

Santa Rosa

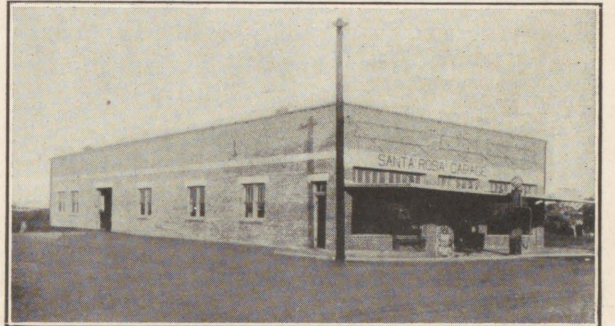
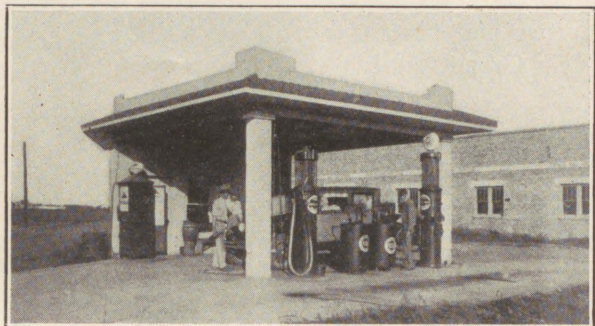
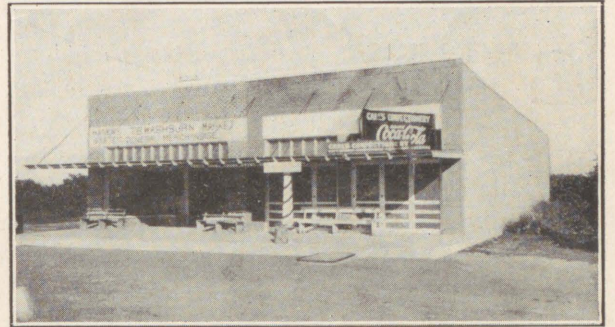
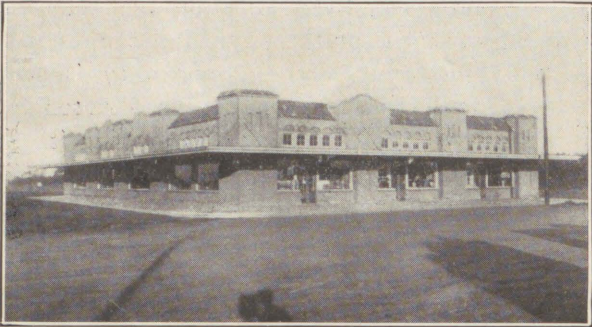
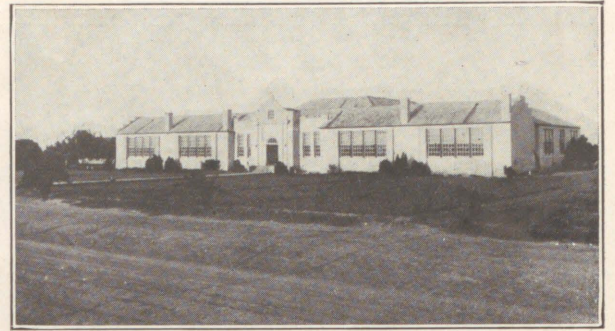
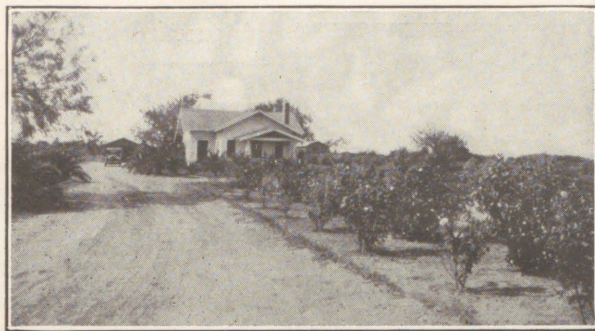
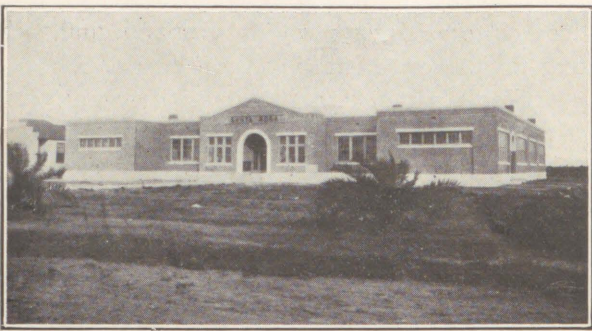
The Saint of Roses



HILLS ENGL CO

Lower
Rio Grande
Valley





"YOU BET! I LIVE IN SANTA ROSA"

Official Folder
of
CHAMBER of COMMERCE
SANTA ROSA, TEXAS
(Saint of Roses)

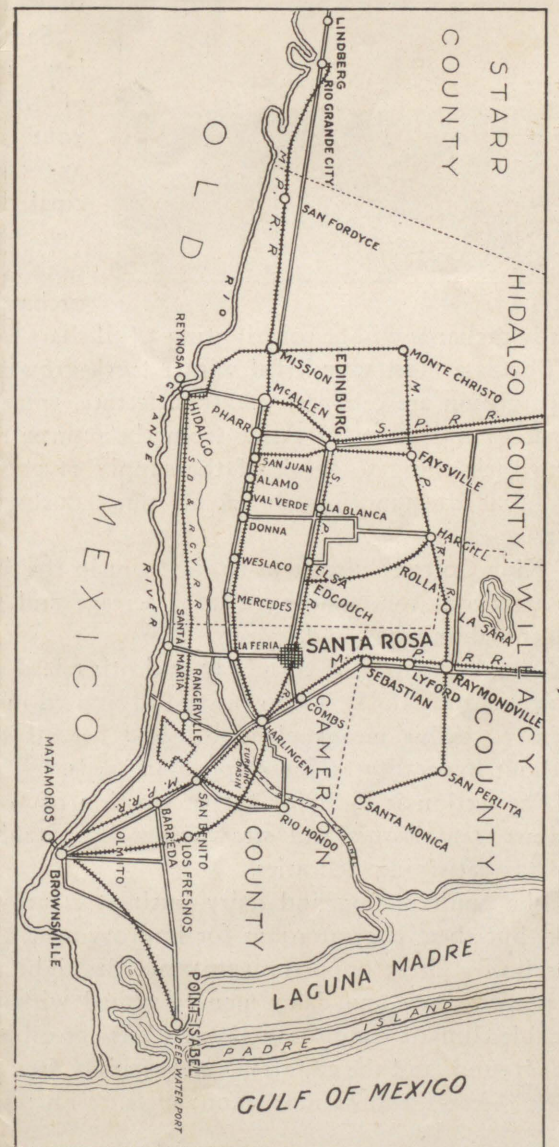
COMPLIMENTS OF

Santa Rosa

The Saint of Roses



Lower
Rio Grande
Valley



SANTA ROSA, TEXAS



SANTA ROSA (SAINT OF ROSES) is located in the heart of the Lower Rio Grande Valley, six miles north of La Feria, and eleven miles to the northwest of Harlingen. Old Mexico lies fourteen miles to the south, while the Gulf of Mexico is thirty miles to the east.

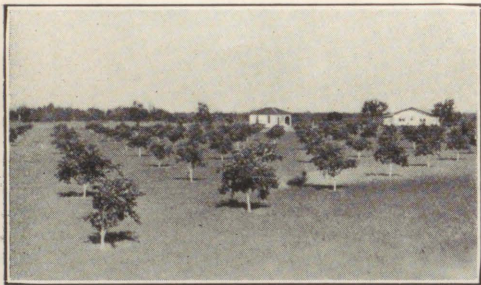
Until the recent advent of the Southern Pacific railroad, Santa Rosa was practically unknown outside of Cameron County, but since excellent railway service has been secured, with an adequate highway system a reality, a well planned town is being built.

The soil, our chief asset, as you will find by referring to the U. S. Bulletin "Soil Survey of Cameron County", is classified as Victoria loam, Victoria clay loam, and Victoria sandy loam. Added to this natural asset, Santa Rosa is located in the midst of the La Feria water improvement district, a project which furnishes water for irrigation from the Rio Grande river, to about 45,000 acres of improved land.

By the help of these two agencies we are able to grow citrus fruit and field crops of the highest quality and greatest variety. The quantity of production is wonderful, the tonnage of produce shipments from the Lower Rio Grande Valley as set forth in railroad shipping records being almost astounding. Of this production, citrus fruits are just now beginning to take on heavy proportions, and its quality, which truly out-rivals that from any other citrus growing section, is creating its own demand. Well ripened

Valley grapefruit is a treat at any time, any where.

Santa Rosa community has a large acreage of citrus fruits, most of the orchards, however, being young and not yet bearing. Oranges and grapefruit are the principal citrus fruits grown, but lemons, limes, tangerines and pomegranate are found in nearly every orchard. Before long our already



sturdy orchards will be contributing a full share to the fast increasing tonnage.

This is a most wonderful winter truck growing section. Principal truck crops grown are cabbage, potatoes, lettuce, spinach, egg-plant, beans, beats, tomatoes and carrots. Aside from the returns realized from these crops, it is no little thing to think of the supply of good fresh vegetables available for home consumption almost all times during the year.

"King Cotton" also steps to the front in the Santa Rosa section, commanding a large acreage and subsequent abundant yield.

A large quantity of corn, hay and other feed stuff is grown and alfalfa is also successfully raised in this vicinity. This means plenty of feed for all stock without expenditures for shipped in feeds.

The section is ideal for the production of water-melons, cantaloupes and strawberries—profitable as well as satisfying delicacies.

The poultry, hog and dairy business is growing fast, but there is great room for improvement along this line. Great opportunity awaits the right kind of poultry, hog and dairy man. Favored with such equable climatic conditions, the work is agreeable the year 'round, and the country is surprisingly free from stock diseases and similar annoyances. This seems



an excellent opportunity to work into an always waiting demand, and such industry is just now beginning to take on interesting proportions.

For the hunter we have a veritable paradise in the great dry-lands, just north of the Santa Rosa district, where there is an abundance of deer, white wings, quail, ducks and turkey. For the fisherman we have, close by, the Rio Grande river and the great Gulf of Mexico. Brush stretches and bays are literally infested with game and fish.

Our schools are among the finest in South Texas. Over \$100,000 is invested in buildings and equipment. At present the high school has sixteen²¹ credits of affiliation, and the enrollment is growing rapidly. Our churches keep open doors and extend to all a cordial welcome. *Get 2 more this yr*

Santa Rosa has a Farmers Club and a very lively Chamber of Commerce which are doing much for the improvement of the town and community.

The business district is steadily increasing, and "Opportunity" awaits everyone. As the center of such a productive area, there is every reason for Santa Rosa being a most attractive town, and its growth is proving it.

The combination of such agricultural wealth and living ease with its favorable location and accessibility has brought to Santa Rosa a very rapid and merited development. Actual reproductions of substantial business houses, comfortable homes and attractive farm scenes shown in this folder



testify to the faith and success of the home builders here. The advent of the railroad together with active construction work in Cameron County's six million dollar road program is opening this fertile region to discriminating builders of permanent homes.

Old settlers are seeing the certain fulfillment of confident dreams. Yet no "high pressure" inducements are offered. The evident advantages of the section bespeak their own possibilities and the substantial development on every hand is warranted and quite natural.

The wonderful resources and productiveness of the Lower Rio Grande Valley has long since become a proven reality. Satisfied Valley residents who have come from every corner of the States seem to think the Valley just a little better than "back home" because they stay here. Santa Rosa is a new and opportune opening in the very heart of this Valley. Look at the map.

This is not a place for listless idleness. Sporting possibilities lend enjoyment to leisure time, but the real contentment found here lies in the fact that a man may see satisfying results come from his earnest, concerted labors. It takes hard work, but who minds that when the results are in keeping with the effort put forth?

In conclusion, Santa Rosa offers something to everyone. If you are seeking pleasure, come to Santa Rosa. If you are seeking health, come to Santa Rosa. If you are seeking a HOME, come to SANTA ROSA.

For further information concerning Santa Rosa and its surrounding country, write
CHAMBER OF COMMERCE, SANTA ROSA, TEXAS

