

The

Brownsville

District  
of the

FAMOUS LOWER  
RIO GRANDE  
VALLEY

THE  
TEXAS  
TROPICS

CHAMBER  
OF COMMERCE

BROWNSVILLE, TEXAS

*"Where Mexico Meets Uncle Sam"*



## Millions Are Invested in the Churches, Schools, Homes and Hotels of Growing Brownsville



BEAUTIFUL CHURCHES

**B**ROWNSVILLE, the metropolis of that richest of all agricultural sections of the United States—The Lower Rio Grande Valley of Texas, has an appeal for everyone and offers opportunity to all.

For the agriculturalist there are combined the richest of soil, a semi-tropical climate giving an almost year 'round growing season, an abundance of water for irrigation to make sure the production of heavy crops, and a location as near to the markets of the nation as any other like section of the United States. The water is distributed to the farms by efficient irrigation systems after being pumped from the Rio Grande.



TYPES OF SCHOOLS

For the merchant or manufacturer there are ever increasing opportunities offered by the rapidly growing population. Especially does the section offer opportunities to the manufacturer of products for which the raw material is grown in the Valley. Cheap labor and a rapidly expanding local outlet for his goods makes this true.

For the man who desires to play—and who does not—the Brownsville district is the section he has been seeking. Here the hunting and fish-



CHAMBER OF COMMERCE

TYPICAL HOMES

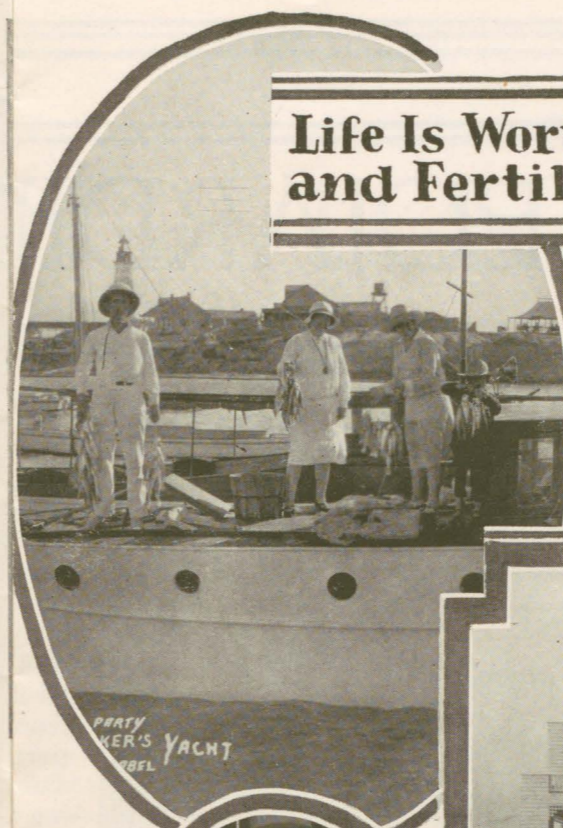
ing opportunities are of the finest and in great variety. Golf is played all year and splendid courses are available. Boating and swimming can be enjoyed in the Gulf of Mexico only 25 miles away. And last but not least, only the Rio Grande separates Brownsville from Mexico and quaint Matamoras, where Mr. Volstead and the Eighteenth amendment are unknown.

Lindbergh on his flight to Mexico City passed over Brownsville, blazing the trail for an International Air Way. Mrs. Lindbergh, Will Rogers and others stopped at Brownsville on their Mexico flights, thus establishing Brownsville as the Air Port of entry into all Latin America.



BROWNSVILLE COUNTRY CLUB

## Life Is Worth Living Where Perfect Climate and Fertile Soil Bring Health and Prosperity



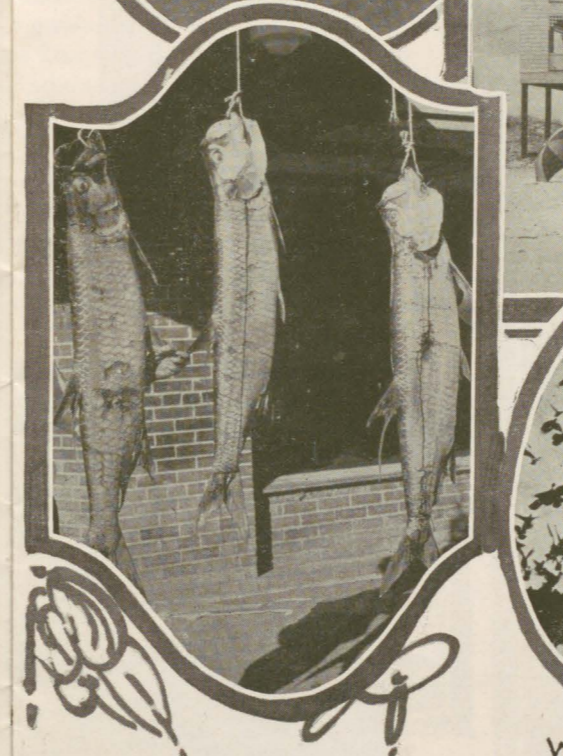
**B**LESSED with Winter months of June-like weather, and Summers cooled by tonic breezes from the open Gulf but a few short miles away, the climate of the Brownsville District has few rivals for supremacy in this respect. To bear this out, it is to be noted that Fort Brown, the Army Post adjoining the city, is rated by the War Department as the healthiest in the entire United States.



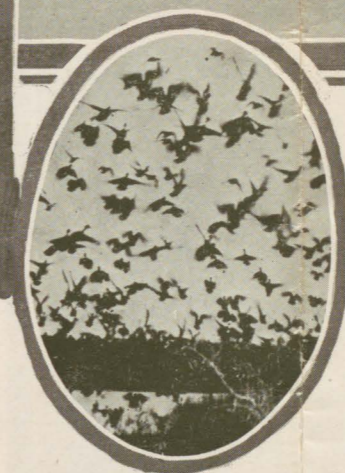
CASINO ON OCEAN BEACH AT POINT ISABEL - PORT AND PLAYGROUND OF THE VALLEY

Then too, close by is Point Isabel famous as the supreme hunting and fishing center of all the great Southwest—and now rapidly taking form as a modern year-'round playground and Port.

Active work is in progress by the U. S. Government on the Ship Channel entering the harbor, while in the town-site of Point Isabel itself, a vast improvement program goes steadily forward bringing nearer each day the time when the commerce of the Brownsville District—and Northern Mexico—will have direct access to the sea.



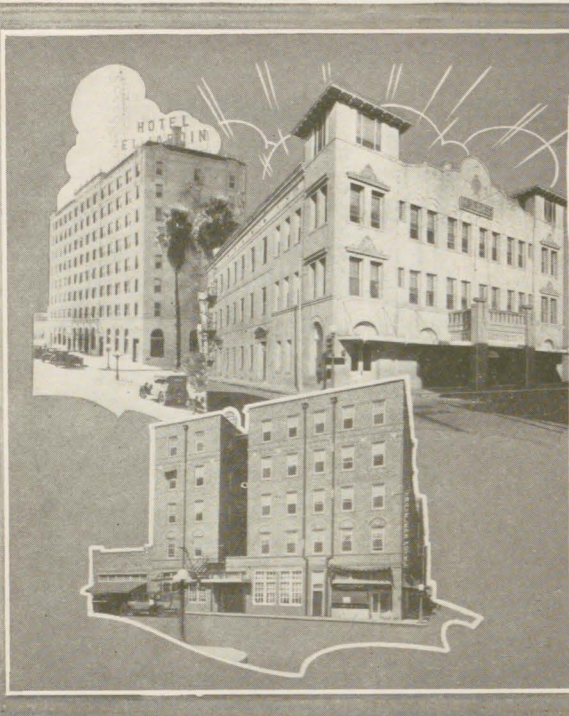
TARPON FISHING AT POINT ISABEL



WATER BLACK WITH DUCKS.



# BROWNSVILLE — In the *Texas Tropics*



SOME BROWNSVILLE HOTELS



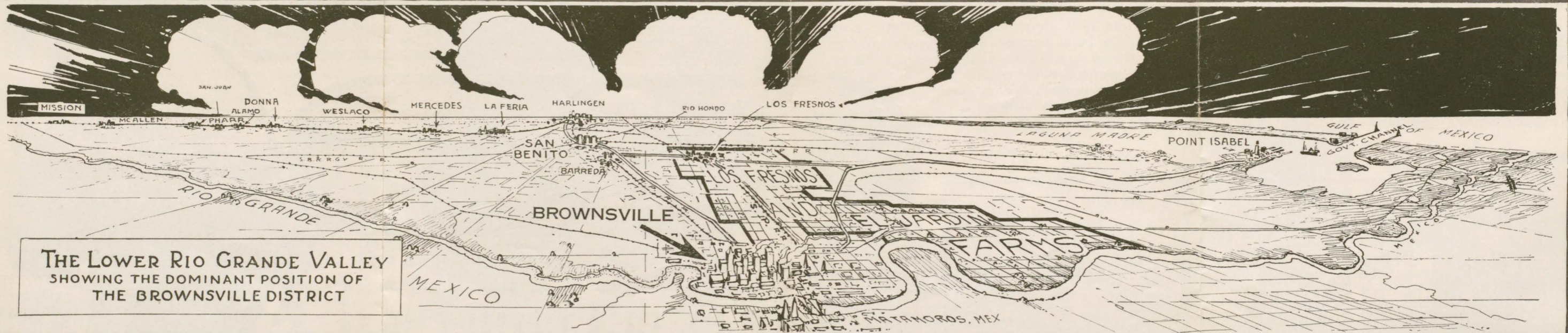
HIGHWAY APPROACHING BROWNSVILLE

GEM-LIKE in its setting of tropical brilliance, the City of Brownsville has a charm and individuality all its own. Modern in every respect; live and progressive—yet here are reminders on every hand of olden days. Subtly it combines an historic past and recollections of its Latin origin, with a pride of present achievement and well founded faith in a magnificent future.



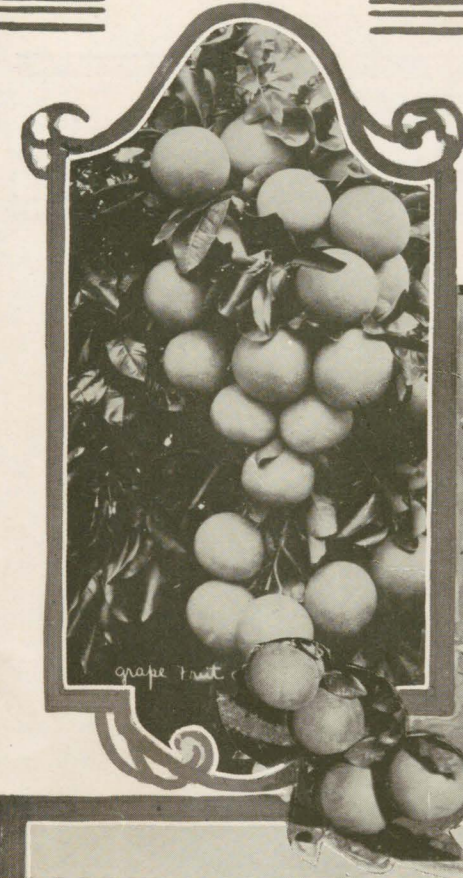
SOME BROWNSVILLE BANKS

Come down to the Brownsville District—see the Texas Tropics for yourself—realize the opportunities that the far-famed Lower Rio Grande Valley offers to the Man or Woman of Intelligence and the Will to Act.



THE LOWER RIO GRANDE VALLEY  
SHOWING THE DOMINANT POSITION OF  
THE BROWNSVILLE DISTRICT

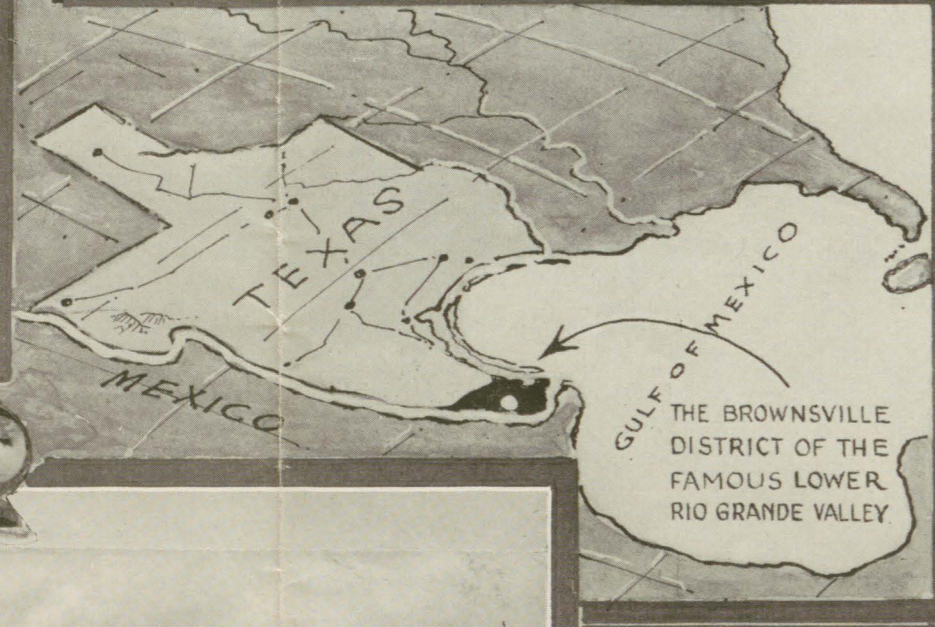




THE  
FAMOUS  
FERTILE

# EL JARDIN *and* LOS FRESNOS FARMS

ADJOINING THE CITY OF BROWNSVILLE  
25,000 ACRES OF IRRIGATED LANDS  
SOUTHERNMOST IN THE UNITED STATES.



THE BROWNSVILLE  
DISTRICT OF THE  
FAMOUS LOWER  
RIO GRANDE VALLEY

LOCATED in the heart of the southern most agricultural section of the nation, where the finest of citrus fruit is being grown in rapidly increasing quantities and where thousands of carloads of vegetables are grown winter and summer, Brownsville in the past few years has undergone a phenomenal growth, remarkable even in this rapidly developing Lower Rio Grande Valley of Texas.

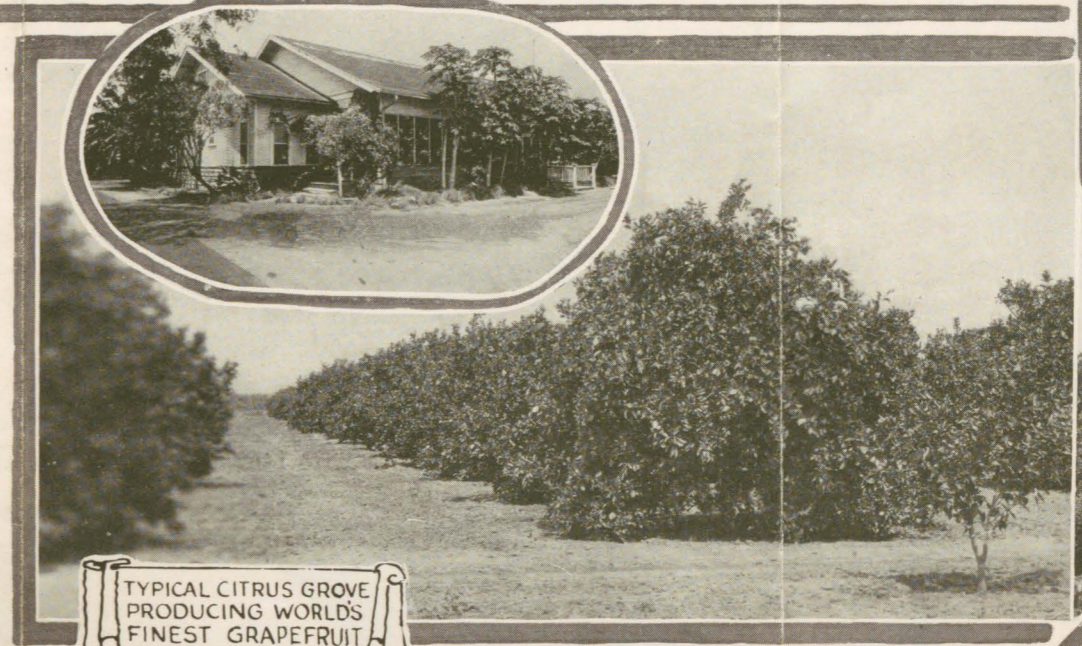
The border town, which a few short years ago lacked all modern conveniences and which almost was isolated from the outside world by the absence of adequate transportation, has developed into one of the most up-to-date cities of its size in the country, is rapidly approaching a population of 30,000 and is the southern terminus of two of the largest railroad systems. These roads are the Missouri Pacific and the Southern Pacific.

Almost a half million dollars has been invested in new churches in the past three years; more than twice that sum has been spent for the improvement of the school system, which ranks with those of much larger cities; the light, water and sewer systems are the most modern; the streets are permanently paved and the city is supplied with natural gas. Four banks, three of them national, have deposits of approximately \$10,000,000, and hundreds of retail and

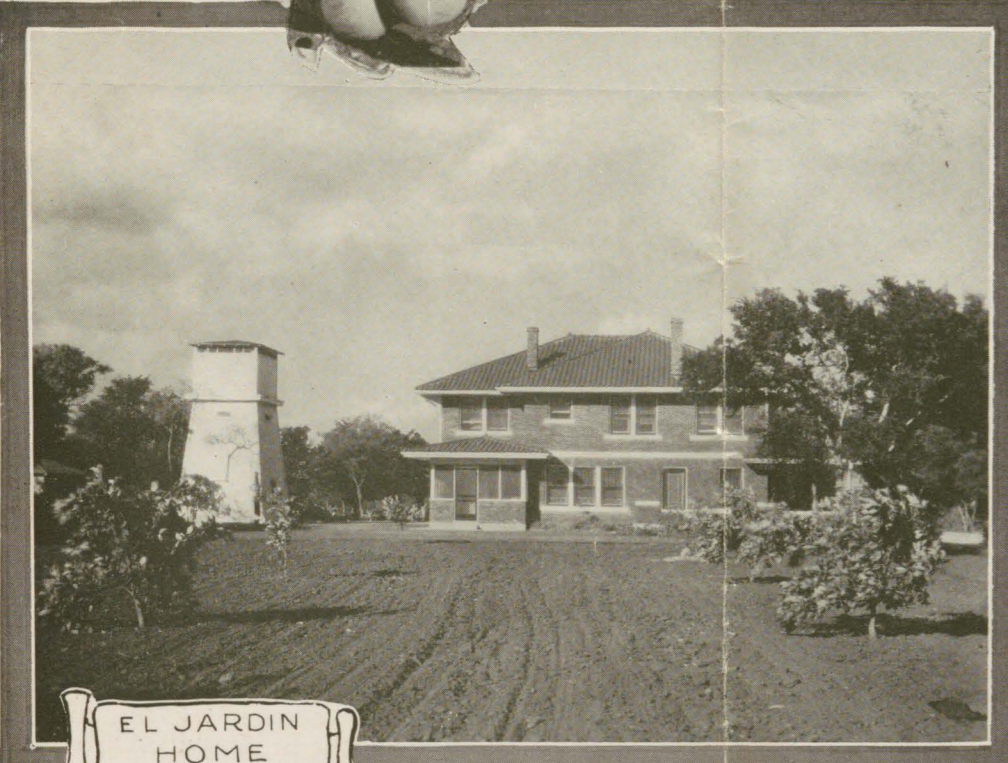
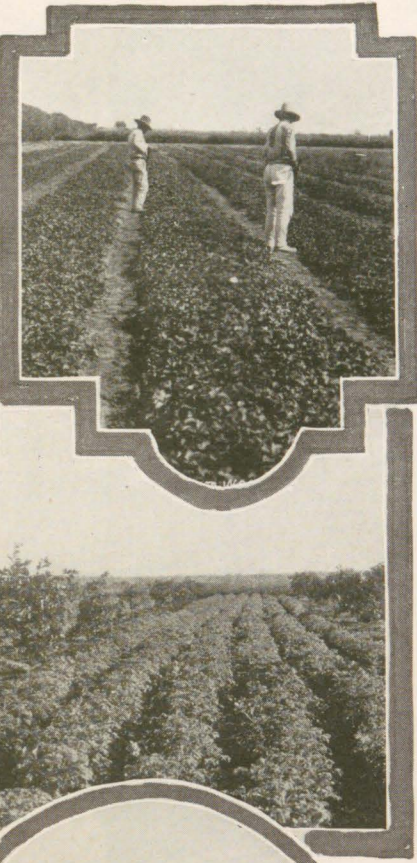
wholesale merchants who are doing a thriving business. In addition to the urban population, there are many additional thousands of people in the rural sections immediately surrounding the city, and Matamoros and its environs supply approximately 20,000 additional customers, a large part of the buying for that Mexican city being done in Brownsville.

The finest grapefruit, orange and lemon orchards are located within a few miles of Brownsville and the surrounding section produces winter and summer vegetables and staple crops in great abundance. This farming section, known as El Jardin, meaning the garden, and Los Fresnos, meaning the citrus trees, are producing hundreds of thousands of dollars worth of crops each season and the farms are yielding a crop for sale almost every week of the year.

These crops, in addition to the citrus fruit, include cabbage, carrots, beets, potatoes, beans, lettuce and many other varieties of vegetables. Cotton and corn are grown between truck seasons on the same ground. Valley cotton for the past quarter of a century has been the first to reach the markets.



TYPICAL CITRUS GROVE  
PRODUCING WORLD'S  
FINEST GRAPEFRUIT



EL JARDIN  
HOME



ICING CARS LOADED WITH VALLEY PRODUCTS

### BROWNSVILLE BRIEFS

Population (estimated)	23,650
Bank Deposits	\$10,169,886.07
Paved Streets	18 Miles
School Pupils	4,296
City Tax Rate	\$1.50
Average Annual Mean Temperature	68°
Average Rainfall Per Annum	26 Inches
\$100,000.00 Municipal Airport Provided For.	
Splendid Park System Contemplated.	



IRRIGATION SCENE - WATER WHEN NEEDED  
MEANS CROPS FOR WAITING MARKETS

## CHAMBER OF COMMERCE

BROWNSVILLE, TEXAS . . . "Where Mexico Meets Uncle Sam"



CROPS ALL  
WINTER IN  
THE TEXAS  
TROPICS



# Your Questions Answered

A Brief Word Picture of Facts and Statistics

## BROWNSVILLE and Lower Rio Grande Valley

The Lower Rio Grande Valley, known as "The Texas Tropics" is the southernmost part of Texas and also of the United States. It is 450 miles further to the south than is southern California and 40 miles further south than Miami, Florida, and its supremely healthy climate, warm in winter, and tempered by cool Gulf Breezes in summer, makes a year-round season of well-nigh perpetual June. EL JARDIN and LOS FRESNOS FARMS, adjacent to Brownsville, the chief city of this district, are magnificent and fully developed farming communities, wherein may be found growing all the numerous winter and summer crops and the citrus fruits for which the Valley has become famous.

This famous Valley occupies an area roughly triangular in shape, with the apex at Rio Grande City and extending one hundred miles eastward along the north bank of the river to the Gulf of Mexico with an average width of 20 miles.

There are at present in the Lower Rio Grande Valley twelve primary and several small irrigation systems watering the Texas Tropics. These primary systems with over 2200 miles of main canals have an estimated replacement value of over \$20,000,000, and are designed to water 500,000 acres.

There were 500,000 acres under cultivation in the Valley in 1927 and it is estimated that there is between 300,000 and 400,000 more acres subject to irrigation, or a total in this section of 900,000 to 1,000,000 acres of irrigated and prospective irrigated land.

In 1904 there was only one bank in the Lower Rio Grande Valley, with total deposits of \$216,000.00. In 1927 there are thirty banks with total deposits of \$22,000,000.00, and total assets of \$26,000,000.00.

There are 150 miles of paved highways and over \$10,000,000 in bonds have recently been voted to be expended on additional paved roads.

There has just been completed a survey of the building activities in the Valley, which discloses that from May 1926 to November 1927 there have been erected in the Valley \$25,000,000.00 worth of buildings. This includes churches, schools, stores, residences, factories, etc., but not paving or irrigation projects, which cover several more million.

Irrigation water from the Rio Grande carries silt with a higher plant food content than water from any other river in the world, exceeding even that from the Nile in Egypt.

Cotton is one of the staple crops of the Lower Rio Grande Valley. In 1925 when the average cotton sections of Texas produced very little cotton because of the drought the Valley shipped 100,448 bales. In 1926 this section produced 170,000 bales of cotton and the crop was valued at \$26,000,000. Cotton averages from two-thirds of a bale to one and a half bales per acre in Texas Tropics, and this being the first cotton on the market usually brings the highest price of any cotton produced in the entire south. Citrus fruit, winter truck and staple crops produced in Texas Tropics are matured and placed on the markets when stocks are low and highest market prices are usually obtainable.

The total cost of bringing a citrus grove into full bearing amounts to between \$700 and \$1000 per acre in the Lower Rio Grande Valley and at maturity this grove should show a gross income of approximately \$1000 per acre. At ten years of age an annual return average of over \$2000 an acre may be expected. Oranges and grapefruit are selling as high or higher today than they have in any previous season, and the demand is steadily increasing.

There are approximately 67,000 acres of citrus trees in Texas Tropics today, or about 5,000,000 individual trees. The nurseries have approximately 6,000,000 young trees growing including those budded and to be budded.

It is conservatively estimated that the value of the Lower Rio Grande Valley citrus crop alone will, in 1930, (when many groves recently planted should come into bearing) reach a value of over \$25,000,000.

CHAMBER  
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BROWNSVILLE, TEXAS

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