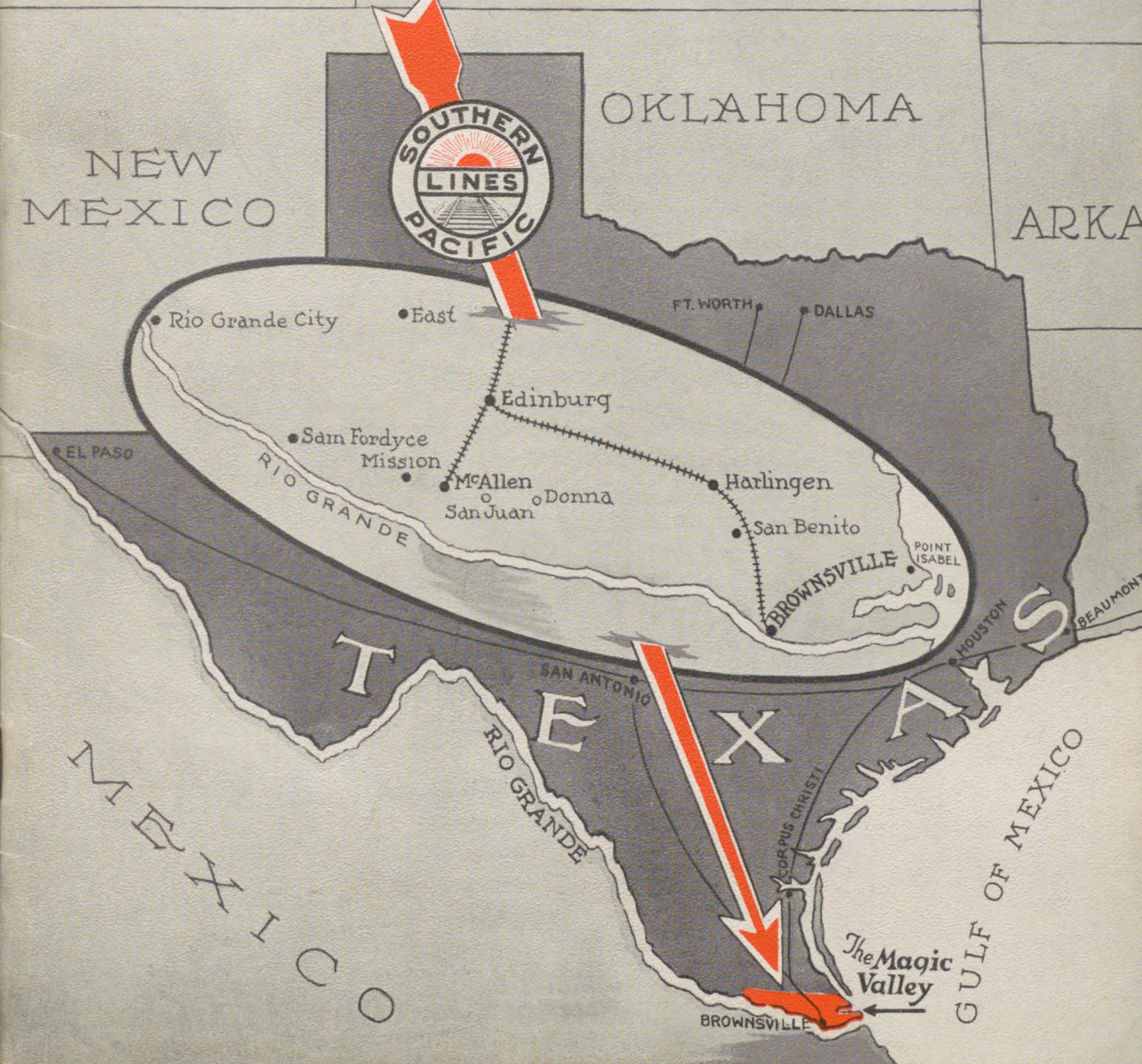


WYOMING NEBRASKA IOWA  
COLORADO MISSOURI  
KANSAS  
NEW MEXICO ARKANSAS  
The **MAGIC VALLEY**  
*of the*  
**LOWER RIO GRANDE**





**T**HE MAGIC VALLEY of the lower Rio Grande takes its name from the unusually favorable relationship of the three principal factors that go into the make up of any country. First, warm equable climate, varying from 86 degrees mean August temperature, the hottest month, to 50 degrees the mean January temperature, the coldest month. Second, the fertile soil, largely formed from the alluvial deposits of river silt, deep, rich and easy to handle. Third, the water, a small amount of which comes from natural rainfall averaging 23 inches over the past forty-five years. This is not enough to interfere with planting, cultivation and harvesting, nor with the dirt roads, which are kept well graded, leading to every farm, nor with the finest system of hard surfaced highways to be found anywhere, and yet this 23 inches is enough to reduce the need for irrigation to a minimum. The grower, therefore, has his irrigation water available when he needs it for the best interests of his growing crops. There is another advantage of Rio Grande water which is used for all irrigation in the Magic Valley, and that is that the equivalent of over a ton of average commercial fertilizer is deposited as silt on the land to which the water is applied for every acre foot of water used on this land.

This combination of warm equable climate the year round, a naturally fertile, alluvial soil, and irrigation water that tends to keep this soil fertile in the face of such heavy yields, makes plants grow as if by some supernatural power, hence the name MAGIC VALLEY.

**J. C. ENGELMAN INC.**  
**RIO GRANDE VALLEY TEXAS LANDS.**  
**SALES OFFICE; 1226 ARCADE BLDG.**  
**ST. LOUIS, MO.**

## *Introduction*

J. I. MCGREGOR, *Agricultural Agent,*  
SOUTHERN PACIFIC LINES

**T**HE SOUTHERN PACIFIC LINES are a comparatively recent factor in the development of the Magic Valley, but, as is their policy wherever these lines serve, their primary aim is to stimulate and to assist, to the fullest extent, the economic development of this great garden spot, and to this end it is using, and will continue to use, all of the powerful resources and influences and all of the transportation efficiency at its command.

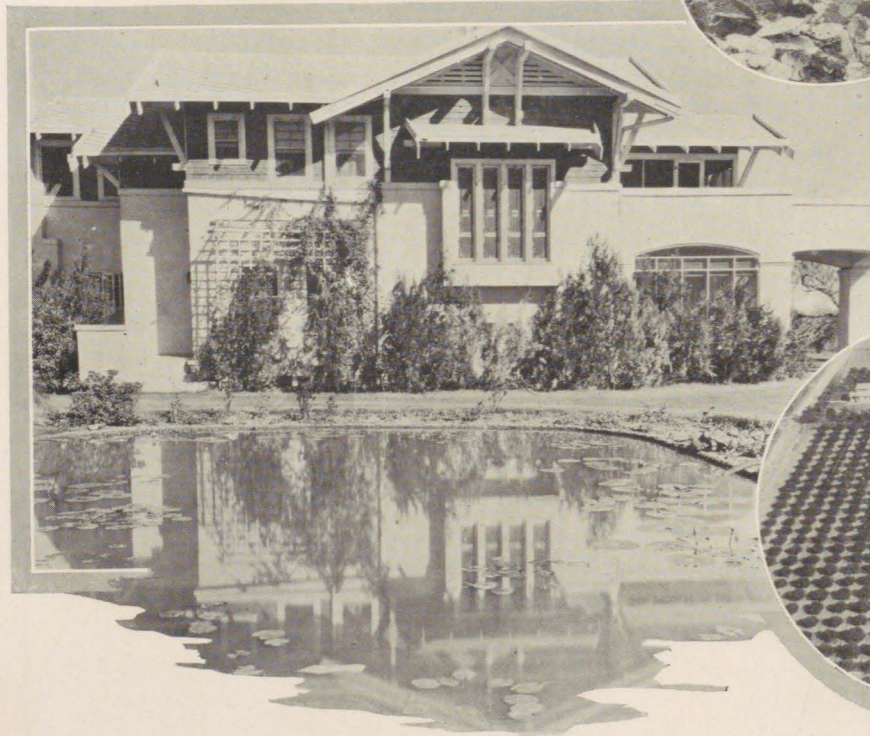
The Southern Pacific Lines are, and have always been, one of the pioneering developing railroads; building into a new country full of latent development possibilities and by the rendition of efficient service, causing these new sections to become highly developed, prosperous communities with a happy and a satisfied citizenry. You will find this true of the west, in Oregon, California, Nevada, Utah and Arizona, you will find it true of their pioneering lines along the west coast of Mexico, and you will also find it true of these lines in Texas and Louisiana, for it was the first railroad to build in either of these states. Along its lines everywhere they were built you will also find prosperous organized and stabilized communities and cities building up, demonstrating that the original judgment behind the building of these lines was sound, even though at the time of construction it took farsighted men to visualize a civilization in the so called wild lands of the west. But for circumstances, over which the management of the Southern Pacific Lines had no control, it would have built the pioneering line into the Magic Valley of the lower Rio Grande Valley in 1903. However, after over twenty years delay the ambition of the Southern Pacific is realized and they are in and serving the people of the Magic Valley.

The purpose of this little booklet, the forerunner of others of a similar nature, is to furnish true, reliable information about the Valley to outsiders who may become interested when the facts are made known. No other region in the United States offers such opportunity for the profitable investment of time, labor, intelligence and capital as does the Magic Valley of the lower Rio Grande today. While to many the information given in the succeeding pages of this little booklet may seem to be too good to be true, the invitation to one and all is, do not accept these descriptions alone, verify them through a personal visit to one of the world's greatest garden spots, the Valley of the Lower Rio Grande, for only seeing is believing.

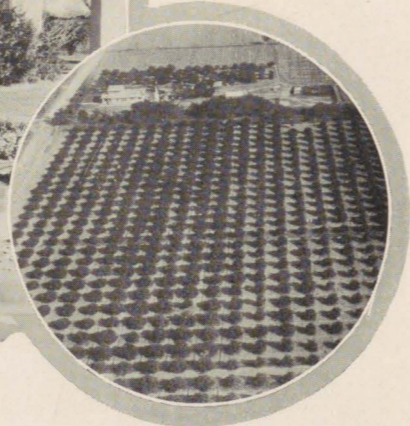




The type civilization formerly supported by raw land without water.



Irrigation water from the Rio Grande made the difference.



The Magic Valley grows all tropical and subtropical fruits.

Left, bananas —Below, Avacadoes.



Dates and grapes promise to be two of the most important crops in the future.







**Beautiful and livable farm homes are found throughout the Valley.**



**Hard surfaced roads connect the Valley from one end to the other.**



## Location

**T**HE MAGIC VALLEY of the lower Rio Grande is the southernmost part of Texas, also of the United States. It is several hundred miles further south than is southern California, and Brownsville, the largest city in the Valley, is about forty miles further south than is Miami, Florida.

The Magic Valley is roughly triangular in shape with the apex at Rio Grande City, and extending eastward along the northern side of the Rio Grande to the Gulf of Mexico. The average width of the Valley is about 30 miles. The Mexican side of the Rio Grande Valley is not considered in this booklet. Immediately north of the Magic Valley lies a narrow strip of country which is used as dry land farming country. This belt runs from a few miles wide to about twenty miles wide and extends to the Gulf Coast. Immediately north of the dry land belt and also running east and west, is the Artesian belt which is irrigated from artesian wells.

There are, at present, twelve primary and several small irrigation systems in the Magic Valley. These primary systems with over 2000 miles of main canals are valued at \$13,500,000, which represents actual investment; and are designed to water 500,000 acres. There were 430,000 acres under cultivation last year. In addition to the seventy thousand acres, still under canal service and not under cultivation, it is estimated there is between 300,000 and 400,000 more acres in the Valley subject to irrigation, or a total of 800,000 to 900,000 acres in the Magic Valley as irrigated or prospective irrigated lands.

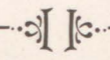
It is possible that by concreting all canals, main lines and laterals, that sufficient water will be available to irrigate all lands suitable for cultivation in the Magic Valley.

Extending through the Lower Rio Grande Valley are one hundred and ten miles of paved highways, and over ten million dollars in bonds have been voted to be expended on additional paved roads.

The combination of the soils, climate, water, paved highways and efficient rail transportation, make the Magic Valley one of the most pleasant and profitable places to live to be found anywhere on earth.

The eyes of the nation have been turned on Texas in general and on the Magic Valley of the Lower Rio Grande in particular within the past few months, as a place to live pleasantly, happily and profitably. The area of the valley is limited and naturally the number of people that will be fortunate to get to live in this garden spot will also be limited. You are hereby invited to spend your next vacation investigating and inspecting the Magic Valley. The nearest Southern Pacific representative listed on the inside back page of this book will be glad to give you full information about the trip.





## Irrigation Facilities

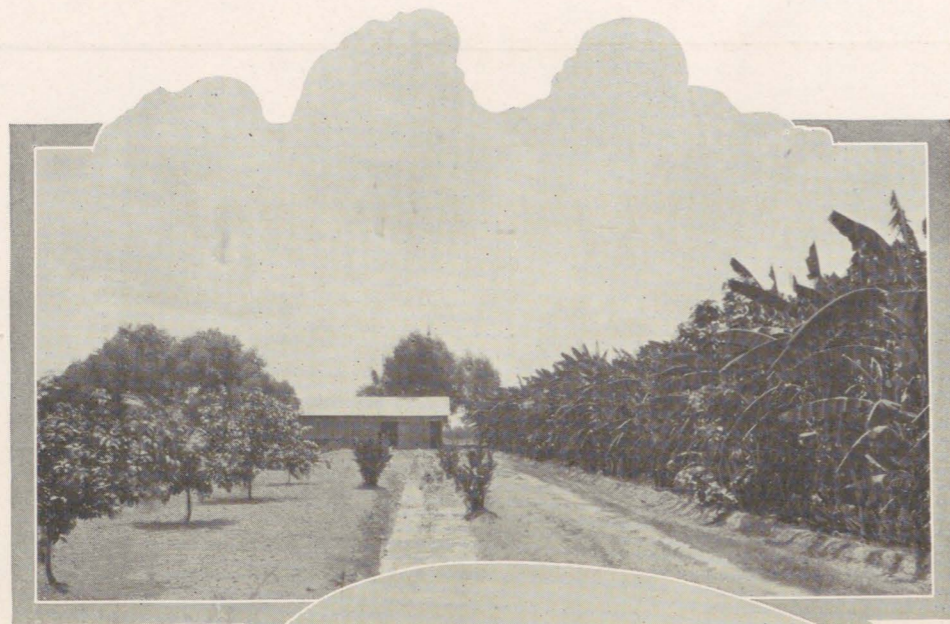
WHERE SUFFICIENT WATER is available and where natural rainfall is not too heavy to enable men to control, to a large extent, their moisture supply, farming with irrigation is the safest and most satisfactory method of farming known to man and in very few places are these conditions more ideal than in the Magic Valley of the lower Rio Grande. The twenty-three inch annual rainfall of the valley is not sufficient to materially over supply moisture at any one time, but it is sufficient to reduce the need for irrigation water to a low amount. Different crops require from one to two, and some crops require as high as five irrigations during the season. Insofar as water facilities have been supplied for over 70,000 acres, that are not at present under cultivation, and further, in that there is sufficient water available from the Rio Grande, it is estimated, to irrigate an additional 300,000 to 400,000 acres, there is sufficient land to enable a great many people to own a few acres and become independent. The revenue from ten acres of land under irrigation exceeds many times the revenue from a like amount of land using any other system of farming.

Irrigation water from the Rio Grande carries as high or higher silt plant food content than water from any other river, exceeding even that from the Nile River in Egypt, as has been demonstrated by comparative chemical analyses of the two waters. This is one of the important factors in maintaining the fertility of the soil in the Magic Valley in view of such heavy acreage production.

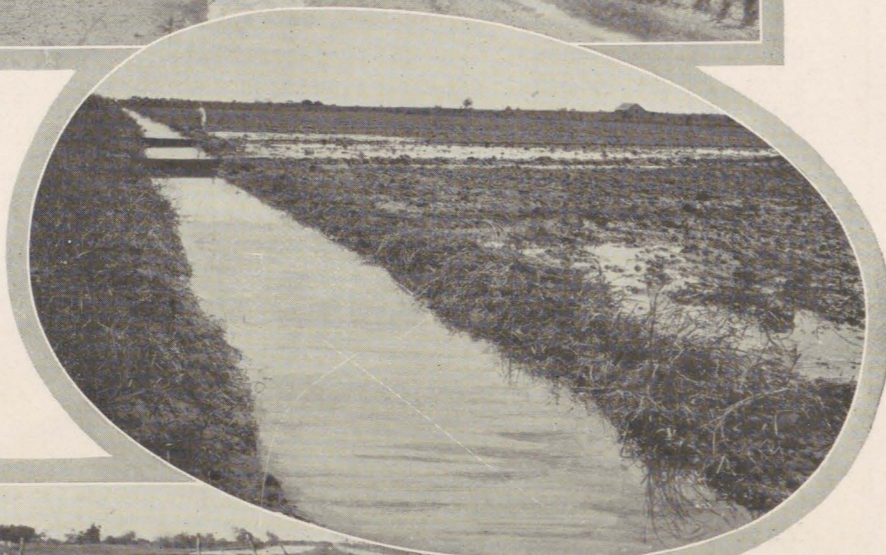
There is present between 20,000 and 24,000 pounds of silt in every acre foot of Rio Grande water which is supplied to the land with the water. This is equivalent to heavy applications of fertilizer annually and helps to insure a continually fertile soil.

The soils of the valley being of alluvial or semi-alluvial origin, are highly productive and suited to a wide variety of crops. The heavier soils are proving to be well adapted to vegetable crops. Citrus fruits are proving profitable on all of the soils that are well drained, and the majority of the Rio Grande Valley soils are well drained. The drainage problems are taken care of in connection with the irrigation system. General farm crops grow profitably upon all types of agricultural soils.

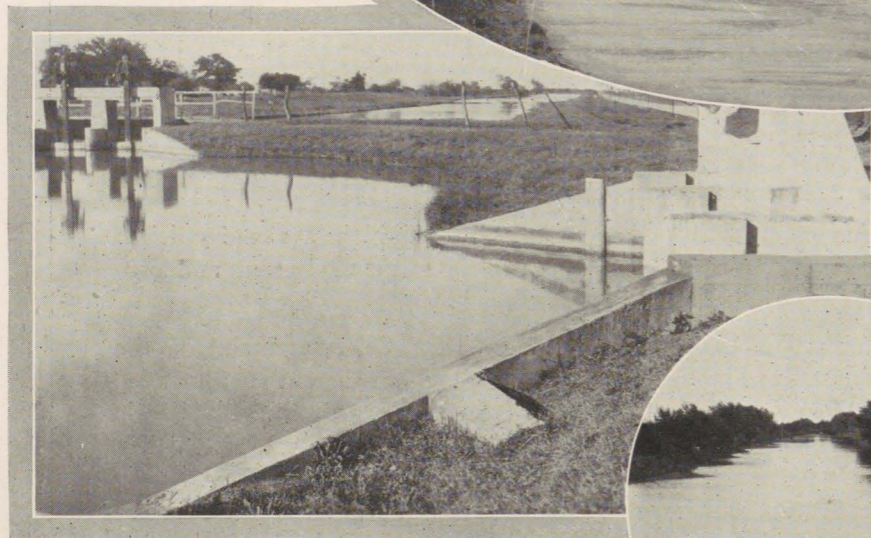
Those who are unfamiliar with irrigation and its results might be prone to think that farming under such conditions would be an expensive operation. It is true that it does cost more to operate, but special crops, commodities for early market, and the extremely high acre yields, give production costs that will compare favorably with any section and the higher out of season market price offers a greater margin of profit on the commodities produced.



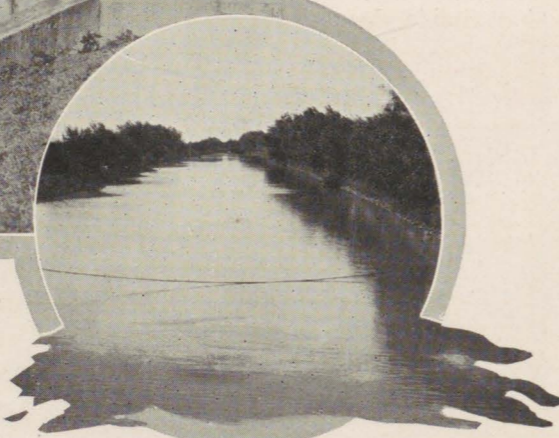
Lateral irrigation ditches in Citrus orchards and on truck land.



Left, Water Gates.



Right, a section of one of the main canals.





An irrigated two bale to the acre cotton field.



Cotton after it is picked in wagons waiting to be ginned.



Above, Rhodes grass hay curing in the field.



Left — A heavy feed crop of grain sorghum.



## Staple Crops

ONE OF THE THREE main classes of crops grown in the Valley is staple crops, including cotton, corn, (for feed as distinguished from green corn for roasting ears) all the varieties of grain sorghum, both saccharine and non-saccharine, such as red top, feterita, milo maize, kaffir corn, etc., rhodes grass, alfalfa and cow peas. The last two are legumes and are used in the crop rotation as a soil conditioner, in addition to their very high values as food crops.

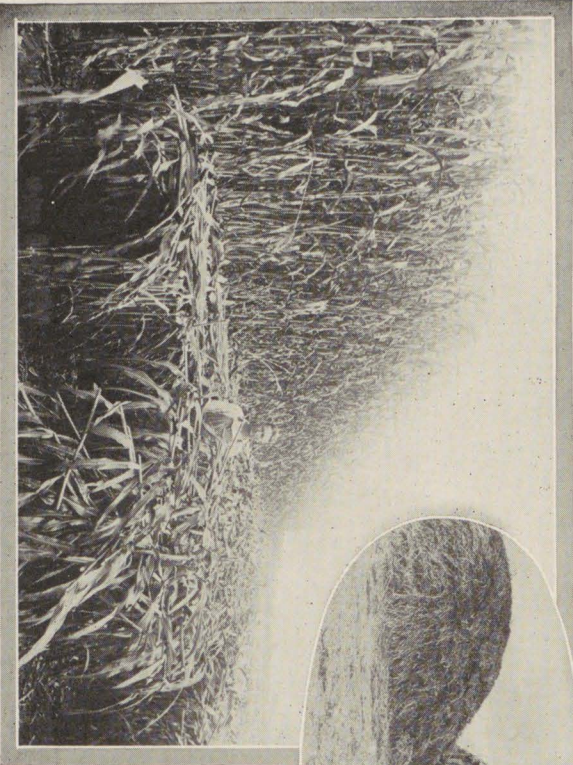
In the 1925 season, when the average cotton section of Texas produced very little cotton, due to the drought, the Magic Valley shipped 100,448 bales. In the 1926 season the Magic Valley shipped over 128,000 bales. Cotton averages from two-thirds of a bale to one and one-half bale per acre, and valley cotton being the first cotton on the market usually brings the highest price of any cotton produced in the south.

Broom corn usually proves a profitable crop as it reaches the market when stocks are becoming low. The crop is planted in February or March and the first cutting is in July, and the second in September. The third cutting is sometimes taken in November. Broom corn yields about one-half ton per acre per cutting. The grain sorghums are very valuable as a feed crop, both for feeding on the farm and also for sale. Rhodes grass yields three to four cuttings per year with an average of one and one-half ton per cutting. The hay usually sells from \$12.00 to \$15.00 per ton. Reseeding of rhodes grass is necessary only every three or four years. Alfalfa yields approximately one ton per acre per cutting, with five to six cuttings per acre average, although some growers have obtained as many as ten cuttings in a season. Alfalfa hay brings the grower from \$16.00 to \$25.00 per ton.

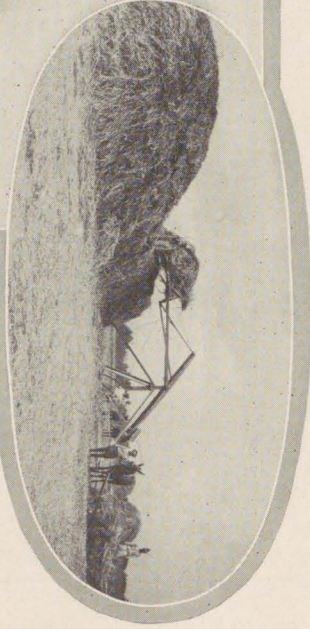
Staple crops, under irrigation, are proving highly profitable by themselves, but as part of the general farm system, with citrus and truck, they are proving even more so. These feed crops particularly are necessary for dairying and poultry raising which is treated on the following page.

The Magic Valley has become so recognized for its fitness for growing citrus fruits and winter truck that its ability to produce staple crops is often overlooked. High acre yields rendered possible by irrigation water, even on so called high priced land really makes for a low cost of production. Furthermore, these commodities are matured and placed on the market when stocks are low and highest market prices are usually received.



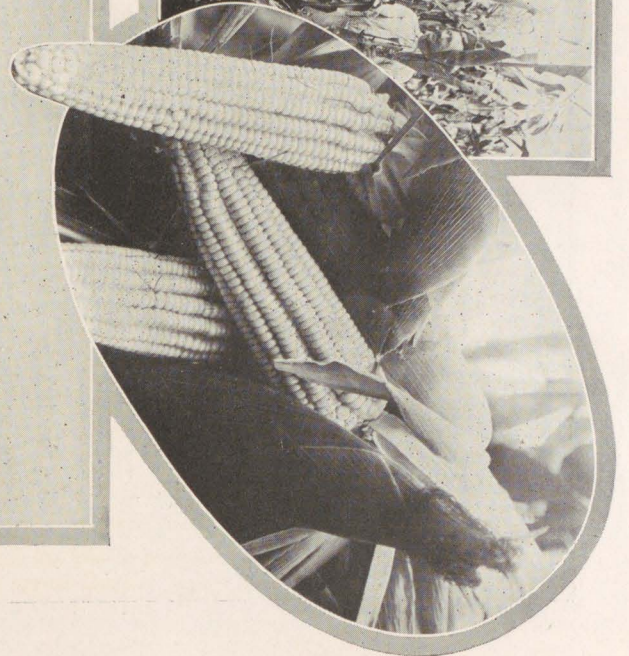


Above, stacking hay.  
Left, broom corn in the field.



Right, field of lima or butter beans.

Roasting ears at top.



This chart was compiled from figures furnished by the leading successful truck farmers of the Magic Valley. They do not represent the average of all growers but do represent the average over a period of several years of the growers who furnished the data. Only the leading crops grown are shown in this table. Many special crops are grown in smaller acreages, such as parsley, dandelions, sweet potatoes, English peas, rhubarb and many others.

KIND OF CROP	TIME OF PLANTING	TIME OF MATURITY	Average Production Per Acre	Returns Per Acre	Per Acre Cost of Production	Amount of Seed Per Acre	REMARKS
BEANS	Sept. 15-Oct. 1. Feb. 1-Mar. 1.	Nov. 5-Nov. 20. Mar. 20-Apr. 15.	165 bu.	\$330.00	\$110.00	1 to 1½ bu.	Giant stringless and White Wax best varieties.
BEETS	Oct. 1-Dec. 1.	Nov. 15-Jan. 30.	350 bu.	350.00	172.50	4 to 6 lbs.	Beets are very hardy and can be planted to best hit market.
CABBAGE	July 1-Dec. 1.	Oct. 10-Mar. 15.	9 Tons.	110.00	45.00	¾ to 1 lb.	Prices fluctuate widely. Plant for early market or March market.
CAULIFLOWER	July 1-Dec. 1.	Oct. 10-Apr. 1.	3½ Tons.	\$100 to \$400	75.00	5 to 6 ozs.	Extra early snowball best variety. Crop is gaining in popularity.
CUCUMBERS	Feb. 1-Mar. 1.	Apr. 1-May 5.	150 bu.	250.00	60.00	1½ to 2 lbs.	Early cukes bring fancy prices. Sold for table use.
CELERY	Sept. 1-Feb. 1.	Jan. 15-Mar. 20.				5 to 6 ozs.	Just beginning to be grown commercially. Available data on valley celery indicates extremely high net acre returns.
CARROTS	Sept. 1-Jan. 1.	Nov. 15-Mar. 15.	300 bu.	275.00	150.00	2 to 3 lbs.	Easy to grow. Wide variation in price.
CANTALOUPE	Feb. 1-May 1.	May 15-June 15.				1 to 1½ lbs.	Unable to secure accurate data on cantaloupes. However, yields are high and prices very attractive for early melons.
EGG PLANT	July 1-Aug. 15. Jan. 1-Mar. 1.	Oct. 15-Dec. 1. May 1-July 1.	250 bu.	250.00	75.00	¼ to ½ lb.	Egg Plants have been known to yield over \$750.00 per acre.
POTATOES (White)	Aug. 15-Sept. 30. Jan. 1-Mar. 1.	Oct. 20-Dec. 15. Mar. 5-May 15.	100 bu.	275.00	100.00	15 to 20 bu.	Certified seed potatoes yield double or more than common stock.
LETTUCE	Sept. 1-Jan. 1.	Nov. 1-Mar. 1.	250 bu.	220.00	75.00	1 lb.	Lettuce can be put on the market at the time of high prices.
MUSTARD	Feb. 1-Mar. 15.	Apr. 10-May 20.	300 bu.	150.00	43.00	2 lbs.	Fits in with mixed cars of vegetables.
PEPPERS	July 1-Aug. 1. Jan. 1-Feb. 1.	Nov. 1-Dec. 15. May 1-June 1.	350 bu.	350.00	110.00	¼ to 1 lb.	Ruby King most popular. Good in mixed cars.
RADISHES	Oct. 1-Feb. 1.	Nov. 1-Mar. 1.	200 bu.	175.00	70.00	5 to 8 lbs.	Used largely as a catch crop. Yields very prolifically.
ROASTING EARS	Jan. 15-Feb. 15. Sept. 1-Oct. 1.	Apr. 1-May 1. Nov. 15-Dec. 15.	125 bu.	125.00	36.00	5 to 6 lbs.	Becoming one of the Magic Valley's leading crops for early spring and late fall markets.
SPINACH	Sept. 1-Feb. 1.	Nov. 20-Apr. 1.	350 bu.	125.00	53.00	6 to 10 lbs.	Best used in small patches by individual truckers. Price uncertain.
WATERMELONS	Feb. 1-Mar. 1.	May 15-July 1.				1½ to 2 lbs.	May watermelons command fabulous prices.
TOMATOES	Dec. 1-Feb. 1. July 1-Sept. 1.	Mar. 15-May 15. Oct. 15-Dec. 15.	350 crates	440.00	140.00	1 lb.	Yield well in both spring and fall. An important crop.
SQUASH (Summer)	Jan. 1-Mar. 1. Sept. 1-Nov. 1.	Mar. 10-May 10. Nov. 15-Jan. 15.	150 bu.	150.00	45.00	2 to 3 lbs.	A good mixed car vegetable. Bears over a long period.





Second in importance of Valley crops are truck and berries. They fit in the farming operation particularly well while waiting for the citrus or-

The following table showing the number of cars shipped from the Rio Grande Valley in the truck season from 1919 through 1926 season, emphasizes how rapidly the truck industry has grown:

Jan. 1st, to April 30th, 1919	1207 cars
Jan. 1st, to April 30th, 1920	4631 cars
Jan. 1st, to April 30th, 1921	3117 cars
Jan. 1st, to April 30th, 1922	5413 cars
Jan. 1st, to April 30th, 1923	2633 cars
Jan. 1st, to April 30th, 1924	10641 cars
Jan. 1st, to April 30th, 1925	11878 cars
Jan. 1st, to April 30th, 1926	15633 cars

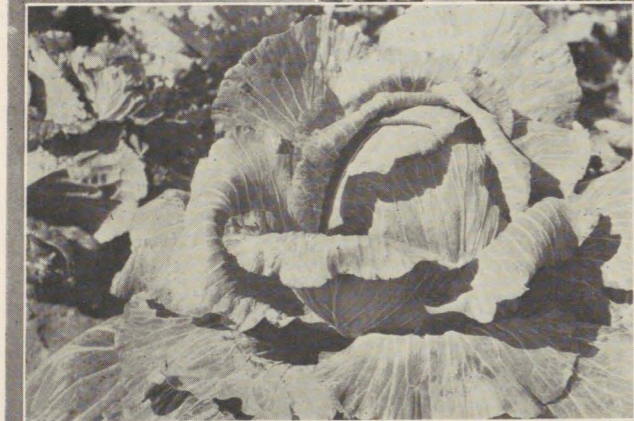
The figures for 1926 are up to and including May 31st, 1926. There was some movement after that date, bringing the total up to about 16,000 cars.



chards to come into maturity. It must be remembered that these commodities; truck of all kinds, strawberries, dewberries, blackberries etc., can be put on the



market at a season when no other section can get them to market. The heavy winter truck movement is from January 1st to April 30th.



Truck crops grown

You will notice in the table on the preceding page a detailed story of the truck crops, including the time of planting, yields per acre, average returns, and other information. It will pay you to give this table some de-

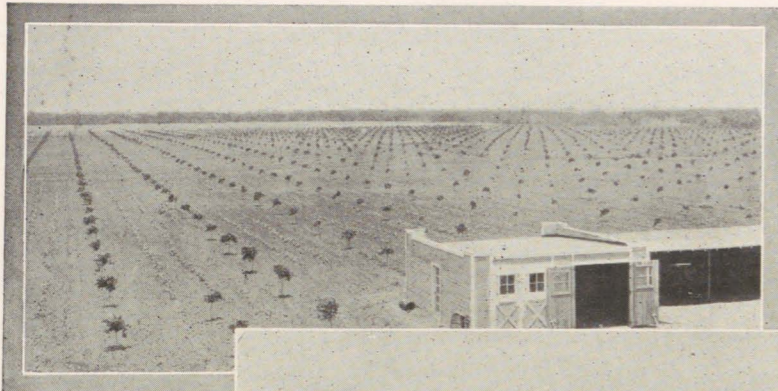


in the Magic Valley.

tailed study. The averages are taken from the returns of successful growers of these commodities throughout the Magic Valley, and we have made a particular attempt to keep them on a very conservative basis.



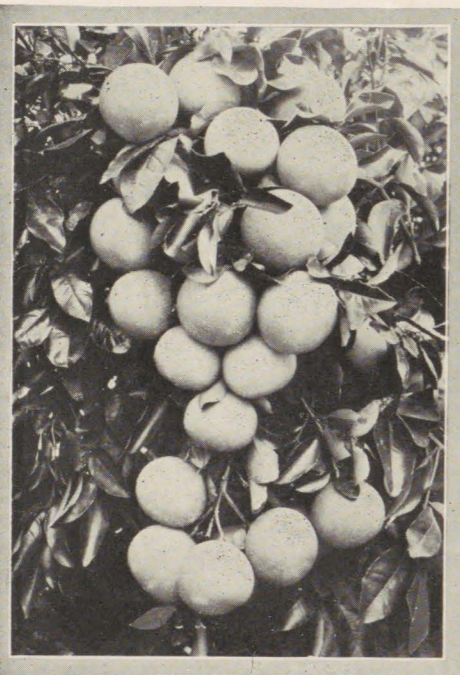




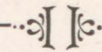
A first year citrus orchard.

An orchard of two year old trees.

Lower right, a mature grove.



A close up showing the heavy production of fruit.



## Citrus Fruits

CITRUS FRUITS are the Valley's primary crop and Texas grapefruit is conceded to be as fine as any produced in the world, being classed by many authorities as being equal to the fruit grown on the Isle of Pines, which has always been considered the best grapefruit grown. It is the ambition of the average farmer in the Valley to own and develop a citrus orchard. Experience has demonstrated that grapefruit is the most profitable citrus fruit that is grown in the Valley because of the high quality fruit that can be produced.

Raw land in the Valley sells on the average for about \$150 up per acre, depending on location, and it costs about \$50.00 per acre to get it cleared and placed under ditch for irrigation. The total cost of bringing a citrus orchard into bearing amounts to between \$700.00 and \$1000.00 per acre. An orchard is considered to be in bearing at five years of age. The average orchard at five years should produce an average of four and one-half to five boxes of fruit to the tree, and seventy trees are the average number planted to the acre. This gives a yield of from 300 to 350 boxes of fruit to the acre, at an average price of \$3.00 per box, which shows a gross income of approximately \$1000.00 per acre from a citrus orchard at five years of age. These figures are a very conservative average of the commercial orchards in the Valley, from which actual figures are available. From these figures you can see that the gross income from one acre of citrus at five years of age will just about equal the total cost of the orchard, including the cost of the land up to that time, and production increases after the fifth year. Trees bear, to some extent, at three to four years of age, producing one to two boxes of fruit. At ten years of age an orchard should average from twelve to fifteen boxes of fruit per tree, and individual trees have been known to produce as high as twenty to twenty-five boxes. Figuring an average for a ten year old or better orchard at twelve boxes per tree, gives an average of 840 boxes per acre, which at \$3.00 per box, gives a gross income of better than \$2500.00 per acre, and these returns have proven to be what an orchardist can reasonably expect from a ten year old orchard that has received the proper care and attention.

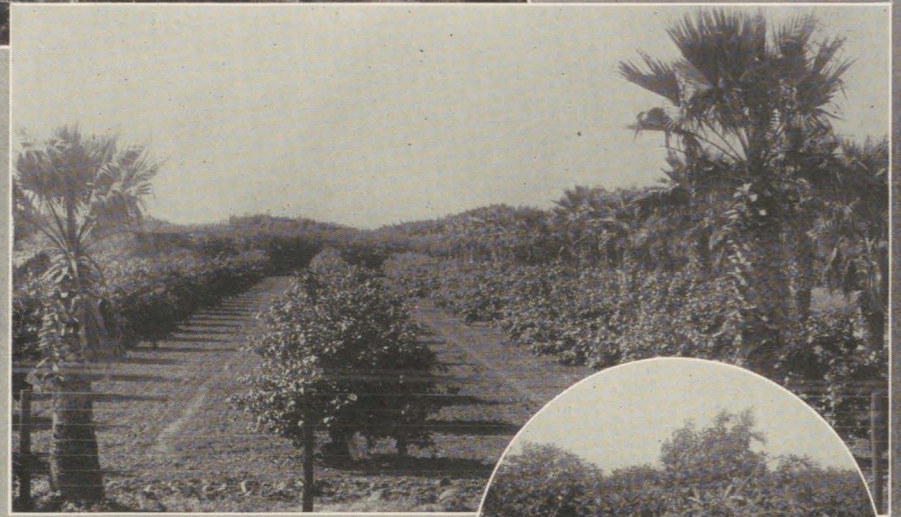
There are very few orchards over ten years old in the valley, for the citrus industry is of comparatively recent development.



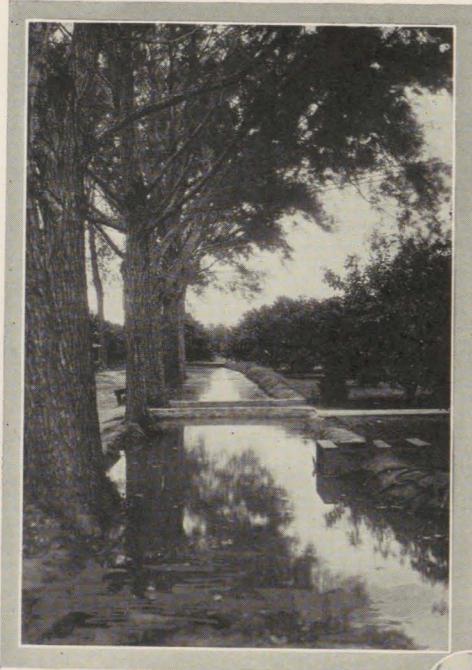


Note the palms in the foreground used as a windbreak in this mature citrus grove.

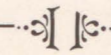
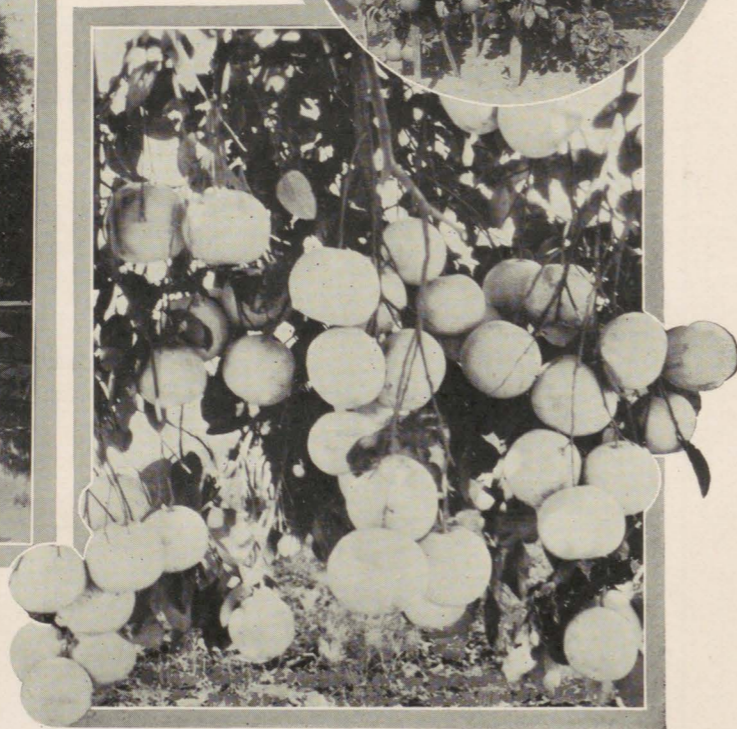
A three year old grove showing palm windbreaks.



Right, center, a three year old tree heavily loaded.



The branches are so heavily loaded they are weighted to the ground unless propped up.



## Citrus Fruits—Concluded

Another fact to bear in mind is that the area that is adapted to the growing of citrus fruit, from a climatic standpoint, is limited and that a country wide competition can never be had in these products. Oranges and grapefruits are selling as high or higher today than they have any previous season and the demand for them is steadily increasing. Many physicians advise them as a regular diet from a health standpoint.

The principal citrus fruits grown in the Magic Valley are grapefruit, oranges, lemons and limes. No attempt will be made to go into the different varieties of these fruits as there are many varieties that do well in the valley.

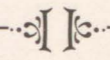
The following table of citrus development indicates the rapidity of citrus development, particularly since 1924. It was at this time that the realization of the possibilities of citrus fruit first became generally known from the results that were being obtained by the plantings of five years or more previously. Citrus fruit will ultimately be the Valley's greatest commodity and the one that will bring in the highest return.

Prior to 1918 there were planted in the Valley 700,000 citrus trees of all varieties. The plantings for the years since then follows:

1918-19 citrus trees planted .....	150,000
1919-20 citrus trees planted .....	300,000
1920-21 citrus trees planted .....	300,000
1921-22 citrus trees planted .....	200,000
1922-23 citrus trees planted .....	244,825
1923-24 citrus trees planted .....	440,000
1924-25 citrus trees planted .....	1,111,347
1925-26 citrus trees planted .....	1,250,000
Grand total of all trees .....	4,696,172

Figuring an average of seventy trees to the acre this would give the Valley approximately 67,000 acres of citrus groves. The nurseries of the Valley now have approximately 6,000,000 young trees growing, including those budded and those to be budded.





## Dairying and Poultry Raising

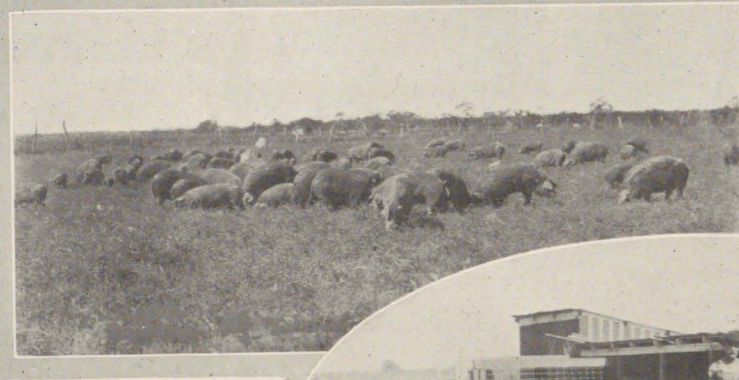
TWO OF THE INDUSTRIES that offer great opportunity for success have never been developed on a large scale in the Valley and consequently offer exceptional opportunity. These two industries are dairying and poultry raising. With the feed crops growing throughout the winter, and with such warm winter climate, the highest production per cow can be maintained here of any section in the United States, and the production per cow is the directly governing factor in dairy profits. In addition the expensive barns required in the northern states are not needed, as the cows are allowed in the open practically all of the time except at milking time. Poultry raising is destined to become one of the Valley's leading industries because under proper management, egg production is obtained from November to February, which is the season of the year when eggs are very scarce and bring the highest market price. In addition baby chicks can be hatched in the fall and friers put on the market in the early spring at a time when market data shows us that friers bring the highest market price. Further, pullets five and six months old can be delivered to buyers at a time when the average northern hatcheries are forced to deliver baby chicks, thus enabling the purchaser to gain five or six months in the age of his flock. All of the feeds necessary for poultry raising are being grown successfully in the Rio Grande Valley and this combination of soils and climate is proving unbeatable in the poultry industry as in the citrus and truck industry.

Bee culture in the Valley is also proving highly profitable as citrus blooms and the natural wild flowers, of which there are a great profusion, furnish the bees with an abundance of material for making honey. The bees in the Magic Valley do not hibernate in the winter and are consequently on the job every day in the year. According to the last United States census report, a higher return was received from the investment in bees than from the investment in any other type of agricultural commodity, averaging nearly 100 percent or better per year.

The fact that alfalfa and other leguminous crops, as well as such a wide variety of feed crops grow so well offers an ideal condition for the profitable raising of hogs, particularly as part of the dairy operation. Hogs can be raised and fattened here at as low or lower per pound cost than anywhere else in the United States.



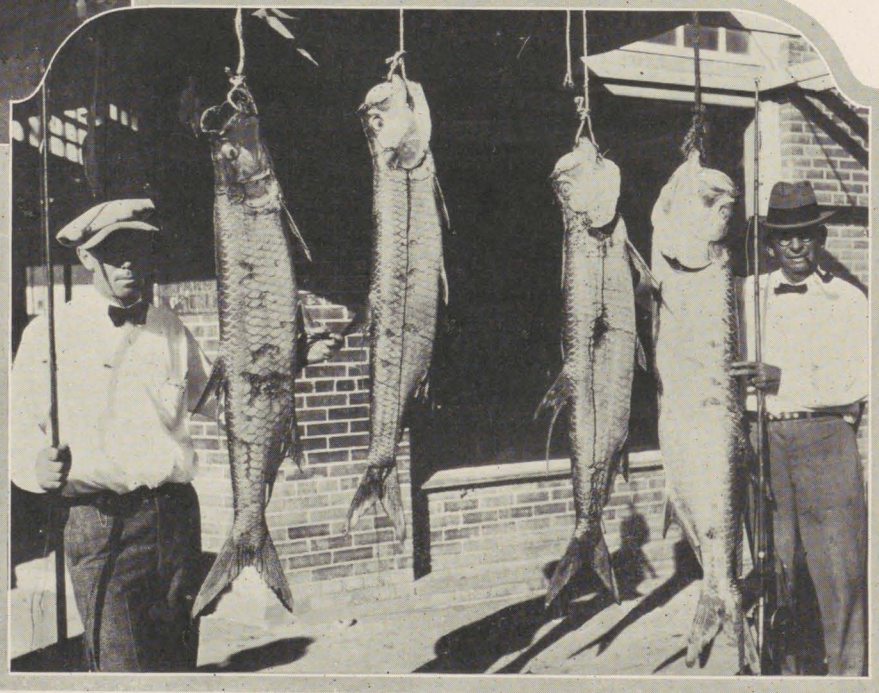
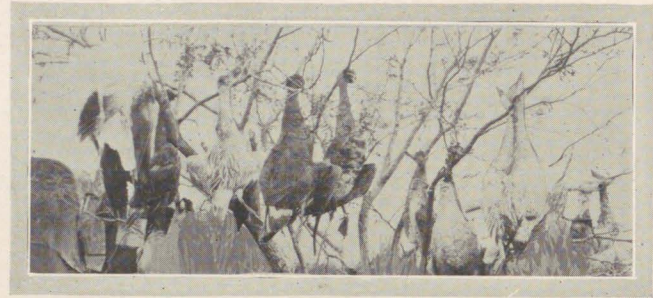
A Valley dairy herd.



Hogs, alfalfa and grain makes winning combination.







Fishing and hunting in the Magic Valley is unexcelled in the United States.

Upper picture shows deer hunters with their two bucks. Left center, ducks, right center, Canadian geese and lower picture a good catch of Silver Kings or Tarpon.



## Personality of the Magic Valley

ORDINARILY when the term personality is used it refers to an individual, but there is no other term that describes the friendly appeal, with the atmosphere of doing things, the spirit of working together, the feeling of things being successfully accomplished, the touch of wholesome playfulness and the many other outstanding characteristics that go to make up the life of the Magic Valley. One can actually feel the valley spirit on first arrival. The number of cars found in valley towns, the friendly greetings received, the manner in which everyone seems to have a definite aim in view with a resolution to accomplish his objective within the shortest length of time, all go to make Valley personality stand out as few other places have ever done. There is an old saying in the Valley that "when you have once taken a drink of Rio Grande water that you are sold on the Valley and should you leave, you will always come back." This thought naturally comes from the fact that when one becomes associated once with such a hustling, thriving community, that no other place ever gives exactly the same feeling and suffers on comparison with the Valley so that the desire to come back to the Valley is prevalent.

Space here does not permit the mentioning of all the elements that go to create the personality of the Magic Valley. However, mention might well be made of the Valley Chamber of Commerce which is the parent organization of the chambers of commerce in each of the larger towns of the Valley. This organization is composed of the executives of the local chambers of commerce and was created for the purpose of treating the Valley and its problems of growth and development, as a whole.

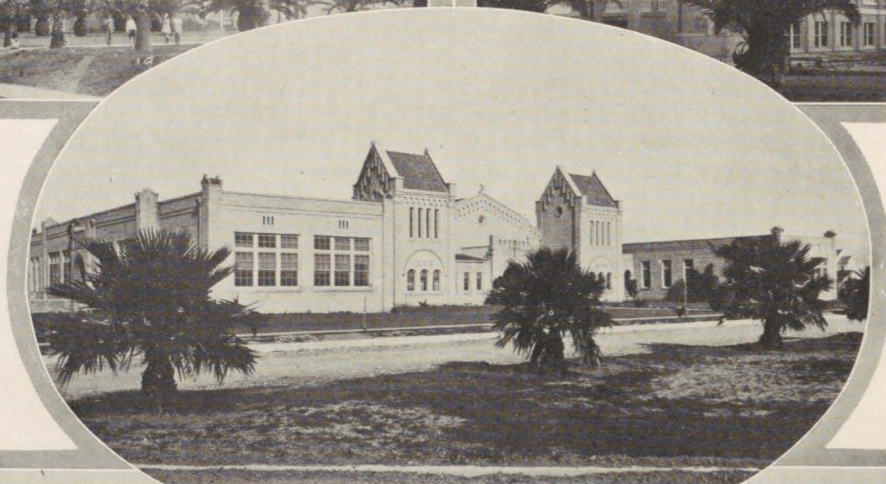
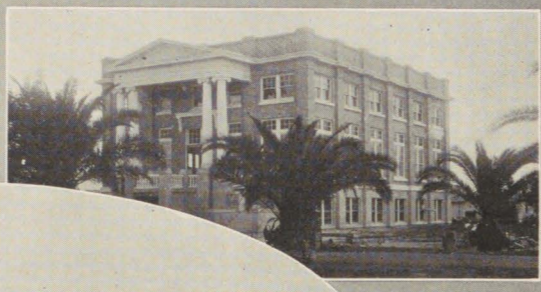
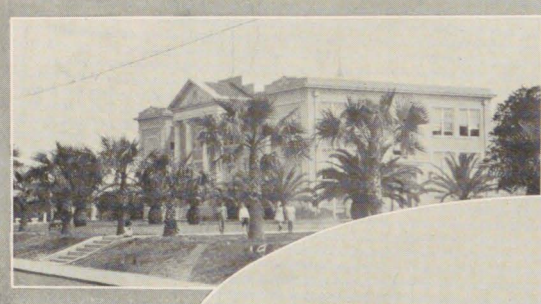
Between the different sections of the Valley, surrounding the different towns, one finds a very wholesome spirit of the keenest rivalry which is conducive to the highest type of development. However, on Valley wide matters of interest, one finds the entire Valley sticking together as one individual to further its interests or to protect its rights.

It is hard to define any city limits in the Valley, it being essentially an agricultural country and the towns are the centers of agricultural sections.

In addition to the chambers of commerce we find luncheon clubs, including Rotary, Lion's etc., in practically all of the Valley towns. This spirit of "get together" naturally enables the different towns to treat all of their problems as a whole and eliminates the friction within that is usually found in so many of the American cities. Possibly one of the most important factors that makes life in the Rio Grande Valley outstanding, is the Valley Federation of Women's Clubs. This is the parent organization for women's clubs thruout the Valley and is not a woman's club in name only for it is one of the most active influences in the Valley. The women acting together in this organization have been responsible for the highly developed social life in the Valley, the high standards of home life, and of living, as well as many other practices that influence social and home life. In the Valley also are practically all of the fraternal organizations; and Valley citizens are cooperating in organization of Water Users' Association, citrus exchanges, press associations, farm bureaus and other similar organizations.

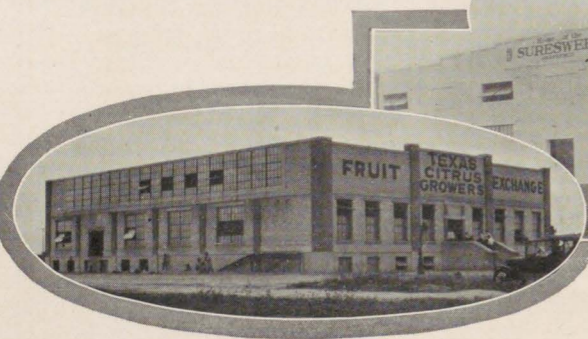
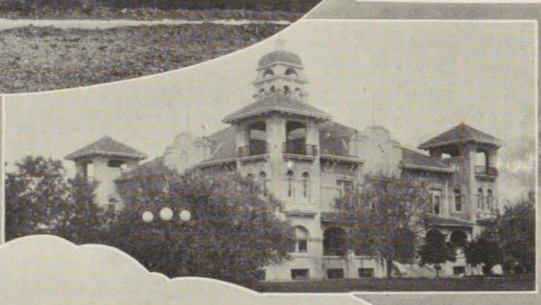
One of the things that the Valley especially prides itself on is one of the finest school systems in the United States. The schools are not only large and commodious, but are of the very finest types and many hundreds of thousands of dollars have been voted for the continuation of these great schools. Co-



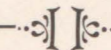


The Valley is proud of its buildings.

Center, one of its modern school buildings.



Cooperative citrus exchanges for packing and marketing Valley citrus fruit.



## Personality of the Magic Valley—Concluded

operative high schools are found thruout the Valley in addition to the great number of grade schools, affording adequate facilities at every point in the Valley.

Practically every variety of religious denomination is represented with handsome churches thruout the Valley. A great many non-denominational community churches have been established, which have proven very successful, in addition to the great denominational churches which are found in practically every community.

Possibly the three things that the Valley prides itself on most, as a place to live, in addition to its climate and other natural advantages, is its churches, its schools, and its paved highways. A community that possesses these three factors as highly advanced as they are in the Valley, together with the climate which is healthy for man and beast, and productive for all growing things, with its very fertile soils, offers an opportunity for happy, successful lives that is seldom found anywhere else. Valley air is especially soothing and healing to persons suffering from diseases of the lungs. Every person who is not fully satisfied with where he is, whether it be from a health standpoint, climatic standpoint, poor soil standpoint or whatever it may be, owes it to himself to fully investigate the wonderful opportunities offered in this Magic Valley of the Lower Rio Grande.

The Magic Valley is not booming and the citizens of the Valley are doing everything in their power to prevent a boom. The growth is rapid but on a firm foundation, for the Valley has the properties that will go to make it one of the most highly developed parts of the country.

Recently the commissioner of immigration in one of the northern states issued a bulletin in which he spoke very uncomplimentary, not only of Texas as a whole, but of the Magic Valley in particular. The Magic Valley has nothing to offer that has to be sold sight unseen— It invites the fullest investigation by personal inspection, thru the securing of authentic information from recognized sources, and thru any other means available to the applicant, about its resources and possibilities. Had this commissioner of immigration made such inspection for himself he could not have issued such a bulletin as he did and certainly everyone who speaks unkindly of other people or other sections, particularly in an official capacity, should have made a thorough examination before launching such an unwarranted attack.

The descriptive matter in this little booklet is for your information in order to help you to decide whether you will be interested in such a country if the facts, as described, were borne out on careful inspection. Every new citizen of our country is urged to come down and personally select his land for the Valley is as desirous of selecting good citizens for their neighbors as new comers are of selecting good lands for profitable farming operations. Texas is a large State and consequently contains some land which is not desirable from an agricultural standpoint and unfortunately, unscrupulous promoters have sold land of this kind to buyers who did not take the trouble to find out what they were purchasing and for that reason we urge every prospective new-comer, whether it be to the Magic Valley of the Lower Rio Grande, or any other section of this great State, which abounds in opportunity, to make a careful examination and selection before he invests money in Texas property. Our lands and development will stand such examination and inspection and by so doing the new-comer not only protects himself, but the good name of the State of Texas.









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