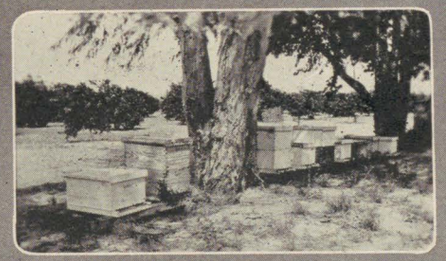






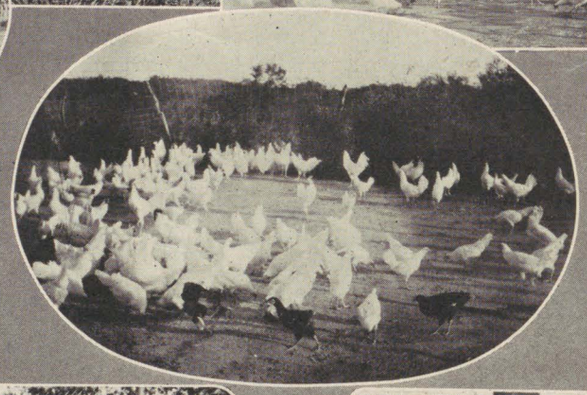


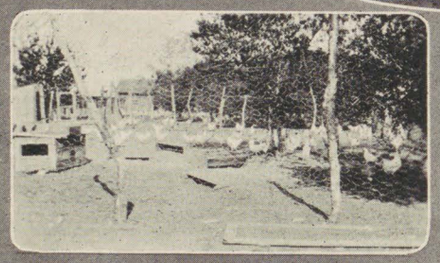




Poultry Raising

Green feeds the year round and the absence of cold weather make for productive, healthy poultry flocks.





"Land of Hearts Delight"

CHICKENS AND TURKEYS

This section is rapidly coming to the front in the production of poultry. Favorable climatic conditions, well drained soils and good water promote exceptionally good health conditions in the flocks. Plenty of skimmed milk, all year green pastures and heavy production of small grains, aid very materially in increasing production and in decreasing the cost of production. Considerable attention is being paid to bettering the quality of the flocks and many blue ribbons have been won at important poultry shows over the country. Markets have been good and it is reported that arrangements are now being made whereby the grower will receive still better prices for his products.

One of the primary advantages of poultry in this section is the fact that the heavy egg production is in the winter when eggs bring the highest market price. Baby chicks can be hatched during winter months and two and three months old pullets or fryers can be delivered at the time when other sections can only furnish baby chicks.

BEES

The great profusion and variety of honey producing flowers, flowering shrubs and trees, blooming for the greater part of the year, makes bee keeping one of the most profitable of all industries.

GENERAL FIELD CROPS

Cotton

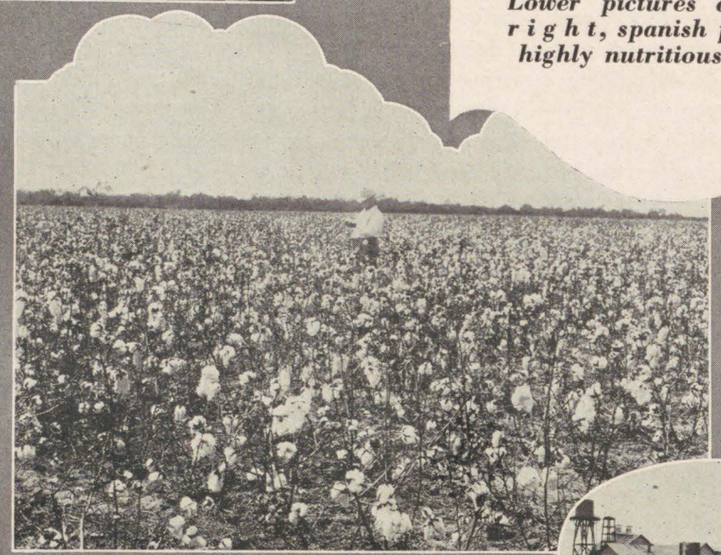
Cotton is considered a sure crop as there has never been a complete crop failure. It can be planted about the middle of February and will mature about the first of June. Average yield under normal conditions is from one-third to one-half bale per acre.

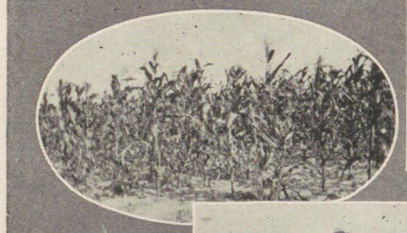
Corn

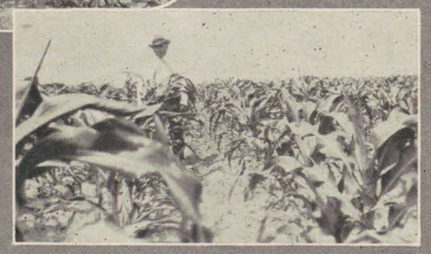
Corn can be planted about the middle of January and will mature in from 90 to 120 days. Average yield without irrigation about thirty bushels per acre, with irrigation from fifty to sixty bushels per acre. Price will average about $1.50 per bushel.

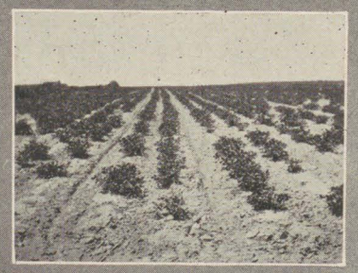
Field Crops

Upper left, green cotton growing in the field. Upper center, open cotton in the field. Lower center, lint cotton ginned and baled. Central inset, a cotton gin. Lower pictures corn, and r i g h t, spanish peanuts, a highly nutritious legume.









"Land of Hearts Delight"

Roasting Ears

Corn can be planted for roasting ears at any time between January and the first of August with the roasting ear season beginnig about the middle of April and lasting until about the middle of December. Prices range from twenty cents to forty cents per dozen.

Kaffir Corn, Milo Maize, Feterita, Darso, Hegara

Kaffir corn, milo maize and feterita will average two good crops a year, while darso and hegara will give from three to four cuttings a year from one planting. All will yield from sixty to one hundred bushels of threshed grain per acre. The first crop is usually cut with a row binder and threshed for seed or fed in bundles, later crops are either bundled for feed or put in silos, yielding from six to eight tons of green feed per cutting. All of these crops are grown like corn.

Red Top Cane

Cane is grown for both hay and ensilage. As a hay crop it will yield from two to four cuttings of from two to three tons of hay per acre per cutting. As an ensilage it will yield from ten to fifteen tons per acre of green feed. It is the favorite ensilage crop for this section, dairymen finding it to be exceptionally fine for dairy cows.

Sudan Grass

Sudan is considered one of the finest of all pastures for dairy cows, furnishing pasture for them from May until December. It also makes an excellent hay, yielding from three to four cuttings per year with a total production of from three to four tons of hay per acre.

Oats

Oats are grown for winter pasture only.

Cow Peas

Cow peas make a prolific and rapid growth. They can be planted from February 15th to October 1st, and will mature in from sixty to seventy days, yielding from fifteen to thirty bushels of seed per acre and a ton of hay per cutting. Red Chinese, Gray Goose and Brabham are recommended.

Peanuts

The little Spanish variety is being grown exclusively and for home use only. They can be planted from the twentieth of February to the middle of May, with four months required to reach maturity. The yield without irrigation will average about thirty bushels per acre, and with irrigation a production of eighty bushels can be had. Peanut hay is equal to alfalfa.

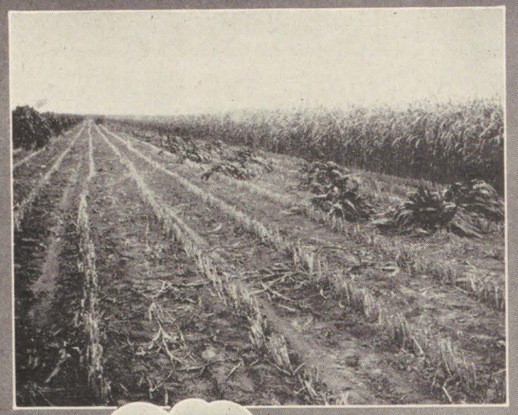
Rhodes Grass

Rhodes grass is one of the most nutritious and productive of all pasture grasses, having a pasture ratio of about seven to one for the native grasses. It affords a permanent pasture, which is exceedingly drought resistant but with very little resistance to cold, a temperature of fifteen degrees above zero killing it. Seed germination is low making it hard to get a stand. The hay is equal to timothy hay.

Clovers

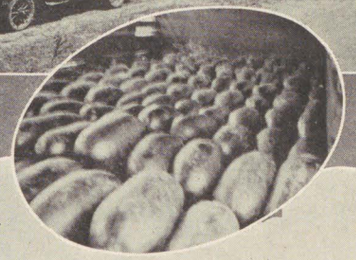
Winter clovers do well, especially under irrigation, but very little attention has been paid to them. The southern burr is possibly best adapted to this section.

Forage Crops



One of the greatest assets of the Land of Hearts Delight is its heavy production of feed crops. Saccharine and non-saccharine grain sorghums produce grain, hay, and ensilage crops. Cow peas and soy beans are fine for hay, grazing or green manure crops.

Water Melon Time



Watermelons are a reliable cash crop. They are placed on the market the latter part of May and the early part of June each year and bring the growers attractive prices. Lower right picture shows the famous Jim Wells county "Bath Tub Party."

"Land of Hearts Delight"

CHURCHES AND SCHOOLS

Churches of all denominations are found.

Schools are good and new facilities are being added as rapidly as needed to meet the demands of increased development.

ROADS

This whole section is bisected by the "Old Spanish Trail." It is hard surfaced in the southern part and ready for topping in the northern part. In the middle there is still an unpaved section but funds are now available so this deficiency will soon be corrected. Country roads are passable at all times and are usually good.

RECREATIONS

This is truly a hunters' paradise. During the winter months, wild ducks and geese come from the north by thousands and doves, quail, brant, snipe, plover, yellow legs and deer are plentiful. Wild turkeys are also plentiful but the season is closed until November 16th, 1930.

The Gulf of Mexico parallels this section at a distance of from thirty to forty miles, furnishing the finest of all year round fishing and bathing.

MARKETS

Many of the marketing difficulties that are encountered by farmers in other sections of the country are eliminated here. This is due to the fact that climatic conditions and warm artesian water enable the growers to put many of their products on the market at a time of the year when there is very little competition. The high quality of the products is also a factor, for quality directly affects demand and demand directly affects price.

P. S.—Do not forget that we shall be glad to answer any questions you may desire to ask or to furnish you with additional information and to assist you in finding a location should you decide to come to The Land of Hearts Delight.

The Agricultural Department,

SOUTHERN PACIFIC LINES

327 Southern Pacific Building,

HOUSTON, TEXAS

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