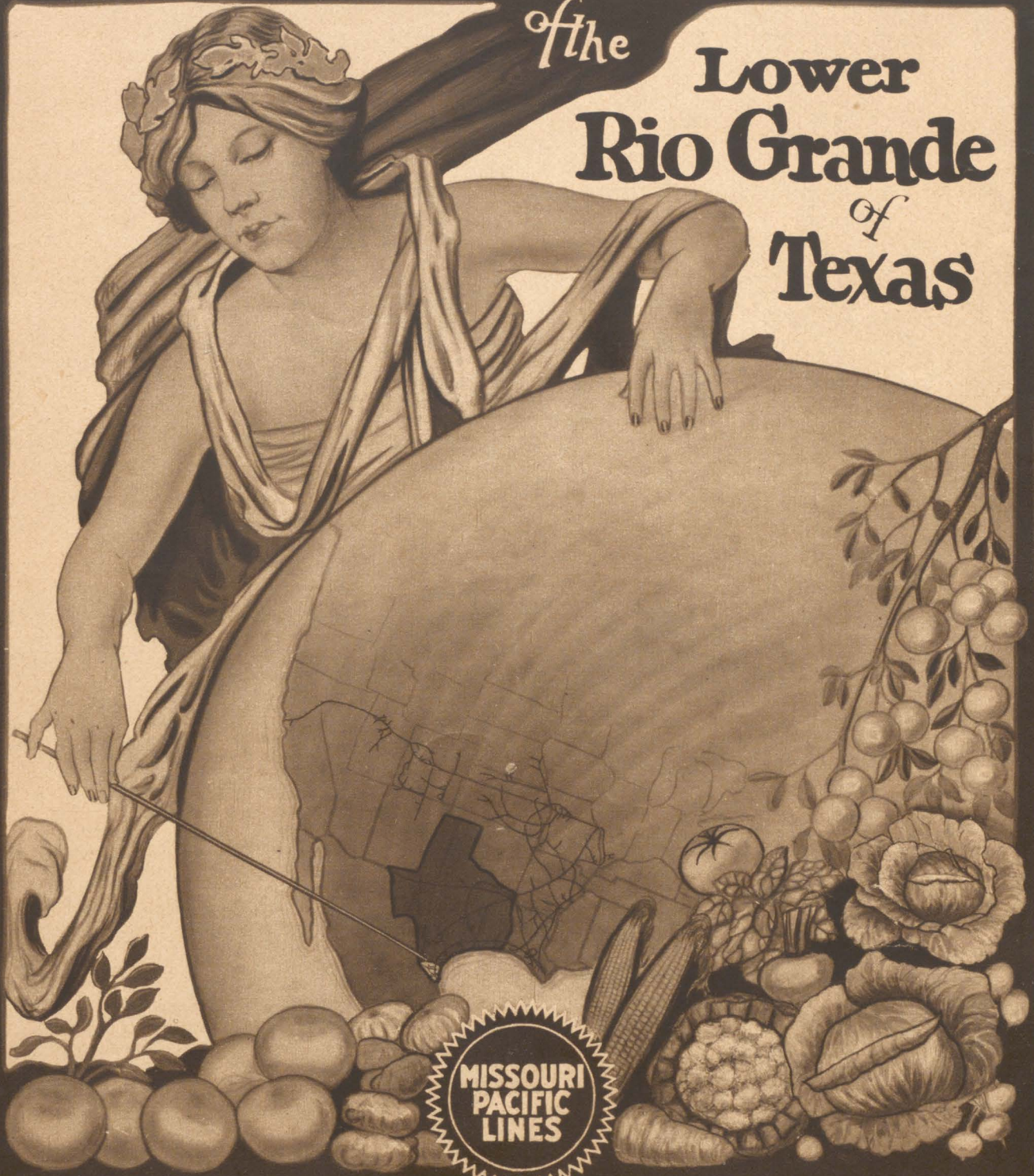


The Beautiful Valley

of the Lower Rio Grande of Texas



MISSOURI
PACIFIC
LINES

"A Service Institution"



Grapefruit—the kind that requires no sugar—is increasing the health and joy of the nation and the wealth of the Lower Rio Grande Valley.



Introduction

"If you really desire to accomplish more, and are willing to work hard for the reward of happiness, using your hands, and putting your soul into your efforts, then the Lower Rio Grande Valley affords you your opportunity."

Early in the '20s that statement was made in a booklet describing the Lower Rio Grande Valley issued by the Gulf Coast Lines, since become a part of the Missouri Pacific Lines.

On every hand in that so-called Magic Valley today are countless tangible evidences of the truth of the claim that unusual opportunity existed there for those who would capitalize the section's myriad natural advantages by hard work, careful planning and conscientious effort.

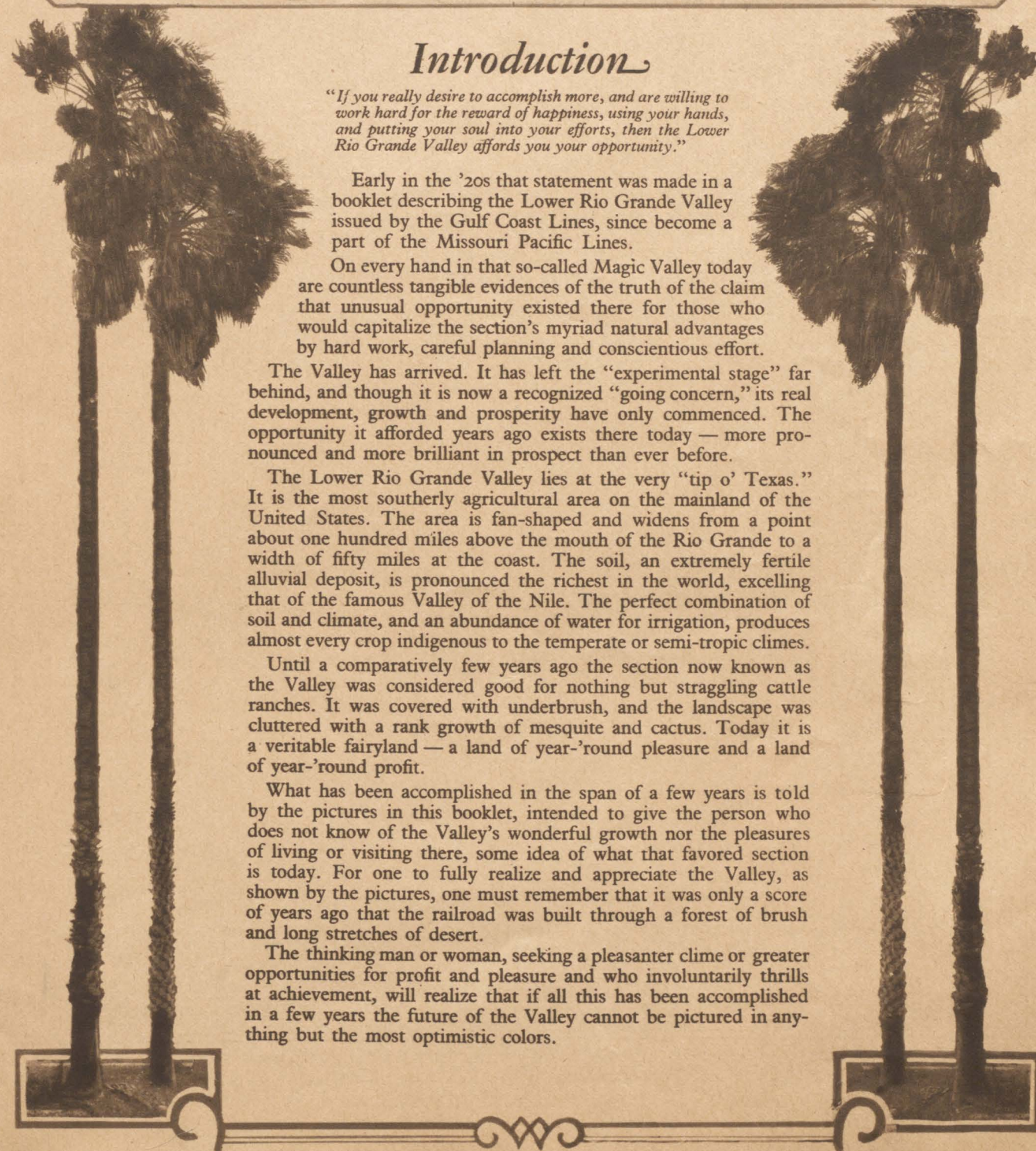
The Valley has arrived. It has left the "experimental stage" far behind, and though it is now a recognized "going concern," its real development, growth and prosperity have only commenced. The opportunity it afforded years ago exists there today — more pronounced and more brilliant in prospect than ever before.

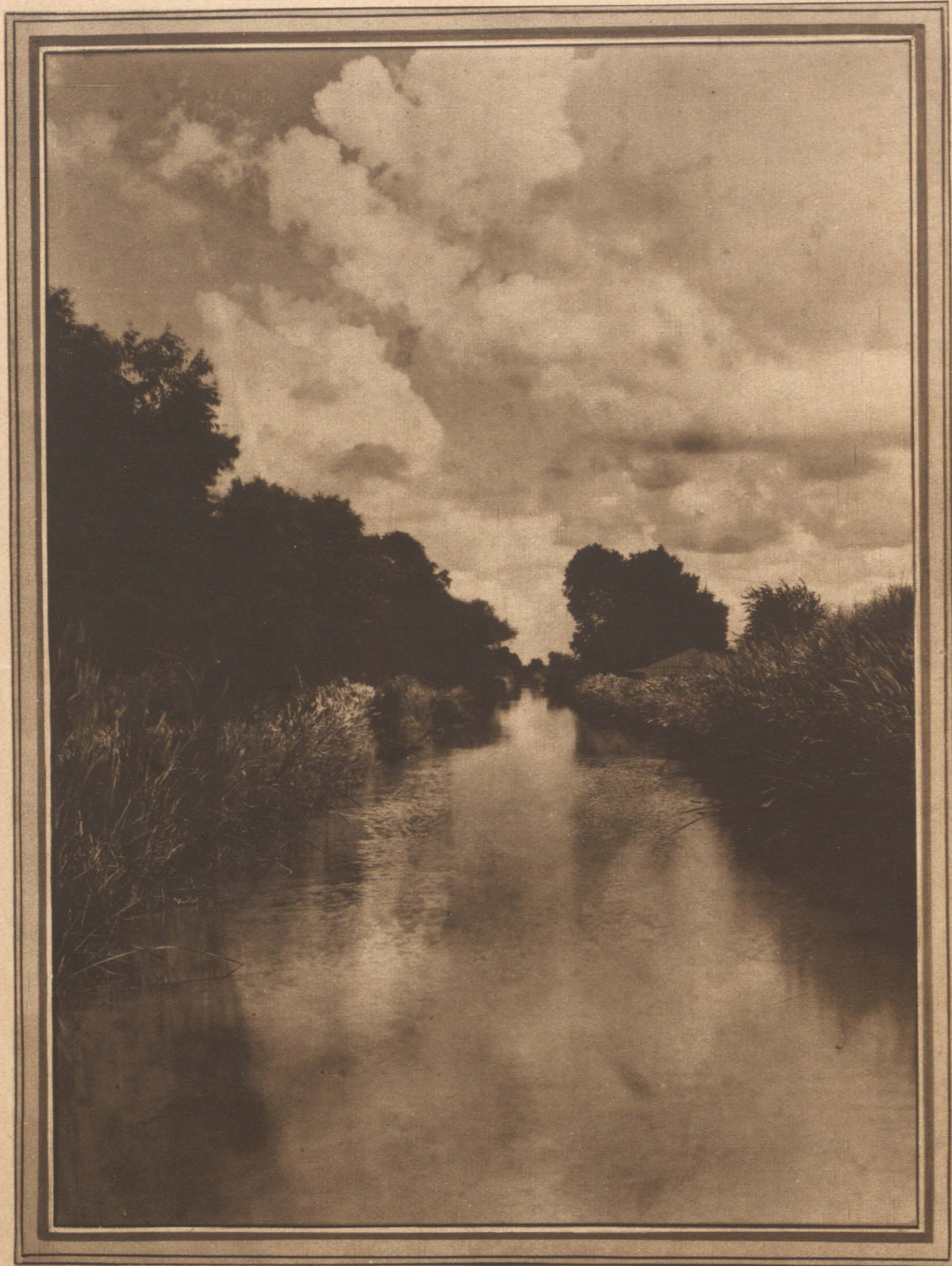
The Lower Rio Grande Valley lies at the very "tip o' Texas." It is the most southerly agricultural area on the mainland of the United States. The area is fan-shaped and widens from a point about one hundred miles above the mouth of the Rio Grande to a width of fifty miles at the coast. The soil, an extremely fertile alluvial deposit, is pronounced the richest in the world, excelling that of the famous Valley of the Nile. The perfect combination of soil and climate, and an abundance of water for irrigation, produces almost every crop indigenous to the temperate or semi-tropic climes.

Until a comparatively few years ago the section now known as the Valley was considered good for nothing but straggling cattle ranches. It was covered with underbrush, and the landscape was cluttered with a rank growth of mesquite and cactus. Today it is a veritable fairyland — a land of year-'round pleasure and a land of year-'round profit.

What has been accomplished in the span of a few years is told by the pictures in this booklet, intended to give the person who does not know of the Valley's wonderful growth nor the pleasures of living or visiting there, some idea of what that favored section is today. For one to fully realize and appreciate the Valley, as shown by the pictures, one must remember that it was only a score of years ago that the railroad was built through a forest of brush and long stretches of desert.

The thinking man or woman, seeking a pleasanter clime or greater opportunities for profit and pleasure and who involuntarily thrills at achievement, will realize that if all this has been accomplished in a few years the future of the Valley cannot be pictured in anything but the most optimistic colors.



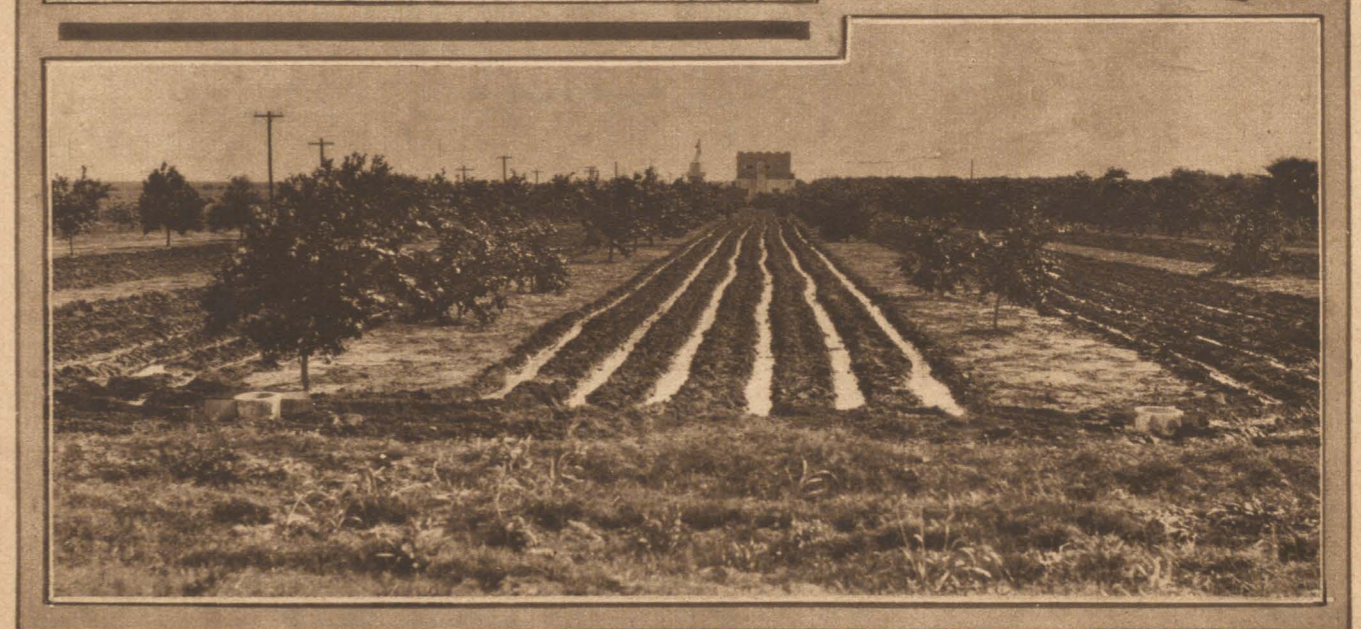


Hundreds of irrigation canals like the one above have worked the transformation of the Valley from a semi-arid desert to a veritable garden.

Irrigation System is Extensive

The pumping plants and canals of the 12 major irrigation systems of the Valley have a valuation exceeding \$14,000,000. More than 500,000 acres are included in the irrigation districts, and approximately 600,000 acres are still available for irrigation.

The fruit and vegetable crops are grown largely in the irrigated sections of Cameron and Hidalgo counties, but both are grown to some extent in the unirrigated sections. However, the latter are principally devoted to the raising of cotton and feed crops, which can be produced prolifically without irrigation. Citrus fruit plantings on an extensive scale have been made in the unirrigated areas the past two years.



Citrus Industry Faces Bright Future

A few years ago the shipment of the first solid carload of citrus fruit from the Valley was celebrated as a gala event. During the 1927-28 season there were more than 1500 straight carloads. From plantings that will be in bearing by 1930 it is estimated the shipments then will approximate 15,000 cars. On this page and the opposite page are some views of old and new orchards and a view of one of the many modern packing plants.



Growing Demand for Valley Fruit

There is a magic quality to the Lower Rio Grande Valley soil that produces citrus fruits of superior quality to those grown any other place in the world. Valley grapefruit are as sweet as oranges grown in most other citrus sections while the Valley's oranges and lemons and limes are famed for the extra amount of juice they contain.

The demand for Valley fruit has far exceeded the supply, while the nation's per capita consumption of citrus fruits increases annually. Eighty-two per cent of the 60,000 acres in the Valley now planted to citrus are in grapefruit. Valley grapefruit has been marketed in practically every state in the country and in several foreign countries.

Great strides have been made by growers and shippers in recent years in scientifically and economically sorting, grading and packing. In spite of the marked increase in plantings in recent years, experts agree that the industry in the Valley is only in its infancy.



Development in the Valley Rapid

Probably in no section of the country is the transition from wilderness to complete development so rapid and so complete as in the Lower Rio Grande Valley. How this development is wrought is forcibly shown by the two pictures on this page. At the right is a view of Mexican laborers clearing away the brush and mesquite. A little more than 20 years ago, before the railroad was built into the Valley and before irrigation had commenced to work its wonders, the entire section was a rank growth such as this.

Once the land is cleared, water is supplied from irrigation canals and ditches, and instead of the jungle of native growth there appears in a remarkably short time a veritable fairyland. The larger picture on the page is one of a typical Valley farm scene. Because of the mild climate homes can be constructed quickly and cheaply as compared to other sections.



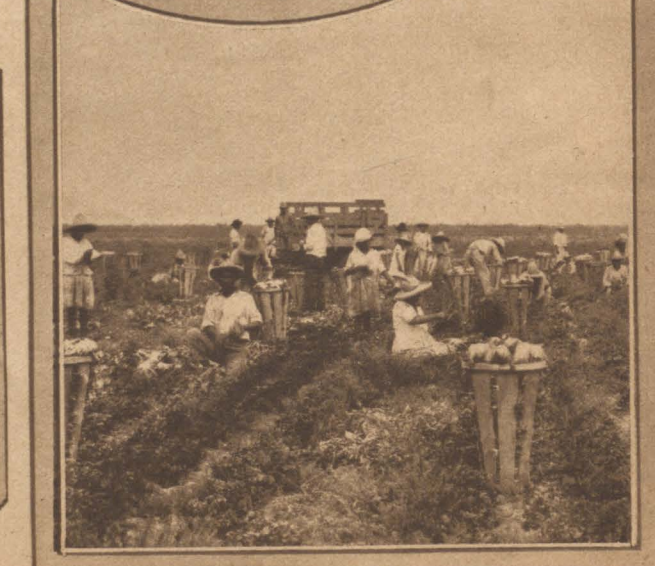
Ideal weather, life in the open and a year-round supply of wholesome fruits and vegetables add to the joy of living in the Rio Grande Valley.



Winter Truck in Demand

The comparatively recent demand during winter for fresh vegetables has had a part in the rapid development of the Valley, for it has created a large and steadily growing market for the thousands of carloads of fresh, crispy and inviting looking vegetables.

For the last several years there has been a marked increase in the volume of vegetable shipments from the Valley. How this industry has kept pace with the Valley's growth is shown by the fact that in 1923-24 the shipments totaled 12,532 cars. In the 1926-27 season the total was 18,000 cars. The 1927-28 season is expected to reach more than 20,000 cars.



Mild Climate Aids Various Crops

The unusually rich soil of the Valley and the abundance of irrigation water, when and how needed, form a seemingly ideal combination for the growing of vegetables. Practically every vegetable that is sold commercially in the United States is grown by Valley farmers, some of the mixed cars containing more than a dozen kinds of table delicacies.

Valley-grown vegetables have secured an enviable place on the markets, and cabbage, carrots, beets, potatoes, tomatoes, green beans, green corn, spinach, celery, asparagus, parsley, peppers, onions, and the multitude of other varieties grown in the Valley during the late fall and winter have found markets in all the forty-eight states.

Produced principally during the winter months Valley vegetables as a rule command fancy prices.

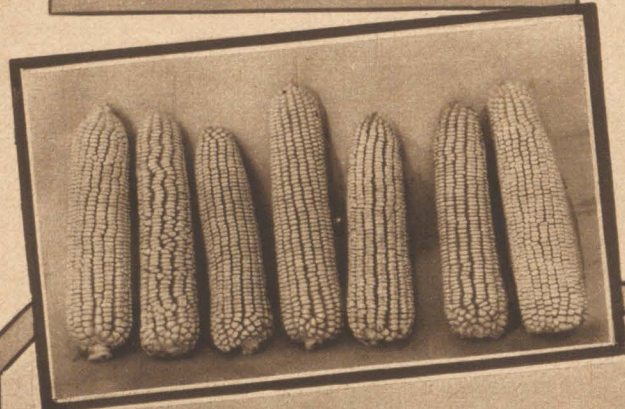


Cotton and Corn Popular Summer Staples

While the vegetable and citrus growing industries have made tremendous increases in the Valley they have not lessened in any way the importance of cotton and corn, both of which play big parts in Valley farming operations. Ever since the Valley came into existence, the first of each year's cotton crop is produced in that section. Because of its peculiar climatic conditions, cotton is being ginned there each year before it is out of the ground in other sections. Being produced early, Valley cotton usually brings a premium.

There were more than 160,000 bales of cotton shipped from the Valley in 1927 and the 1928 crop is expected to exceed 200,000 bales. There are 85 gins in the Valley and 3 large compresses.

Corn is another summer staple which yields abundantly. Valley farmers each season ship hundreds of carloads north and also a great many cars of roasting ears.

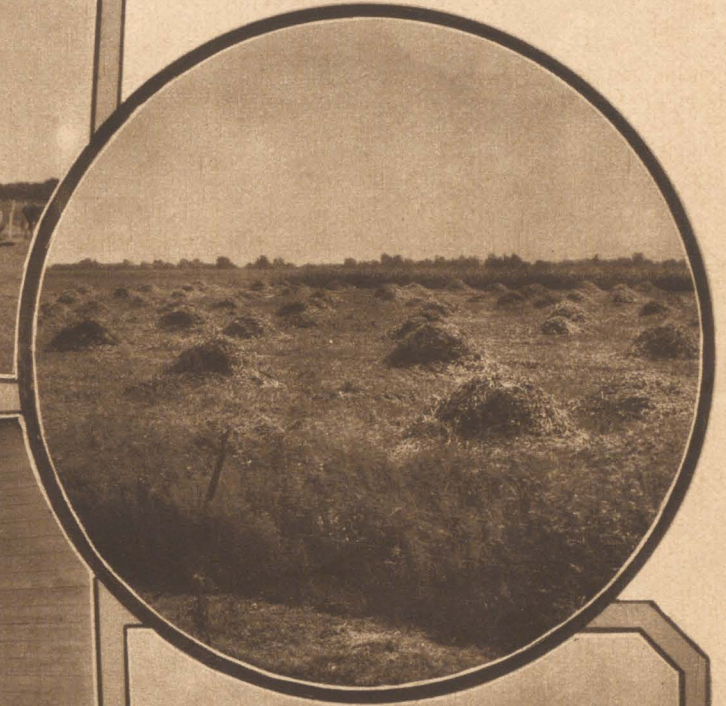


Feed Crops and Live Stock Profitable

Farming in the Valley is done on a more diversified scale than in any part of the country. Many farmers have gone in heavily for live stock, dairying, poultry raising and the growing of all kinds of feed crops. Any of these undertakings, if carried out with the same degree of skill and energy, produce greater profits than in other sections, due to the mildness of the climate and the year-round growing season.

The Valley is declared by experts to be ideal for dairying and poultry raising, and both have received a tremendous impetus in recent years.

The State of Texas maintains an experimental farm in the Valley, a view of which is shown below. It is proving of vast benefit to the farmers.



Tropical Plants Grow Profusely

Nearly all tropical or semi-tropical plants grow profusely in the Lower Rio Grande Valley. Roses bloom the year around and farm and city home yards are beautified with ease and on a scale undreamed of by their owners when they were residents of other sections. On this page are views of a papaya (bread fruit) tree, a typical oleander tree and a group of banana trees.



Palms Add to Natural Beauty of Valley

Indicating the uniform richness of the Valley soil is the profuse growth of palms in all parts of the Valley. In a few years they gain a majestic and imposing height and sturdiness and do much to add to the Valley's natural beauty. They are used freely in the beautification of farms and residences. Experts have found that the date palm can be grown commercially and it promises to be an important industry. At the bottom of the page is a scene in Palm Grove, one of the show places of the state, a few miles below Brownsville.



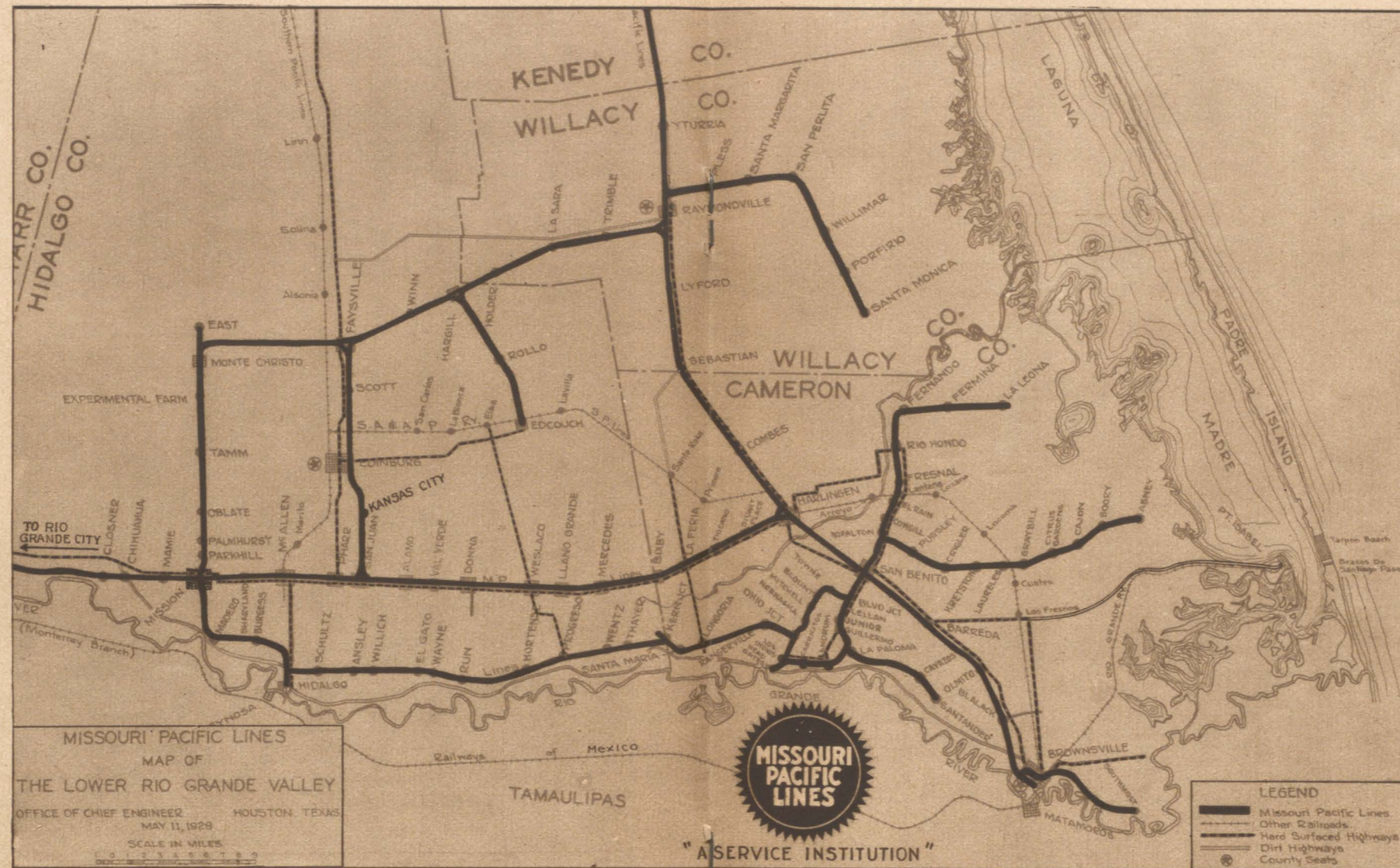
Rail Lines Cover Entire Valley

No single factor in the Valley's development has been as vital as the adequate railroad transportation provided that section. Its existence, in fact, dates from the time a little more than twenty years ago when the railroad was extended from Houston.

A few years ago this railroad became a part of the Missouri Pacific Lines, and since then there has been a steady and marked improvement in facilities and service and a considerable increase in mileage in the Valley.

With its more than 300 miles of main line tracks there is scarcely a farm more than five or six miles from a Missouri Pacific Lines loading station.

The Missouri Pacific Lines maintain fast, dependable freight and passenger service to and from the Valley daily.



Miles of Paved Highways

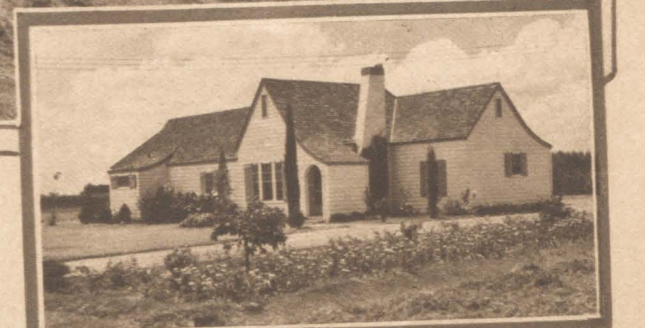
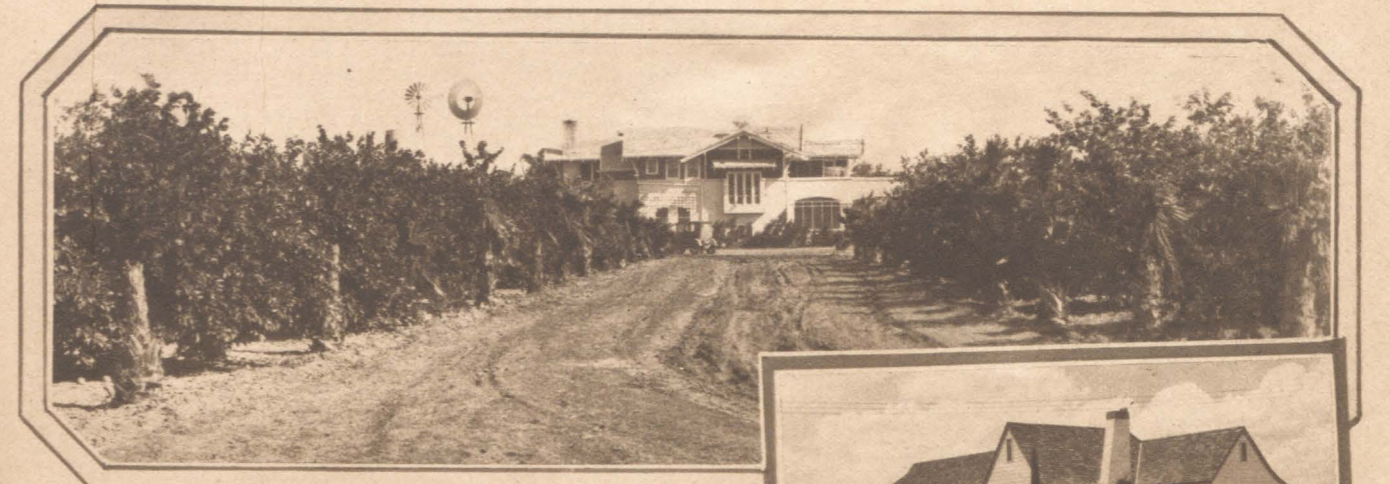
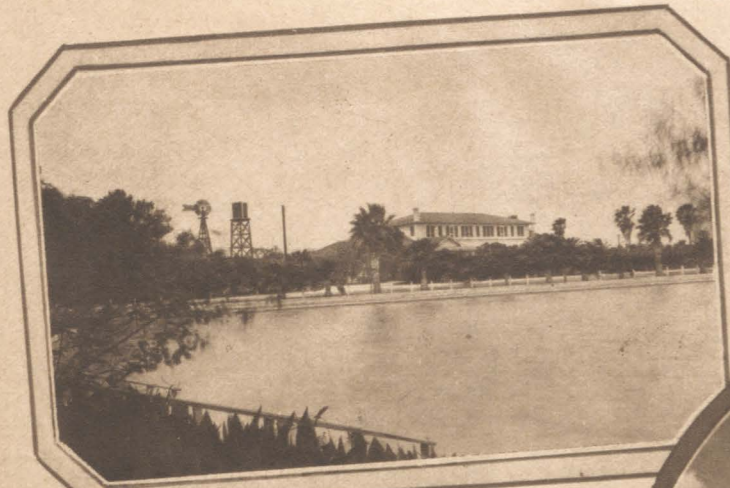
Few if any sections of the same area in the country can point to so many miles of paved main highways or to such an ambitious paving program as that now under way. With more than 180 miles of paved road in the Valley, Hidalgo, Cameron and Willacy counties are engaged in additional paving that will literally criss-cross the entire Valley.

Cameron County has passed a six-million-dollar bond issue, Hidalgo has approved a ten-million-dollar issue and Willacy a million and a half issue. When this program is completed there will not be a farm home in the entire irrigated section more than four or five miles from a paved feeder or main highway.

All the cities of the Valley have kept pace with the counties in improvements.

Beautiful Homes Show Valley's Prosperity

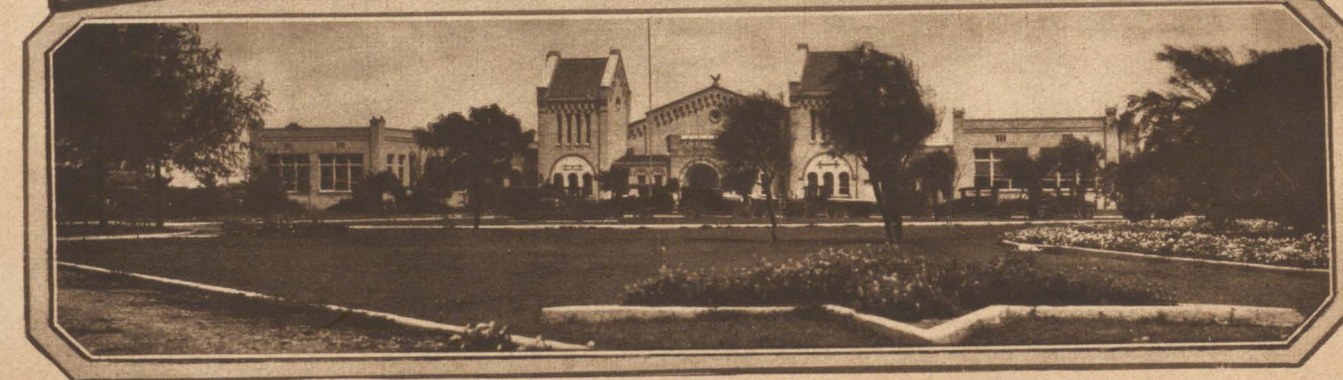
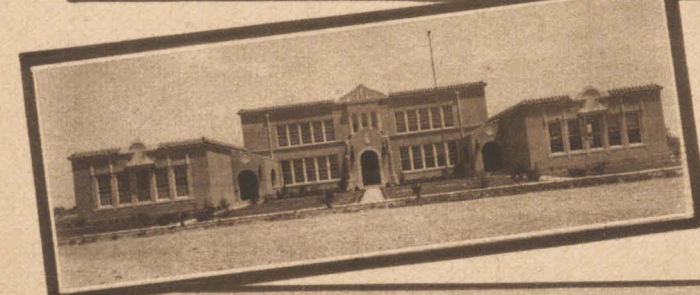
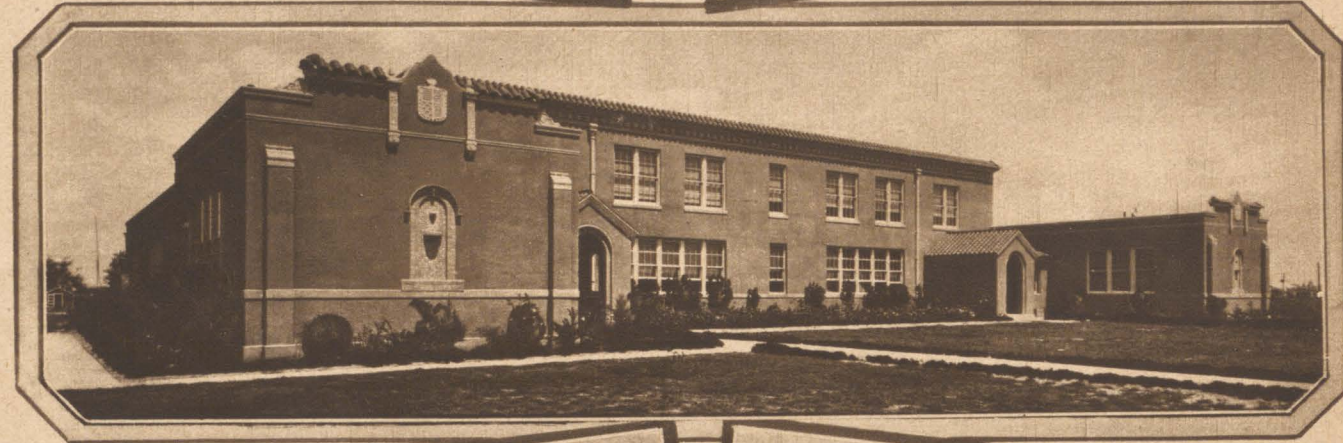
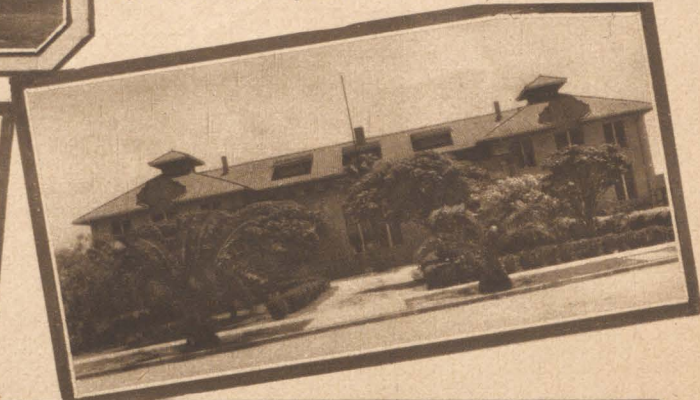
Probably the most outstanding feature of the Lower Rio Grande Valley is the uniform attractiveness of its homes. In beauty, good taste and various styles of design and architecture they reflect in a convincing manner the general prosperity of the section. The views on this and the adjoining page are of typical Valley homes.



Modern Schools Reflect Valley's Progress

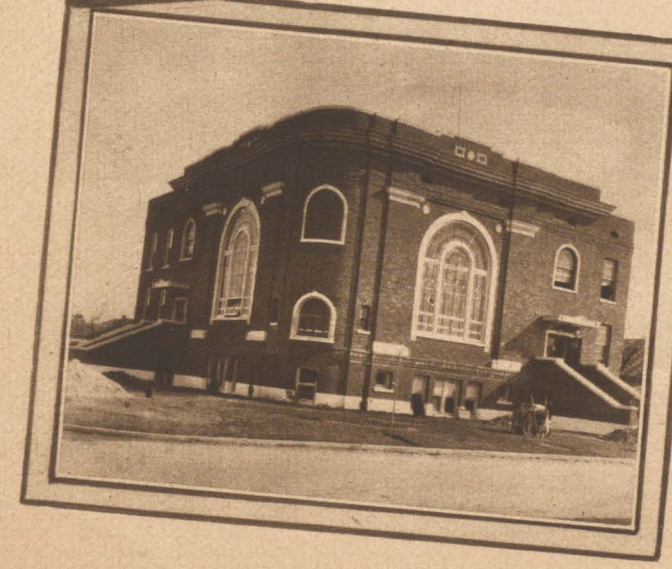
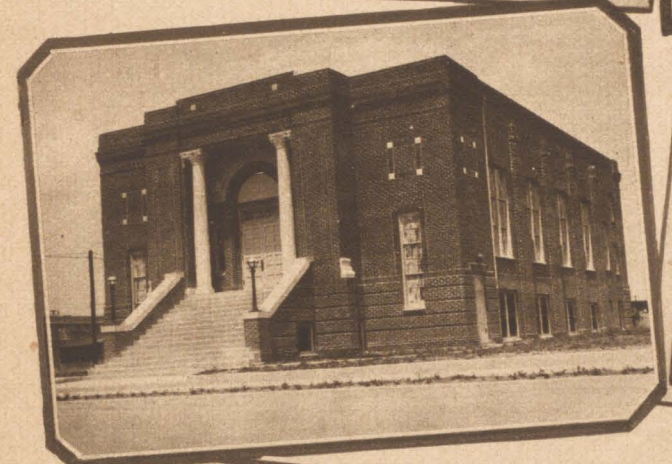
No finer or truer reflection of the progressive spirit of the entire Valley is to be found than in its scores of new and modern school houses. Visitors invariably are forcibly struck with the size and appearance of the schools.

The Valley's school system has often been declared one of the finest in the state. The modernness of this system extends to even the most distant rural districts, nearly all of which are served by consolidated schools. Bus lines make them easily accessible to all. Last year alone more than \$4,000,000 were expended in the Valley on new schools.



Valley Generous in its Church Support

No single item of wholesome, well rounded community life has been slighted by Valley residents. While their schools rank with the best in any state, their churches too are, as a whole, larger, more modern and more costly than those in similar sized communities elsewhere. Practically every denomination is represented in each city or community and all are seemingly imbued with a loyal, progressive spirit. Last year church building programs totaling \$9,000,000 were commenced or planned for early completion.



Valley Has Modern Attractive Hotels

Growing recognition in all parts of the country of the Valley as an ideal resort locality, brought about a demand for larger and better hotels with the result that the Valley boasts of more new and modern hostelries than probably any section of like size. Within the last year or two practically every Valley city has seen the erection of one or more hotels. They are comfortably furnished, attractive and well managed, and offer every convenience of hotels of much larger places. On top of the El Jardine, Brownsville, is a radio station from which is sent interesting programs and a wealth of informative talks concerning the Valley. Several of the Valley's more representative hotels are shown on this and the adjoining page. Many new ones are being planned.

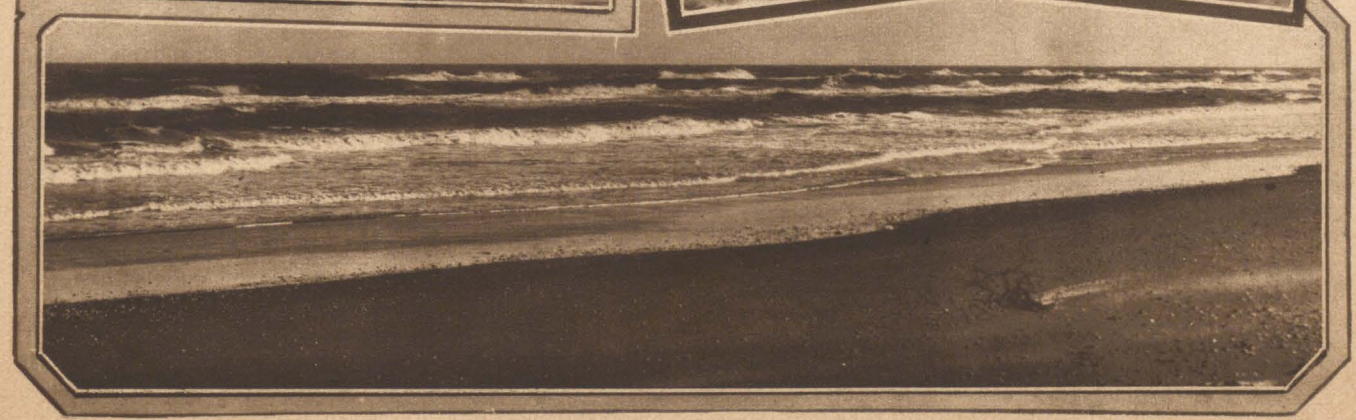
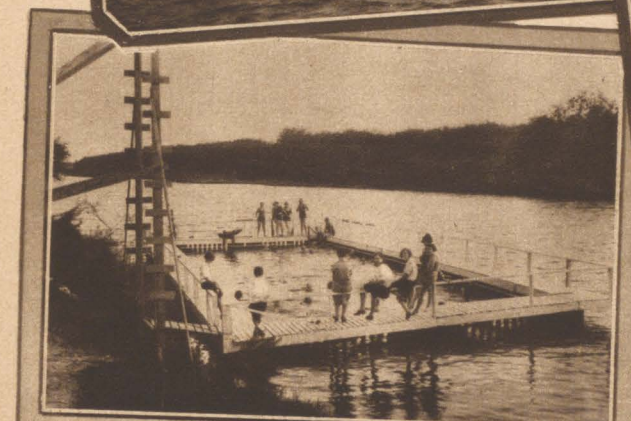
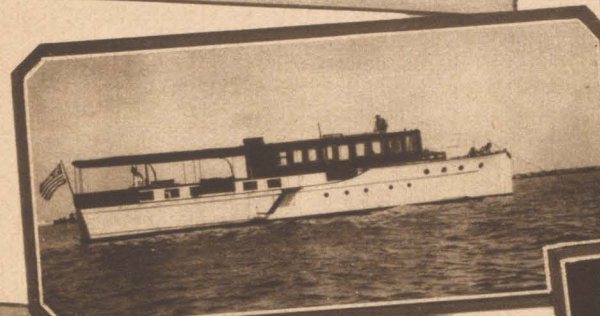
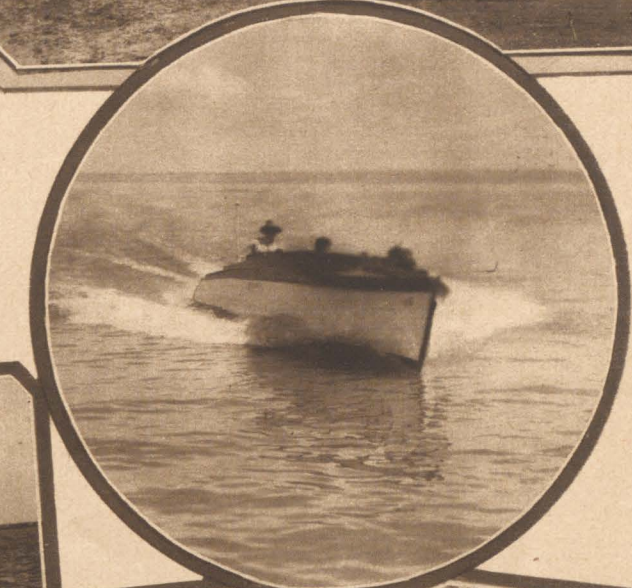


Outdoor Recreation the Year-round

All is not hard work in the Lower Rio Grande Valley. It is one place where work is a pleasure, and where pleasure can be combined with work in all seasons. Hunting, gulf and deep sea fishing, surf bathing, motoring, and sailing are a few of the interesting, healthy recreations.

Golf is a popular sport throughout the country. They play it in the Valley all the year, and there are many excellent courses. It is wonderful run to spend a day down on the Gulf, fishing, sailing and bathing.

Wild game is still to be found in the territory adjacent to the Valley, and across the river in Mexico. Small game, such as quail, doves, wild geese and duck is plentiful.

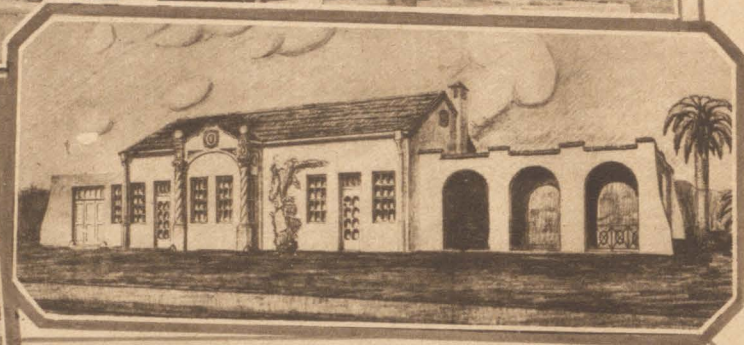




Missouri Pacific Stations Modern

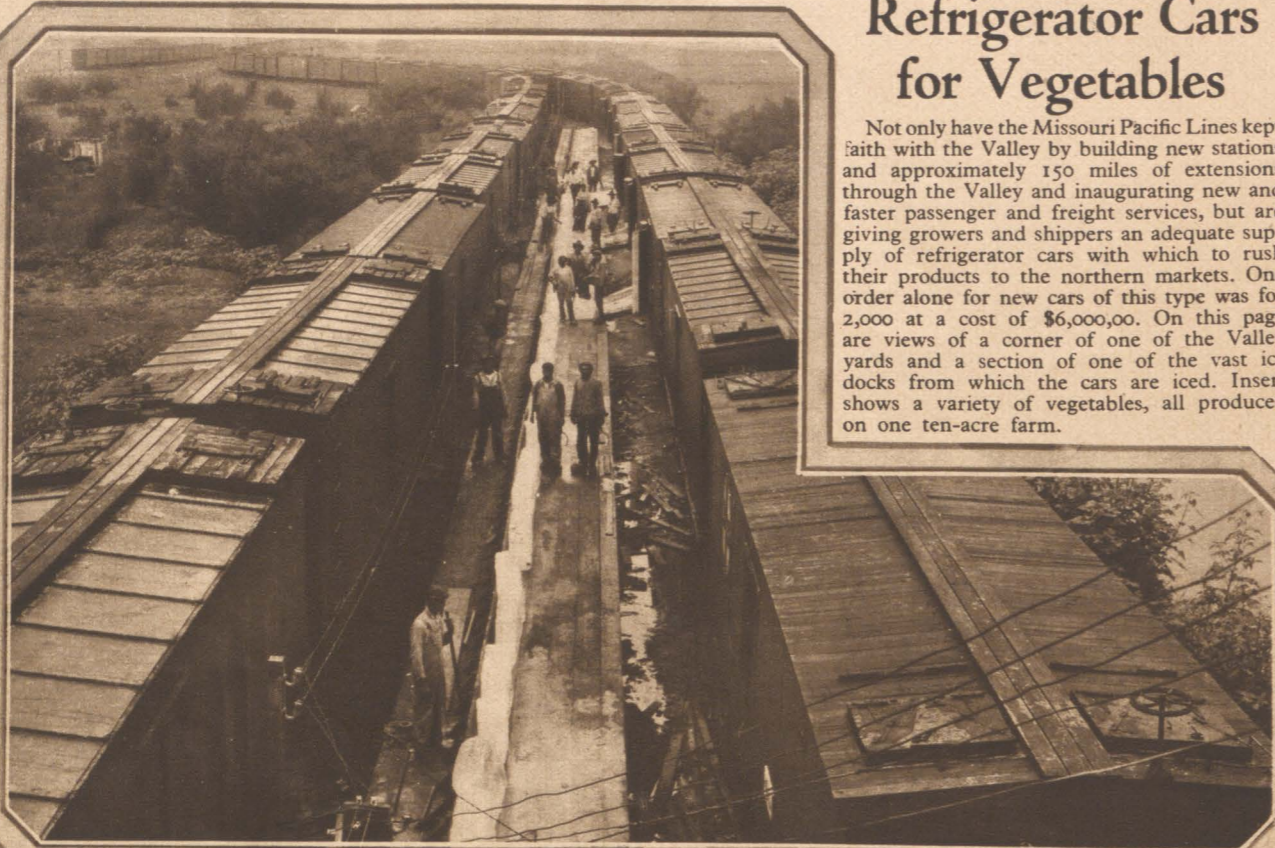
When the Missouri Pacific Lines became interested in the Valley a few years ago, through purchase of the Gulf Coast Lines, President L. W. Baldwin told the residents of the Valley that the Missouri Pacific could be counted upon to keep abreast of the Valley's growth and development.

One of the ways that pledge has been kept is in the erection of many new freight and passenger stations, all modern, attractive and adequate and designed to render improved service.



Refrigerator Cars for Vegetables

Not only have the Missouri Pacific Lines kept faith with the Valley by building new stations and approximately 150 miles of extensions through the Valley and inaugurating new and faster passenger and freight services, but are giving growers and shippers an adequate supply of refrigerator cars with which to rush their products to the northern markets. One order alone for new cars of this type was for 2,000 at a cost of \$6,000,000. On this page are views of a corner of one of the Valley yards and a section of one of the vast ice docks from which the cars are iced. Insert shows a variety of vegetables, all produced on one ten-acre farm.



Seedlings Become Profitable Groves

The two views on this page show a young citrus orchard, soon after the seedlings had been set out, and a six year old orchard. The seedlings grow remarkably fast in the rich Valley soil and come into bearing at five years although the yield increases steadily for the next several years.



