

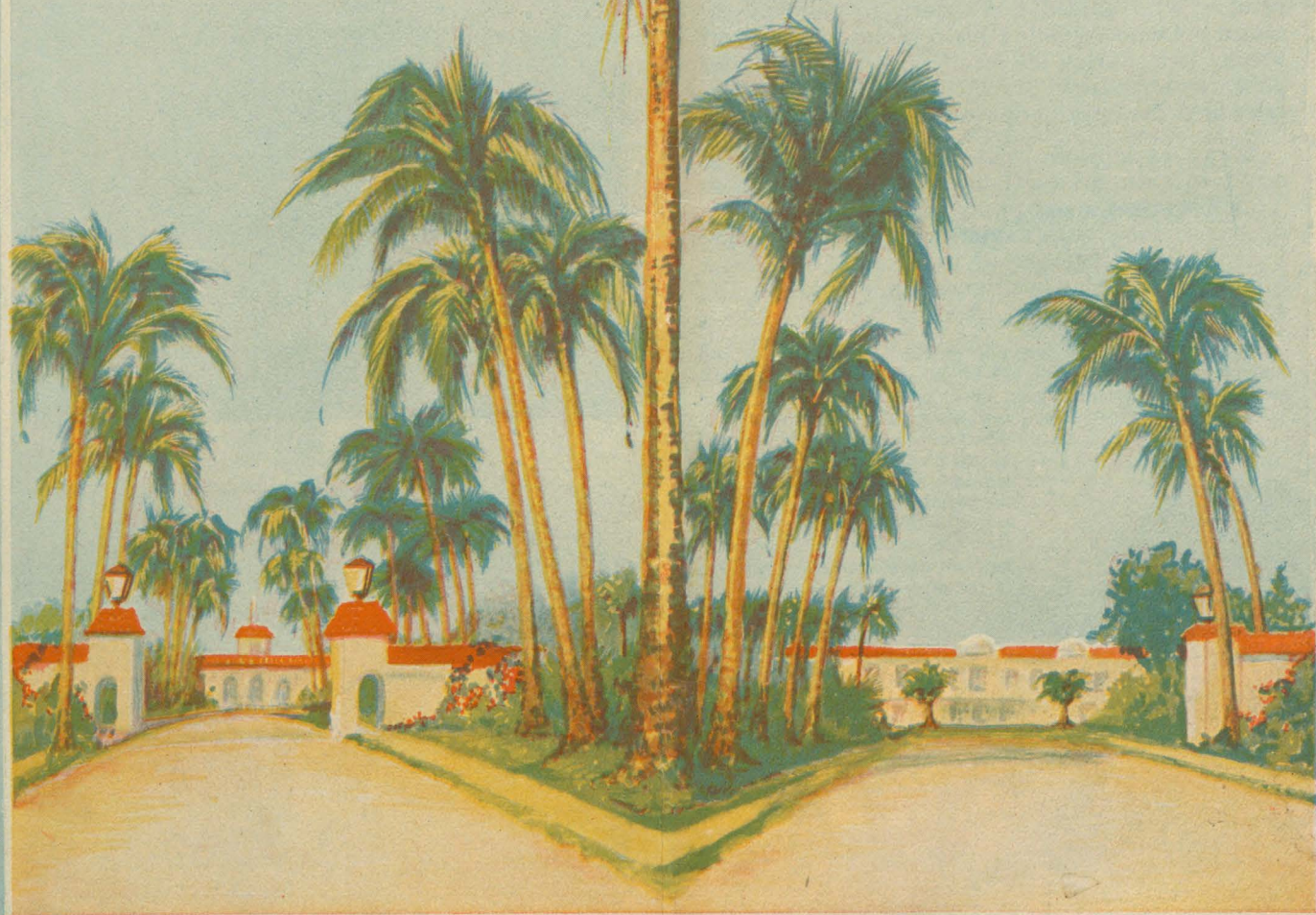
**MCALLEN MCALLEN**

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*The City of Palms*

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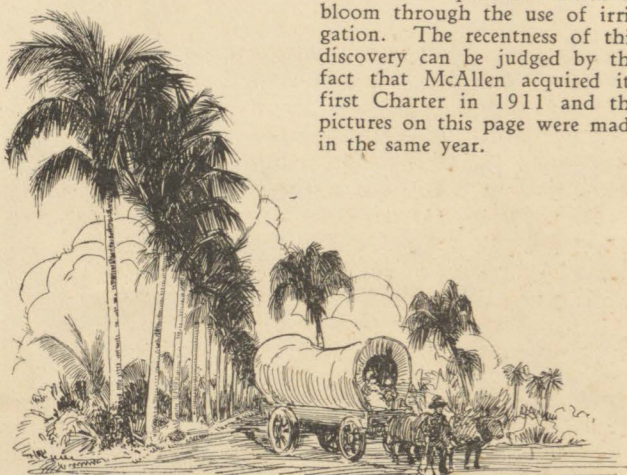


**F**OR centuries the lure of gold has drawn men to the Lower Rio Grande Valley. Several hundred years ago the Conquistador, Cabeza de Vaca, escaped an Indian massacre of the troops under his command. For several years this lone survivor roamed the Valley of the Rio Grande until finally he fell in with friendly Indians who guided him South to the Spanish camps. Upon rejoining his comrades, he told of having seen, during his wanderings, seven cities of gold, the legendary "Seven cities of Cibola". His tales fired the imagination of the Spanish Leaders.

Many expeditions were outfitted and sent in search of these mythical cities. Thus when New York City was a struggling village, a large expeditionary force was exploring the Rio Grande. Legend has it that one of their camps was on a hill South of McAllen where they founded the ancient city of Reynosa, Mexico.

The gold was here, but not in the form in which the Spaniards sought it. The silt of the Rio Grande continued to add to that potential gold until, only a few years ago, a few men of vision caused a desert of mesquite and cactus to bloom through the use of irrigation. The recentness of this discovery can be judged by the fact that McAllen acquired its first Charter in 1911 and the pictures on this page were made in the same year.

1911

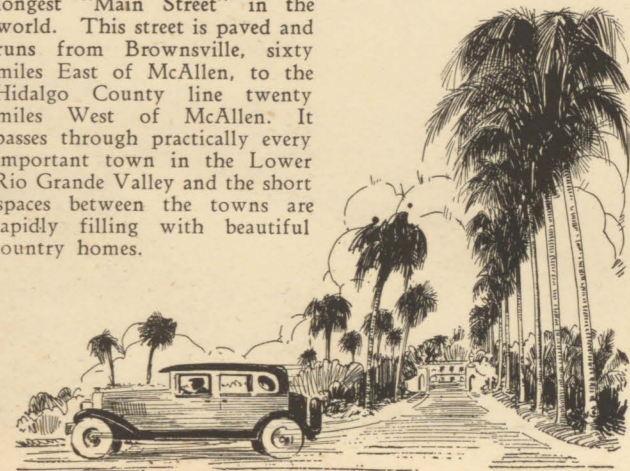


1927



**I**MAGINE the astonishment of the Conquistadors, had their search discovered such cities and sights as the pictures on this page disclose. In their day the cities were all seaports; the mere existence of a city of eleven thousand inhabitants situated a hundred miles inland would have been beyond comprehension. The half a dozen towns of from three to five thousand surrounding McAllen within a radius of eight miles would have but added to their amazement. Doubtless they would have regarded as magic of the highest type, the airplanes, automobiles and railroads. The highways, they could have understood and appreciated, though the length and quality of these highways would have excited their warmest admiration. For that matter, the miles and miles of perfect pavement are a source of constant enjoyment and surprise to the thousands of visitors from all parts of the United States every year. Within the city limits of McAllen are more than twenty miles of paved streets.

To the South the paved International Highway runs to the International Bridge, and the quaint old city of Reynosa, six miles distant. Through the heart of the city runs the longest "Main Street" in the world. This street is paved and runs from Brownsville, sixty miles East of McAllen, to the Hidalgo County line twenty miles West of McAllen. It passes through practically every important town in the Lower Rio Grande Valley and the short spaces between the towns are rapidly filling with beautiful country homes.





**T**HE Rio Grande, pictured from the air on this page, has indeed proved a river of flowing gold. For untold centuries it has been slowly building a delta of marvelous fertility. Through the ages this delta has been fertilizing itself by producing such vegetation as thrives in a semi-arid country. The average annual rainfall is only 24 inches. It remained for man to bring the water of the river to the soil. In the Lower Rio Grande Valley there are twelve large irrigation districts and a number of smaller ones. Combined, these districts have some 2,000 miles of main canals and represent an investment of \$14,000,000.00. Most of the districts are farmer owned, and are operated under a farmer Board of Directors.

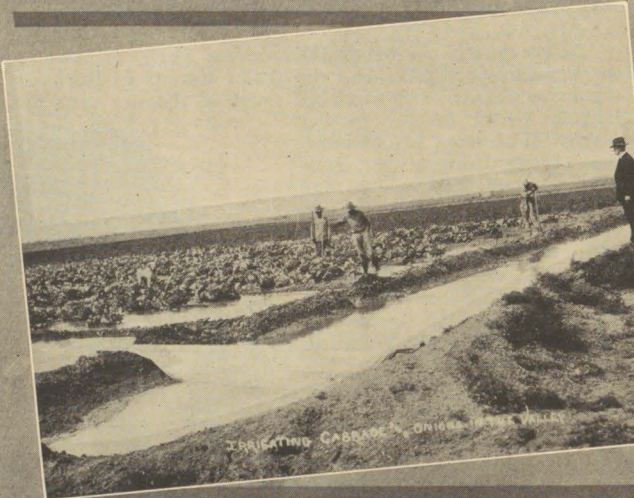
The McAllen district is the only one thus far to line its canals with concrete. This results in a great saving of water and of land.

The pump shown is one of those owned by the farmers of the McAllen district. The water is lifted by these pumping plants to a level higher than that of the surrounding fields and flows by gravity through gates to the lateral canals which carry it to the fields or orchards.

Any fruit or vegetable which does not require cold weather can be successfully grown in the Lower Rio Grande Valley. Even bananas, ordinarily considered a strictly tropical fruit, are grown in all parts of the Valley, although not in commercial quantity. The Valley farmer has a very fortunate combination of a rich, deep alluvial soil; water when and where he wants it; a twelve month growing season; an ample supply of inexpensive but excellent labor; and the United States and Canada for a market.

The mild winters give a very early season on truck and Valley vegetables are harvested from four to six weeks before those of competitive sections.

A modern up-to-date cannery uses large quantities of the vegetables which mature later in the season. If he so desires, a farmer may contract his entire crop at a fixed price before planting a seed.



PHOTOGRAPH cannot even approximate the beauty of citrus in full bearing. The dark green foliage forms a background for balls of gold, varying in size from the tart little Mexican lime to the large luscious sugar-filled seedless grapefruit for which the Valley is famous; varying in color from the pale delicate Roman gold of the lemon to the rich full old gold of the tangerine. No other season in the cycle of citrus can compare in beauty with the harvest time unless it be the very early spring when the trees are covered with blossoms, whose delicate fragrance literally fills the air.

Attractive though it is, beauty, however, is not the chief aim and purpose of citrus culture. An orchard in full bearing, over a ten year period, will earn for the owner five hundred good American dollars per acre per year.

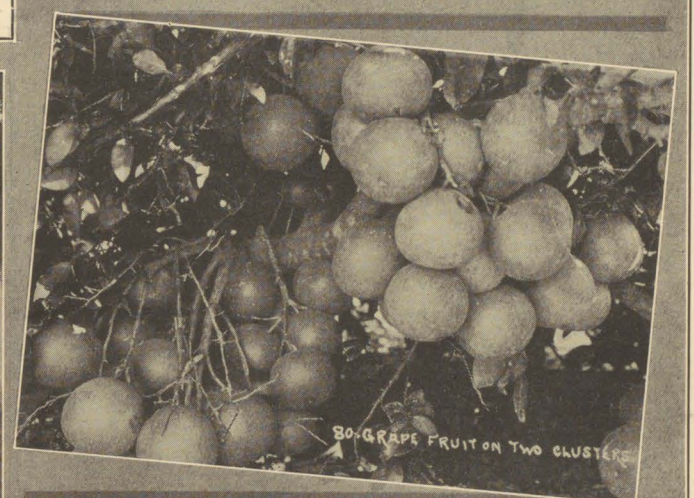
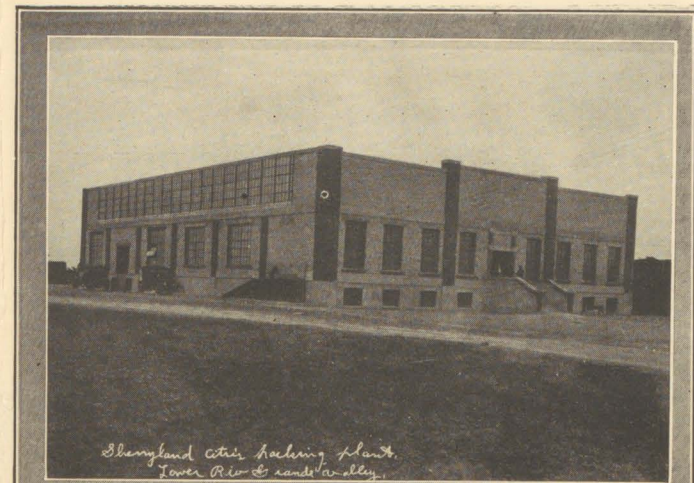
Much of the Valley fruit is marketed through strongly organized co-operative associations. These associations own such plants as the one pictured on this page. They not only employ experts to assure a first-class pack, but have able sales organizations.

The fruit is pooled and a uniform price paid each grower member. Such exchanges dot the Valley, the one in McAllen being the oldest, biggest and strongest.

Fruit which cannot be shipped because of some discoloration, or other defect not affecting edibility or flavor, is sold to a local cannery, where by a simple process the natural flavor is preserved. This canned fruit is extremely popular, and the canneries are unable to supply the demand.

The citrus leader is grapefruit. Analysis by disinterested Federal experts proves Valley grapefruit to have a higher sugar content than any other grapefruit grown in the United States. This accounts for the rapidly growing popularity of Valley citrus. In answer to the demand, more and more acreage is set to citrus. By 1930 Valley fruit shipments will total fifteen to eighteen thousand cars annually.

McAllen is the heart of the citrus region. As the biggest community in the region, it is distribution center and clearing house for a wide territory.

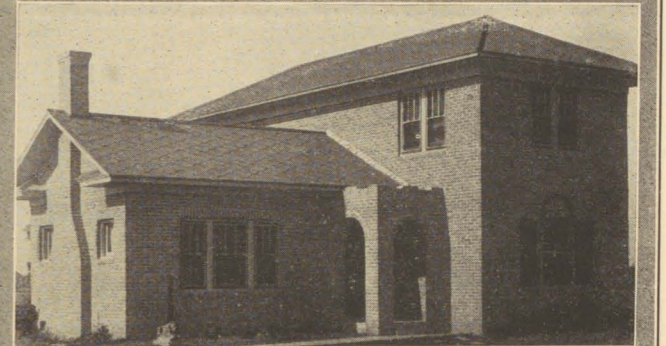
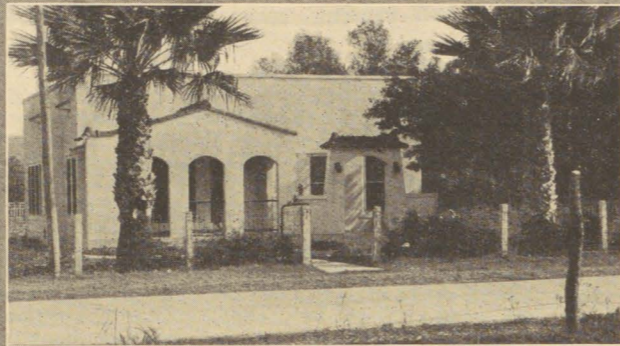
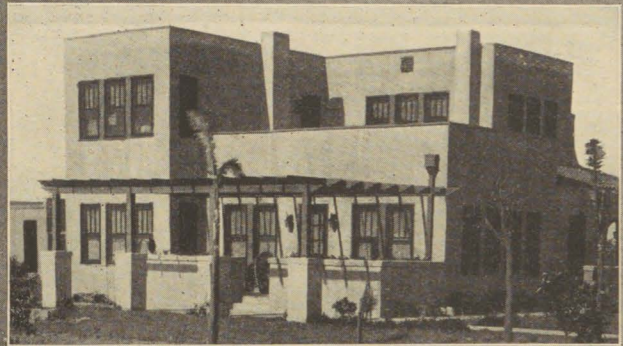
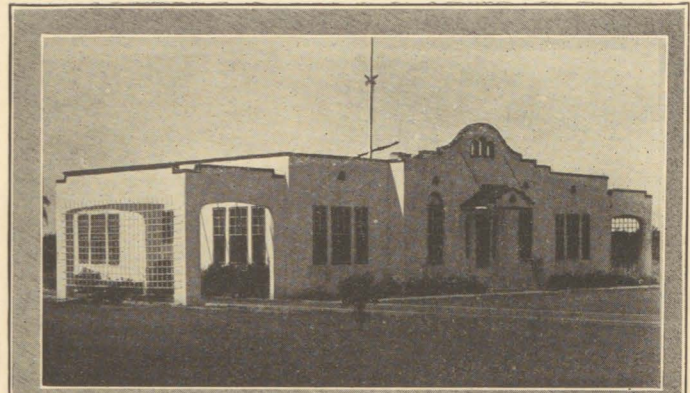




**F**OR many years, McAllen has been known as the "City of Palms", and there is excellent reason for this name. Fifteen years ago, the then civic leaders, many of whom are still active, settled upon a policy of spending money at home for beautification rather than abroad for publicity, and this policy has never been forsaken. One of the first concerted civic moves in the history of McAllen was the raising of a fund by popular subscription for the purpose of planting Palm trees. Many men who contributed to that fund are still citizens of McAllen and the ball they started has never stopped rolling. With her many palm lined paved streets, evergreen poinsettias, ebonies, and other tropical trees and shrubs, McAllen is conceded to be the most beautiful town in a Valley of beautiful towns.

And this will always be true. The new subdivisions which surround the city are laid out in accordance with an excellent city plan drawn up by an expert. All such subdivisions are beautified with shrubs and palms before they are offered for sale. Many of them set aside space for play grounds and parks to be deeded to the city when the city limits are extended to include them. The city now owns many acres of parks.

A distinctly Latin touch is given McAllen by the beautiful little two-acre Central Park, or Plaza, with its many benches and band stand where an excellent Municipal Band gives frequent and delightful concerts. Travelers have said the music, tropical foliage, and clear and balmy atmosphere combine to give the flavor of Italy or Southern Spain.



**S**TRANGERS coming into McAllen for the first time are struck by two outstanding characteristics: first, the activity of the business section; second, the air of hospitality and welcome which is immediately sensed by every newcomer. The reason for this feeling is not hard to find. McAllen is no less the City of Palms than the City of Homes. Every new citizen, no matter how content he may have been to rent elsewhere, has no sooner settled in McAllen than he starts laying plans to buy or build a home of his own. It is a common sight to see flowers, vines, trees and shrubs planted in the yard of a new house before the workmen have finished their tasks. Each householder feels the pride of possession, and needs no urging to beautify, being spurred on by the emerald lawns and vivid flower beds of his neighbors.

In a community of home building citizens no special effort is needed to make the visitor feel at home. There is a hearty welcome in the very atmosphere.

Nor has McAllen neglected to provide at least a temporary home for the visitor. Four hotels and as many tourist camps, as well as many furnished apartments, await him. Any visitor can find a winter home to suit his taste and pocketbook. He can select what he likes from a tourist cottage at \$.50 a day, to a luxurious hotel suite at \$25.00. The Chamber of Commerce Building provides an excellent Club Room with newspapers, magazines and stationery for the use of the visitors.



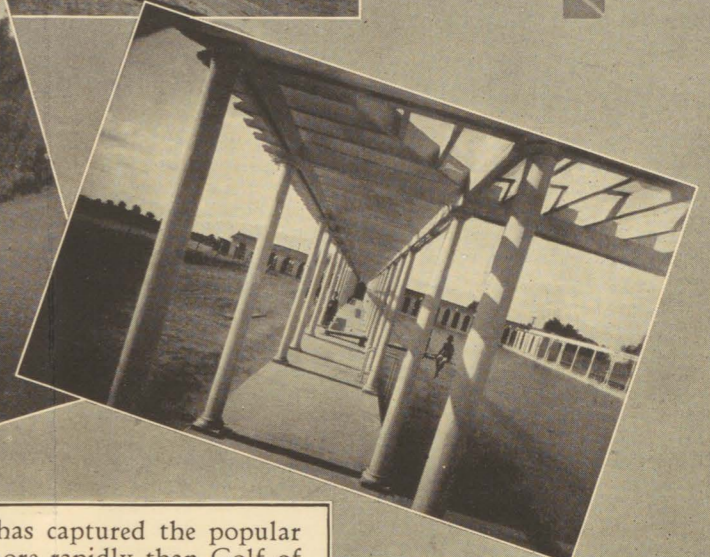
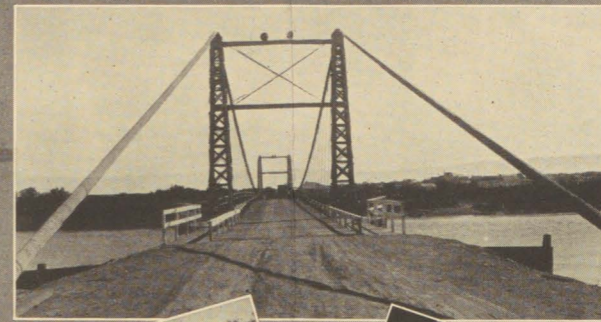


**A**TENTION, Sportsman: The Lower Rio Grande Valley of Texas offers you good hunting and fishing within an hour's ride of modern conveniences and luxuries. If you are so inclined, you can shoot deer in the morning, golf in the afternoon, and billiards at night.

Among the game birds are geese, duck, wild turkey, quail and white wing. Within a very few miles of McAllen, deer and javelina abound, and many varieties of large cats make it interesting for those who like to hear hounds bay.

Just across the Rio Grande, from McAllen, is a vast territory which has never been hunted extensively. Permission can be obtained from the Mexican Government to hunt this area, and the United States Game Warden will grant a permit to bring game back into this country.

Fishermen find a little paradise with both fresh and salt water fishing and excellent facilities in the way of boats and pilots. Tarpon, black bass and other game fish test the angler's skill.

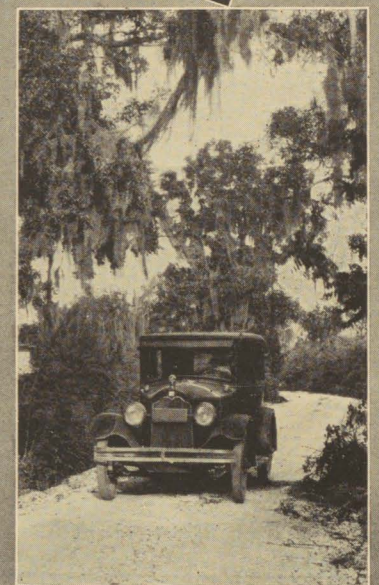


**N**O sport has captured the popular fancy more rapidly than Golf of recent years. In the whole United States there is hardly to be found a town of 5,000 without its Golf Course. Few of them, however, are so fortunate as McAllen in being able to play all the year. Even winter rules are unnecessary as the fairways and greens are as luxuriant in December, January and February as at any other season. The course has another unique feature. From the first tee to the nineteenth hole is five miles.

Tennis, boating and swimming are also immensely popular in the Valley.

Beautifully built pools are to be found in practically every town. McAllen has two. One is at the Tepehauie Country Club, and the other, The Cascade, built at a cost of \$40,000.00, is located on the International Highway, two miles from McAllen and four miles from Mexico. This pool is easily the best in the Valley.

All of our visitors want to see Mexico at least once during their stay. Six miles of paved highway and an International Bridge connect us with the Ancient City of Reynosa, mentioned elsewhere in this booklet.





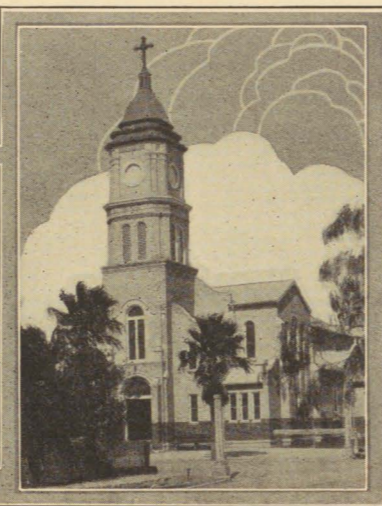
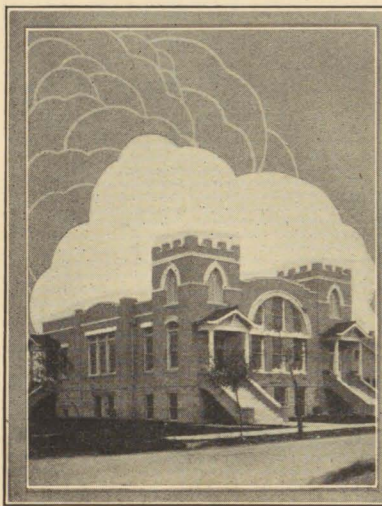
**M**CALLEN PUBLIC SCHOOLS are among the best in the State of Texas. The superintendents for the last several years have held nothing less than a Master's degree, all high school teachers nothing less than a Bachelor's degree, and the grade teachers nothing less than a certificate denoting graduation from a standard two years' teachers' college. In addition to this, all teachers have had successful experience in some other good school. This policy has built up a high standard of teaching. Several teachers have been on the public school faculty for many years. The high school building houses both the senior and junior high schools and provides ample facilities. The courses are all modern to the last minute. The vocational agriculture and vocational carpentry courses, as well as several very practical home economics courses, take care of the needs of students who wish to specialize in that kind of work. The college preparatory courses are of the best, and, due to the fact that McAllen High School is affiliated with the Southern Association of Secondary Schools, a graduate is admitted without further examination to any college or university in the United States. There are many extra-curricular activities of value which are approved and maintained by the faculty both for grades and high school.

Students have opportunity for regular physical training

as well as those who go out for the regular athletic teams. The grades have their foot ball, basket ball, base ball, volley ball and tennis teams the same as the high school. The high school has an orchestra rated one of the best in the Southwest, and certainly the best in the Valley. There is also a Student Council, which has immensely benefitted the student body. It is elected by popular vote of the students, and does a great deal to promote and maintain a high standard of ethics and school spirit. Besides these organizations, there are pep clubs, home economics club, radio club, etc. "The Espejo" and "Wheel" are the annual and weekly publications. The library, typewriting department, science department are thoroughly and modernly equipped. A student attending McAllen High School is assured of a broad education. The enrollment has increased nearly twenty per cent each year. McAllen has eight progressive churches, headed by pastors of real worth and well educated. Sunday Schools, well organized and superintended, meet every Sunday morning. In addition to this, there is a wholesome spirit of co-operation among the pastors of the city, which is rarely found.

Besides the Chamber of Commerce and an active Realty Board, there are a Lions Club and Rotary Club of fifty members each—alive and functioning all the time. The district convention of the Lions Club was held in McAllen in

May, 1927. Both clubs are always busy doing something for the welfare and upbuilding of McAllen. Here again is a wholesome and unusual co-operation between two organizations. The two clubs frequently unite in carrying out some project calculated to better the community. Many fraternal organizations have local lodges.



**I**F the treasure-seeking Spaniards had found gold to the amount of the combined resources of McAllen banks, their expeditions would have been highly successful. Yet vastly more than this amount of wealth is added to this city every year. Annual building permits alone will greatly exceed the total bank resources in any year. Furthermore, McAllen is entirely surrounded by new additions which are building rapidly. Being outside of the City limits, this building is not reflected in the total permits issued.

The photographs on this page show the kind of construction which is used in new buildings now going up. A modern building code and an active inspector assure the maintenance of a high standard.

While there is no boom, McAllen is building very rapidly, more rapidly than any other Valley town. A study of the panoramic map on the back of this page will disclose some of the reasons for this growth. McAllen is the wholesale and retail distributing and financial center for a number of nearby towns.

Located at the intersection of the Missouri Pacific and Southern Pacific systems, and being within twenty miles by paved road of some ten smaller towns, McAllen offers unusual attractions to the wholesaler. Cheap labor and natural gas, combined with transportation facilities and raw material production, are proving equally attractive to manufacturing and industrial concerns.

In this booklet we have tried to draw a true picture of McAllen. Few figures are given. If detailed information is desired regarding any particular activity, it will be very cheerfully furnished upon request. Write to us, or better still, come and visit us.

Compiled and published by the  
**McALLEN CHAMBER OF COMMERCE.**  
 McALLEN, TEXAS

