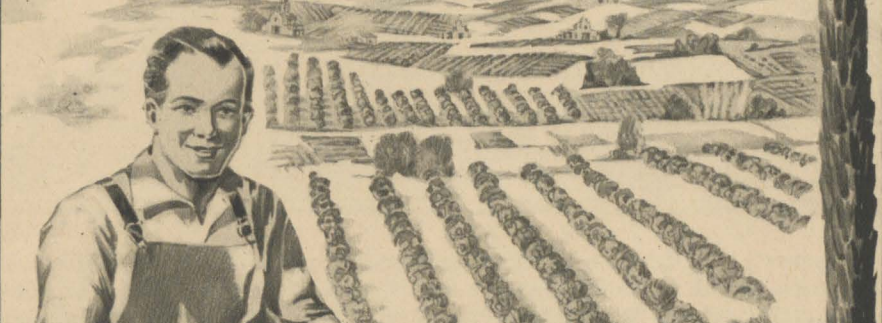
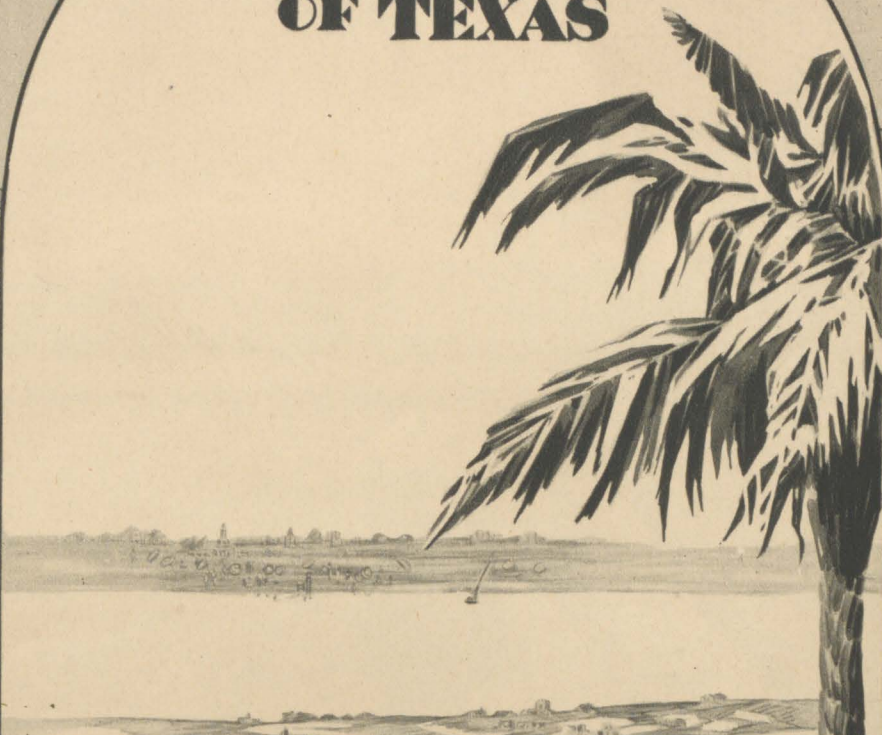
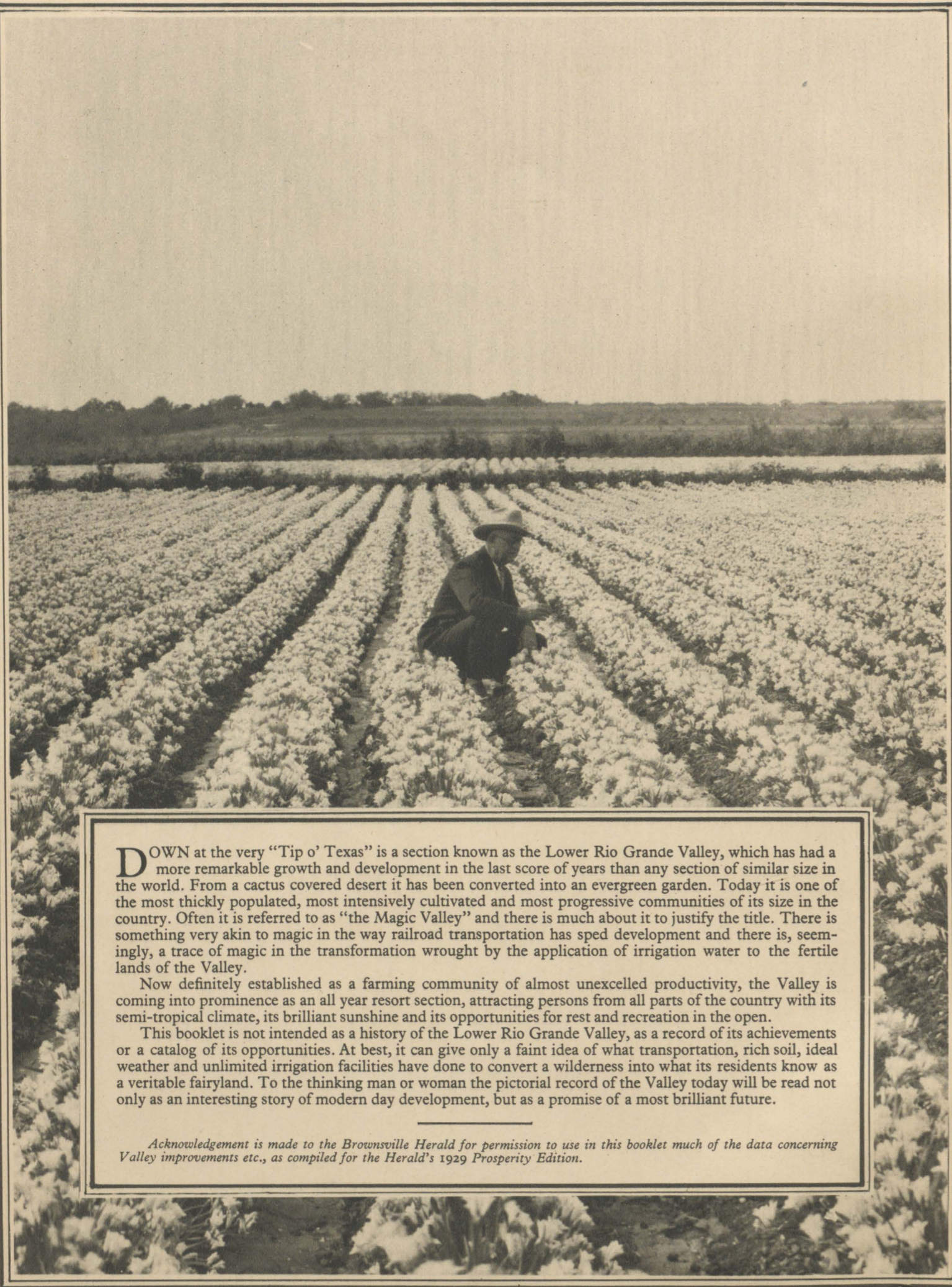


THE LOWER RIO GRANDE VALLEY OF TEXAS





A twenty acre narcissus "farm".

DOWN at the very "Tip o' Texas" is a section known as the Lower Rio Grande Valley, which has had a more remarkable growth and development in the last score of years than any section of similar size in the world. From a cactus covered desert it has been converted into an evergreen garden. Today it is one of the most thickly populated, most intensively cultivated and most progressive communities of its size in the country. Often it is referred to as "the Magic Valley" and there is much about it to justify the title. There is something very akin to magic in the way railroad transportation has sped development and there is, seemingly, a trace of magic in the transformation wrought by the application of irrigation water to the fertile lands of the Valley.

Now definitely established as a farming community of almost unexcelled productivity, the Valley is coming into prominence as an all year resort section, attracting persons from all parts of the country with its semi-tropical climate, its brilliant sunshine and its opportunities for rest and recreation in the open.

This booklet is not intended as a history of the Lower Rio Grande Valley, as a record of its achievements or a catalog of its opportunities. At best, it can give only a faint idea of what transportation, rich soil, ideal weather and unlimited irrigation facilities have done to convert a wilderness into what its residents know as a veritable fairyland. To the thinking man or woman the pictorial record of the Valley today will be read not only as an interesting story of modern day development, but as a promise of a most brilliant future.

Acknowledgement is made to the Brownsville Herald for permission to use in this booklet much of the data concerning Valley improvements etc., as compiled for the Herald's 1929 Prosperity Edition.



A palm fringed resaca, used as main irrigation canal.

Development Dates from Building of Railroad; Transportation and Irrigation Work Wonders

THE Lower Rio Grande Valley is the most southerly agricultural area of the mainland of the United States. It comprises the counties of Cameron, Hidalgo and Willacy, and a part of Starr. It reaches from a point 100 miles inland to the mouth of the Rio Grande, with a breadth of 50 miles at the coast. Twenty-five years ago all this section was a wilderness of mesquite and cactus. Brownsville, near the mouth of the river, was the only town of any importance, and it was a typical frontier county seat. The section that now has a population of more than 200,000 was inhabited then by only a few thousand—mostly ranchers and Mexican goat herders.

On July 4, 1904 there was formally opened a railroad line that connected the lower coast country with the outside world. It extended from Houston to Brownsville and ran through a section that was as desolate and barren as could be imagined. That line, which in recent years became a part of the Missouri Pacific Lines, served as the magic wand that transformed the waste lands into an area that for productivity is said to have no equal in the United States.

Hard upon the heels of the puffing locomotive came irrigation, and hand in hand these two factors in the Valley's development have grown and expanded. Steady improvement in transportation service to and from the Valley since 1924, when the Valley became Missouri Pacific Lines territory, has opened new markets for the Valley's products, while fast passenger service puts it but a comparatively short distance away from almost any part of the United States.

Nature endowed the Valley with a climate as near the ideal as can be found and with an alluvial soil, which, for fertility is said to surpass that of the famed Nile delta. Big visioned men, knowing of these natural advantages, set about to adapt them to the uses and pleasures of mankind. First came the railroad and next the irrigation plants that carry the water of the Rio Grande to distant fields. Thus the railroad and irrigation have wrought a development so vast, so compelling and so far reaching that many know the region as "the Magic Valley." In the place of dense mesquite brush and cactus there are citrus fruit orchards, intensively cultivated winter vegetable farms and immense cotton fields. Cities have sprung up and expanded by the

score. Between Brownsville, a city of 25,000, and Mission, at the west end of the Valley, there are ten thriving cities ranging in population from 1,500 to 10,000, all connected by a paved highway, which extends the length of the Valley. In the entire area there are twenty-two cities and towns, all supported by agricultural territory that is rapidly developing.

Approximately 500,000 acres have been placed under irrigation, and projects contemplated and under way will increase the total irrigated area by 120,000 acres. Thousands of acres in the non-irrigated sections have been brought under cultivation, producing principally cotton.

Development of the citrus industry has been rapid, and over 80,000 acres are now planted to orchards. Citrus production in the 1928-29 season was 2,500 cars and will exceed 5,000 in the 1929-30 season. When the entire acreage already planted comes into bearing, fruit shipments are expected to average from 25,000 to 30,000 cars annually.

Shipments of winter grown vegetables have increased from 4,000 cars in 1922 to 22,000 cars in the 1928-29 season. Cotton production has shown a similar gain, the 1929 crop for the counties of Cameron, Hidalgo, Starr and Willacy exceeding 106,000 bales as compared with 30,000 bales in 1922.

Valuations in the four Valley counties, which in 1904 were under \$5,000,000, now exceed \$120,000,000, and Hidalgo and Cameron counties rank tenth and fourteenth, respectively, in wealth among the counties of Texas, ranking highest among the agricultural counties.

The entire Valley is a two and three-crop country. Shipments of agricultural products are made every month of the year, though the peak of shipments is reached during the late winter season, when thousands of carloads of cabbage, potatoes, tomatoes, green beans, green corn and other commodities roll out of the Valley for the northern markets.

Fourteen major irrigation systems supply water for the irrigated farms of the Valley, the systems representing a total investment of approximately \$15,000,000. Huge pumps lift the water from the river, and it flows by gravity through the main canals to the distribution laterals.



An example of tropical vegetation.



Some typical beauty spots in the Lower Rio Grande Valley.

In no agricultural section of the United States has building been more active. Large hotels have been constructed in all the principal cities and towns; from two to ten tourist camps have been erected in each Valley city to provide facilities for the tourists who are finding in the Lower Rio Grande Valley the climate and attractions that have an almost irresistible appeal.

A concrete highway extends from Brownsville to Roma in Starr county, and another extends north through Hidalgo county to connect with the Falfurrias-San Antonio highway at the Brooks county line. These highways connect all the larger cities of the Valley and hundreds of miles of paved feeder roads reach even the more remote farming sections.

Development of pleasure resorts along the Valley Gulf coast have followed a definite program. Point Isabel, which for over a century served as a port for the early settlers of the Rio Grande Valley and the

sparse population of northern Mexico, is being developed as a modern port city. The pioneers of the region, those who have witnessed its transformation from a brush-covered desert to a thickly populated, highly productive and prosperous area, feel the Valley has passed its initial, experimental stage and is now entering upon an era of unprecedented development.

One of the primary reasons for the present prosperity of the Lower Rio Grande Valley is the fact that there has never been an effort to launch a boom. While the population has doubled in the past five years, and millions of dollars have been spent in the erection of business houses, hotels, schools, churches and rural and urban homes, the development and expansion has been based upon the actual wealth production and the attraction which equable climate, fine golf courses, fishing and hunting provide for the tourists and sportsmen.



Valleyites enjoy year around golfing at numerous beautiful country clubs.

Valley Proves Alluring to all Lovers of the Outdoors; Golfing, Fishing, Hunting and Bathing Popular

THE Lower Rio Grande Valley, with its numerous lagunas, resacas and lakes, the blue waters of the Gulf, sandy beaches, country clubs, golf courses and fine hunting grounds on the bays and in the brushlands, offers to the sportsman allurements almost irresistible.

From the sand dunes of Kenedy county and the tangled mesquite thickets of the "back country" to where the turbid waters of the Rio Grande mingle with the blue waters of the Gulf, is a region of many allurements to all those who enjoy life in the open, the thrill of the leaping tarpon pitting his strength against the skill of the angler, or the speeding duck or startled quail stopped in their last flight by a well-directed shot.

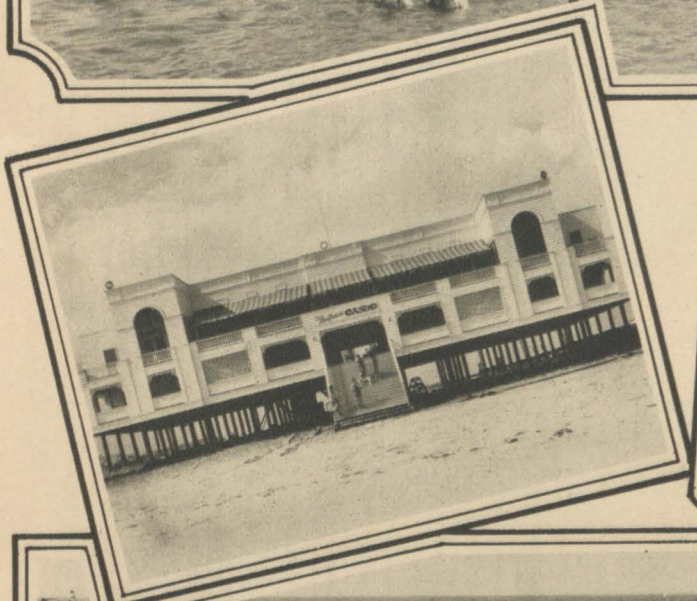
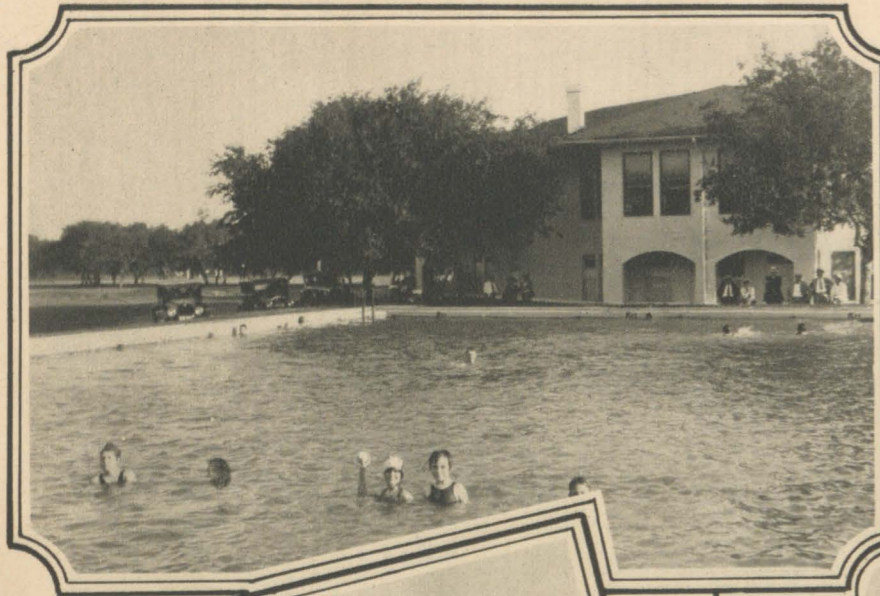
In the brushlands of the "back country" the deer hunter may enjoy the best sport the United States has to offer. In the tangled

thickets, Mexican lions, wildcats, coyotes and javelinas can still be found in sufficient numbers to assure good sport.

Along the bays, lagunas and resacas, the winter haunts of myriads of wild duck and geese, the skillful hunter can almost invariably secure the limit. In no part of the United States, except upon private preserves, are quail more plentiful, and doves and white wings provide excellent sport in season.

For those who enjoy golf, tennis and similar recreations there are courses and courts in abundance which can be enjoyed twelve months of the year. Several of the Valley cities have golf courses pronounced among the finest in the South, and additional courses are being provided. Golf may be played the year around and is especially attractive in the winter, when courses elsewhere are covered in ice and snow.

The waters of the Gulf and Laguna Madre provide an almost



Motor boating, yachting and surf bathing are popular outdoor sports.

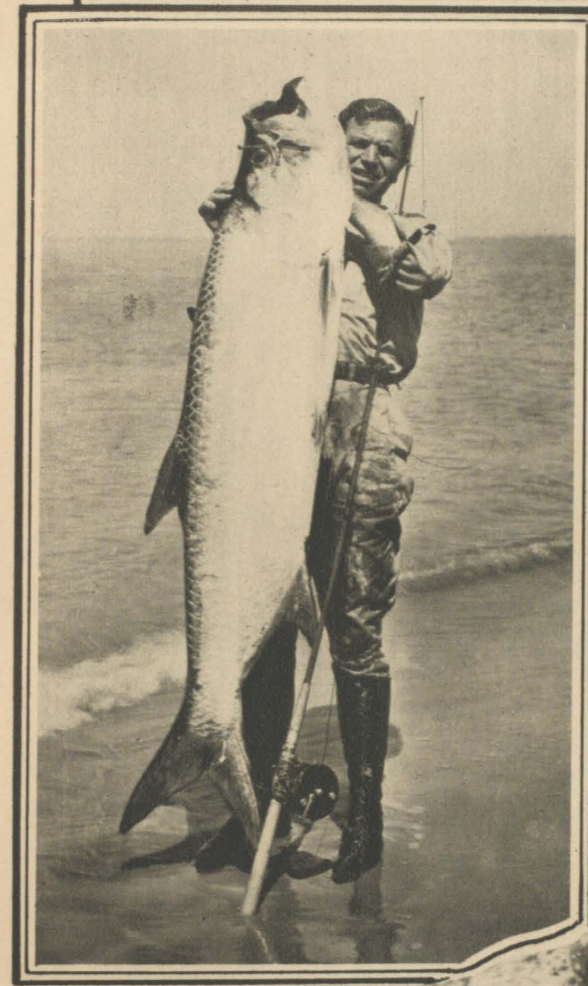
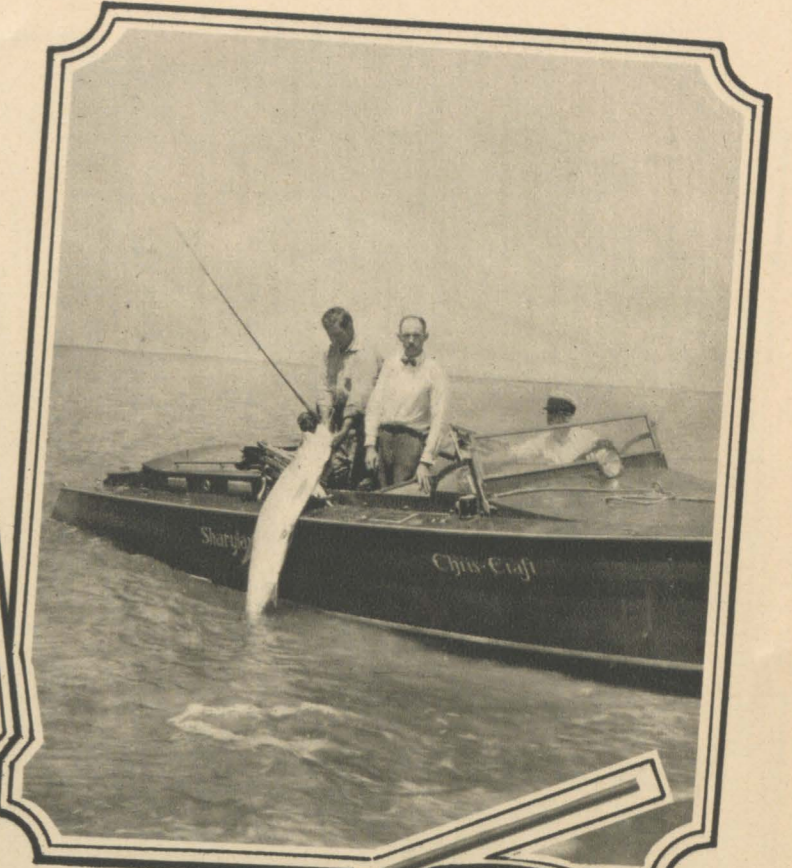
endless variety of sport for the angler, Giant tarpon, the "Silver King" of the Gulf, the king of all game fish, are taken in both the Gulf and Laguna Madre, and not infrequently at the mouth of the Rio Grande. Sea trout, redfish, Spanish mackerel, jackfish, and the huge jewfish, the latter often attaining a weight of 200 to 500 pounds, are among the varieties caught in the coastal waters.

Mexican lions, coyotes and wildcat are still numerous in the brushlands and provide good sport. Cat hunting parties are the regular vogue with many sportsmen, especially during the spring and summer months when the ban is placed on other game. Many Valley hunters have hound packs, trained to follow their quarry, and night hunting for wildcats and Mexican lions is a popular sport, except for the novice who finds it difficult to find his way through the brush to follow the sound of the dogs.

Motorboating is a new sport which finds many enthusiasts among northern visitors and Valley residents. Regattas and race events are held throughout the year, the lagoons, resacas and bays offering unsurpassed courses for the speediest craft.

The sandy beaches at Boca Chica and on Brazos and Padre islands, where excellent facilities have been provided, offer the best surf bathing on the lower Gulf coast, and are an attraction for thousands of tourists, both summer and winter.

In no part of the United States can the sportsman find more to enjoy than in the Lower Rio Grande Valley. Each year the fame of the Valley as a playground extending throughout the North and East, and each year witnesses an increase in the number attracted to this section by the many advantages it offers the hunter, angler or recreation seeker.



It's easy to understand why the Valley is known as a paradise for hunters and fishermen.



Some typical new hotels in Valley cities.



Many of the hotels are built in a semi-tropical setting.

Valley's Numerous Hotels are Thoroughly Modern; Excellent Accommodations Offered to Tourists

UNTIL a few years ago the hotels in the Valley cities were just about the average of those in similar sized cities in other parts of the country — comfortable, and large enough to take care of commercial travelers and the occasional visitor. But as the fame of the Valley spread and more people learned of its ideal winter weather, the number of visitors increased so that the hotels were overcrowded. In a surprisingly short time hotels were being erected in different Valley points as the answer to the oft-repeated question, "why doesn't this section cater to tourists?"

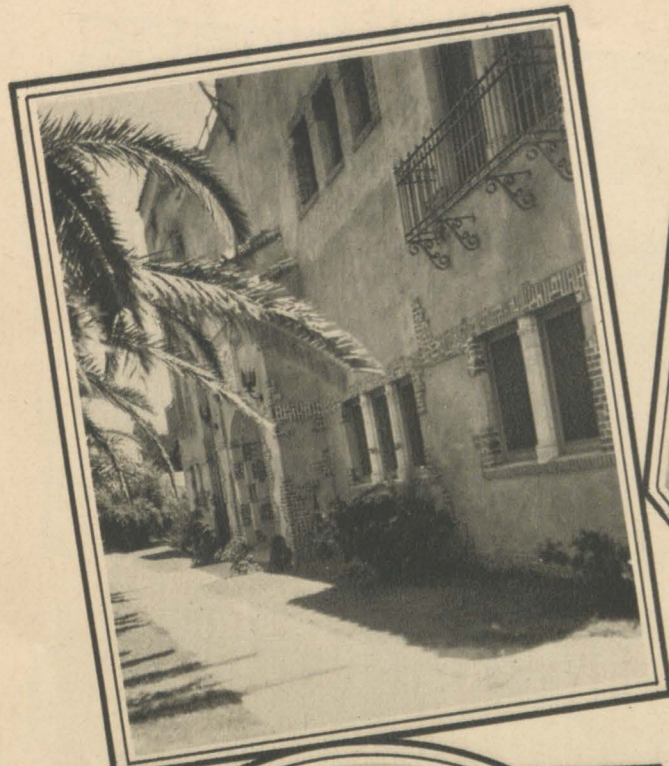
Millions of dollars have been invested in hotel structures in the past three years and there is no section of the United States in position to offer visitors more satisfactory accommodations. From Brownsville to Edinburg the movement to provide modern hostleries gained full momentum in 1927, and was followed by an influx of tourists which broke all previous records.

In practically every city modern hotels have been opened, additions have been built to many, several of the older structures have been modernized, and ample accommodations are provided for those who desire to enjoy the Valley's climate and other attractions and have all the conveniences which the best appointed hotel can offer.

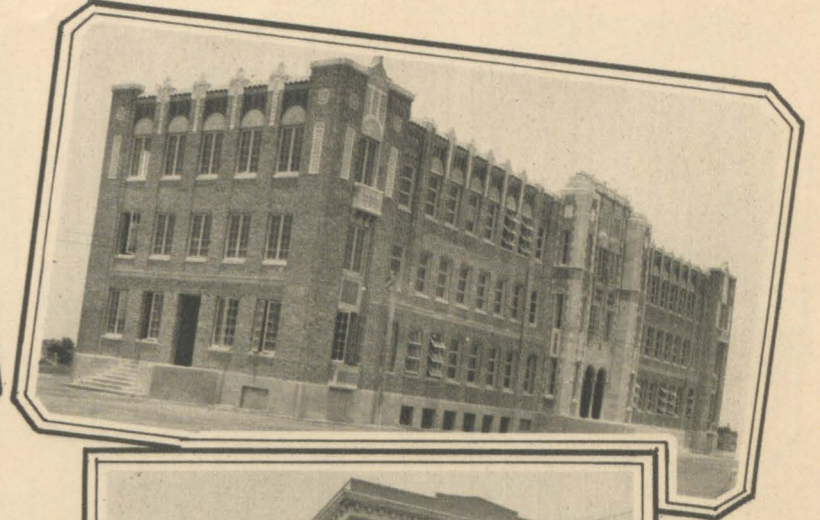
The Lower Rio Grande Valley has no regular tourist season, the winter and summer being equally attractive to visitors and tourists from the North, but the majority of tourists go to the Valley for the winter months to escape the rigors of the northern season.

The improvement achieved in hotel facilities in recent years has been an important factor in diverting this stream of tourists and visitors to the Valley, and the important part these hostleries are playing in development of the entire Valley is very apparent. They are attracting capitalists, industrialists, commercial leaders, as well as those who are interested in agricultural development.

Though the number of hotel rooms in the Valley has been trebled by new buildings and additions erected in the past three years, hotel owners are confident that the Valley has merely started hotel construction. The millions of dollars that have gone into new hotels represent only a fraction of the total that will be invested in hotel properties in this section within ten years, they assert. They point out that the diversion of summer and winter tourists to the Valley will increase each year, and that with the completion of additional coastal resorts, the Valley will become one of the most popular resort sections in the country.



Top, a view of a club building and a city park; other views show typical business and public buildings.



Shown above are views of a Valley hospital, two court houses, a municipal building and two business buildings.

Cities of Valley Show Marked Progressiveness; Modern Buildings Reflect Section's Prosperity

PROBABLY no section of equal area in the country can boast of so many prosperous, progressive cities and towns as the Lower Rio Grande Valley. The rapid manner in which they have sprung up and have developed from mere loading stations or trading centers to modern municipalities, is in itself a convincing proof of the fertility of the soil and of the Valley's great productivity.

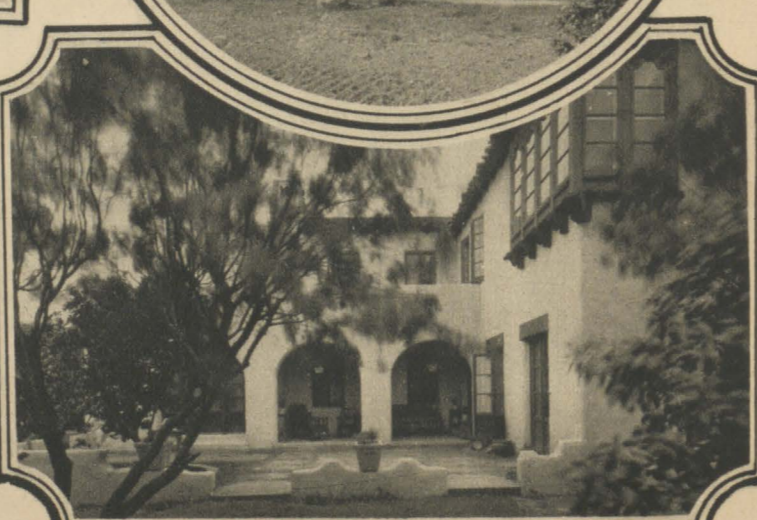
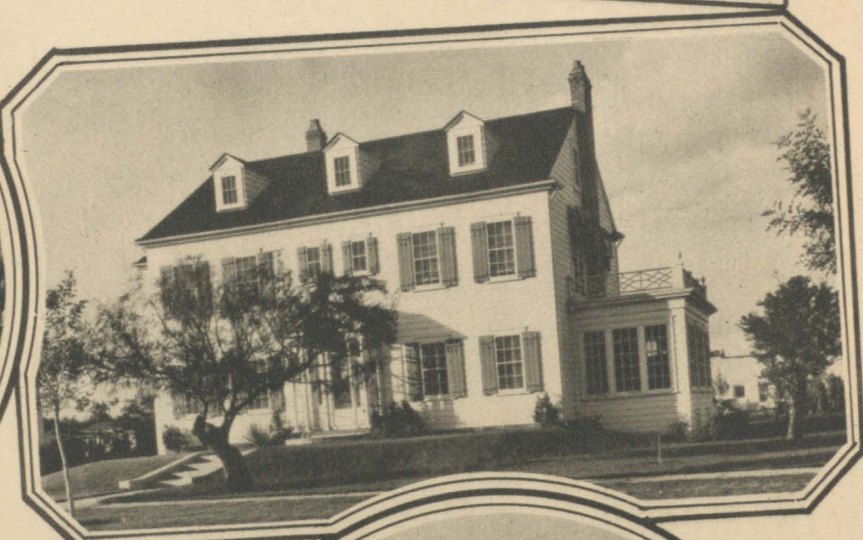
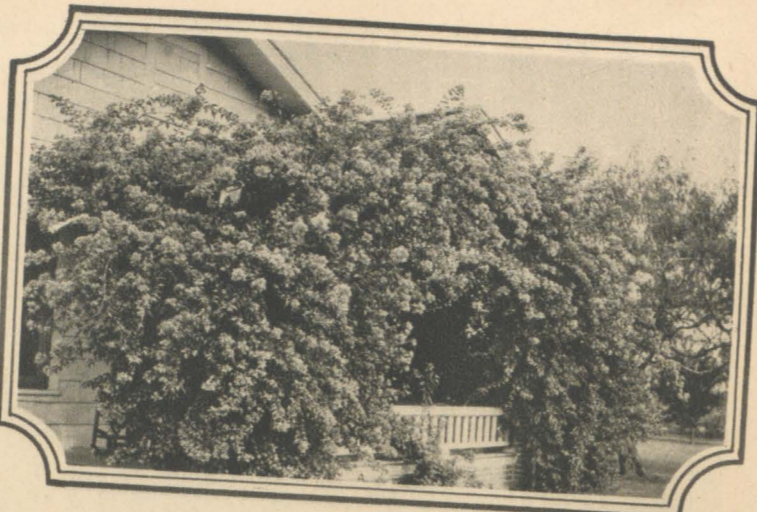
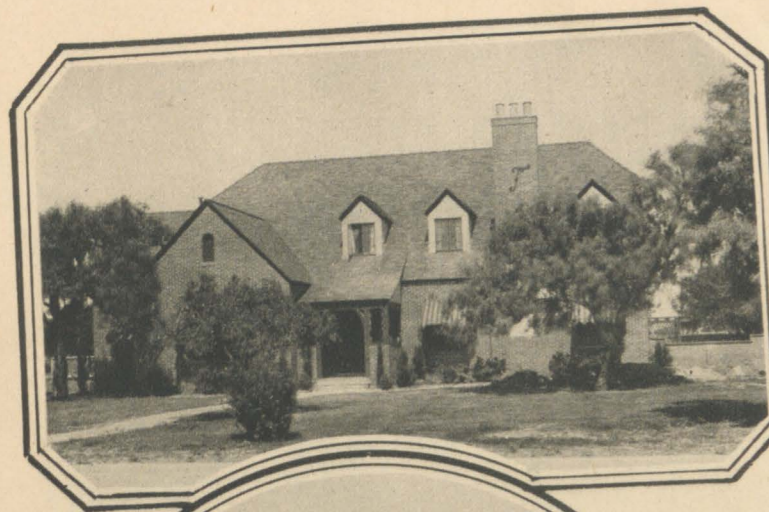
In recent years, however, the population of all Valley cities has been increased by persons attracted as permanent residents not because of the farming opportunities, but because of the equable climate the year around and because they have found the Valley a delightful place in which to live.

In every city and town in the Valley one finds every possible city convenience. Each city is supplied with natural gas, piped to and through the Valley from the gas fields near Laredo. There is a central electric power plant that supplies electricity not only to all the cities but to farm homes in every section of the Valley.

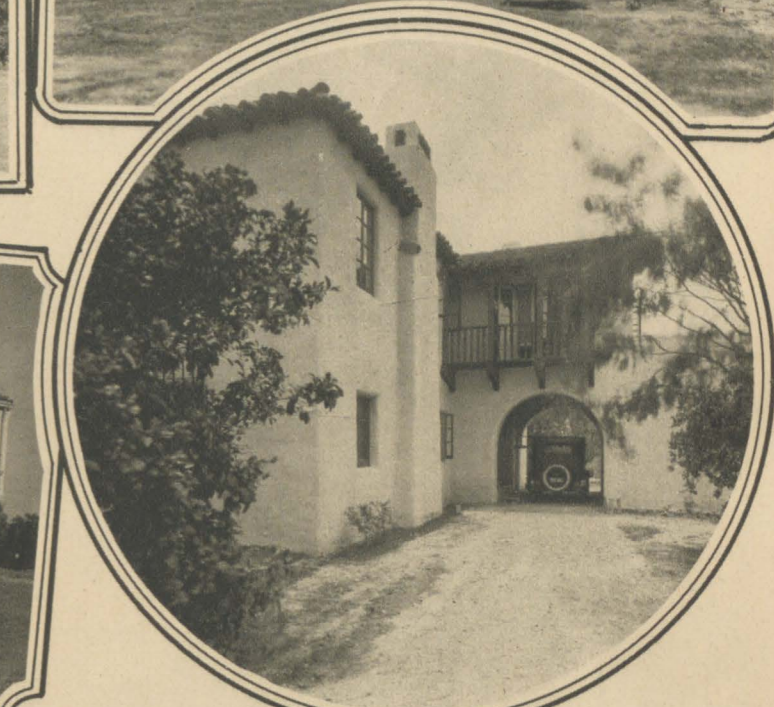
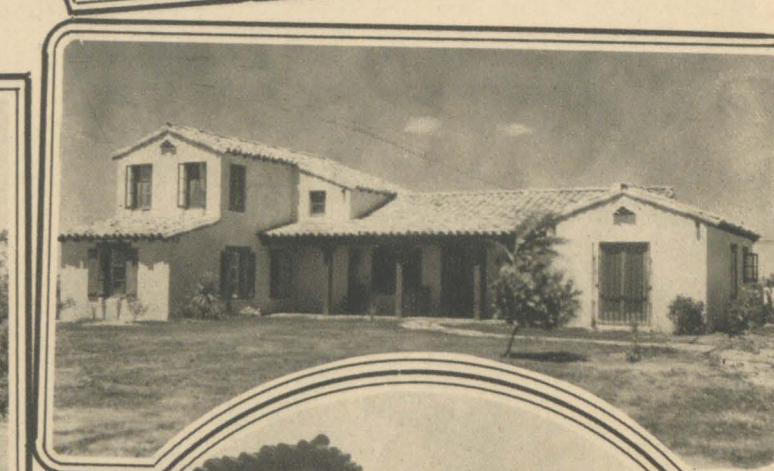
In the last three years more than ten millions of dollars have been expended by Valley cities for paving, erection of municipal build-

ings, park improvements, etc. The streets of each town are paved; each town has efficient sewerage and water works systems. The business sections are thoroughly modern and up-to-date and reflect the section's prosperity. The stores are progressive and the stocks of merchandise are as complete and as varied as one would expect to find in cities many times the size of those in the Valley. Many of the cities have large and attractive looking office buildings, beautiful banks and large auditoriums for public meetings. There are five modern and well equipped hospitals.

Each Valley community bears an unmistakable stamp of modernness and progressiveness. The cities are all well kept and the buildings are bright and new. Each prides itself on the rapid strides that have been made in city beautification and, because of the semi-tropical climate which makes the growing of all kinds of plants and flowers possible the year around, some impressive results have been obtained. There is a friendly but keen rivalry between the cities and the community spirit is developed in the Valley to an unusually high degree, reflecting the high type of citizenship that has been attracted there.



Semi-tropical trees and flowers add to beauty of Valley homes.



Valley's mild climate lends itself to the Spanish type of Architecture.

Valley Noted for Its Beautiful Residences; Mild Climate Makes Home Beautification Easy

IF homes may be safely taken as a fair index of the character of the citizenship, the prosperity and the general progressiveness of any community, then those in the Lower Rio Grande Valley reflect the highest credit on their owners and on the entire section. Percentage of home ownership in the Valley is said to be higher than in any section of like size in the country. It is also significant that the average Valley home is much more attractive than the average home in other communities.

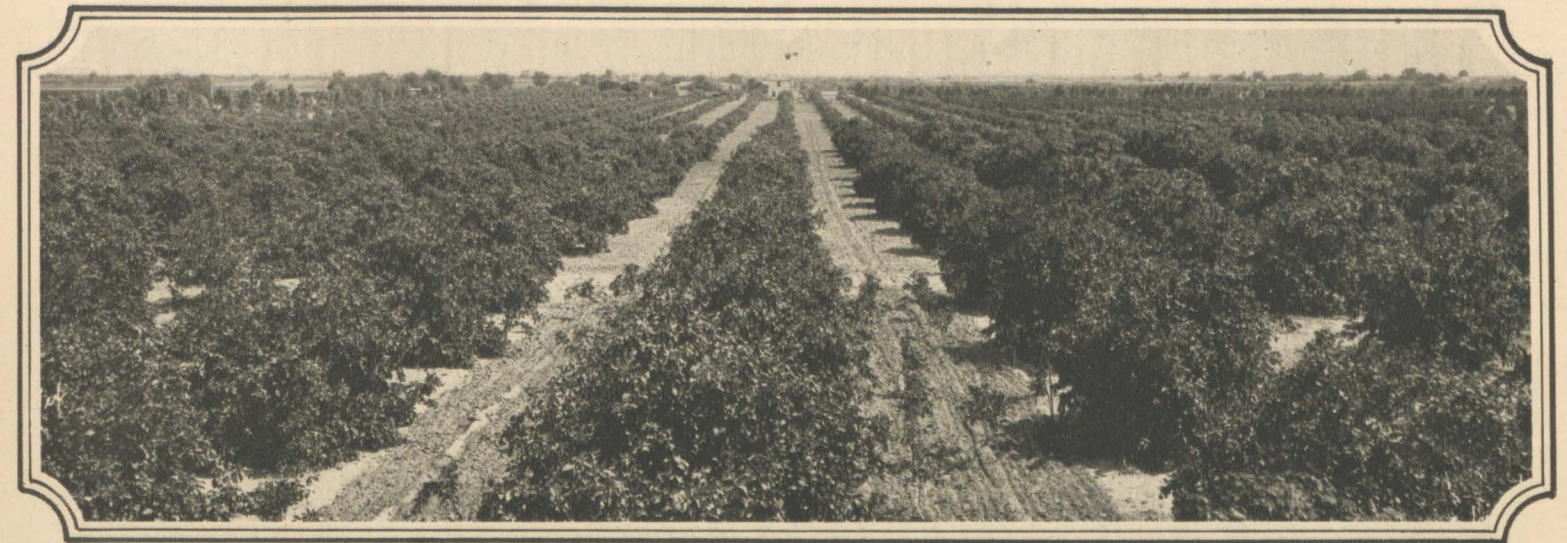
Because of the mild winter weather and the fact that the summers are softened by continual gulf breezes, construction costs are much

lower than in other parts of the country. Home beautification is made easy by the fact that the mild climate and the rich soil encourages the year around luxuriant growth of semi-tropical trees, flowers and shrubs that add so much to the appearance of lawns and home gardens.

Visitors to the Valley are probably more deeply impressed with the beauty and attractiveness of the homes than with any other single feature unless it is the luxuriant vegetation and the wealth of flowers one sees at every turn. The Valley boasts of many skillful architects and all through the Valley there is an interesting variety of architectural types.



Like the rest of the knowing ones, this tot shows a preference for Valley grapefruit.



A typical, well kept Valley citrus fruit orchard.

Valley Citrus Fruits Win Favor With High Quality; Industry is Growing at a Remarkable Rate

“ONCE you eat a Lower Rio Grande Valley grapefruit or orange, one grown in any other section will never seem so good.” All over the country there are tens of thousands of persons who have learned the delights of Valley citrus fruits and they are busy telling friends and acquaintances that Valley fruit is superior to that of any other section.

Scientists say there is something in the Valley's soil, in the water used for irrigation and in the sun-laden atmosphere in the Valley that forms a perfect combination for the growing of the ideal citrus fruit. The grapefruit is said to be sweeter and the claim is made that Valley oranges contain more and sweeter juice than the average orange. At any rate the demand for Valley citrus fruit has been greater than the supply, and it has won high honors in all competition and often brings a premium on the markets.

To say the demand has been greater than the supply is not to say that the citrus industry in the Valley has not reached major proportions. There are approximately 4,700,000 trees in Valley orchards and the industry is proceeding with rapidity which indicates that within another decade Valley production will be on approximately the same plane as in Florida and California.

Plantings the past season were in excess of 1,200,000 trees. An equal or greater number are expected to be planted the coming season and, according to plans of developers, from 20,000 to 30,000 acres will be planted each year.

Approximately 90,000 acres are now in citrus fruit, about 23 percent of which is in bearing this year. Shipments in the 1928-29 season were 2,423 cars, including express and truck, and the total in the 1929-30 season is expected to exceed 5,000 cars. The big increase in Valley shipments is expected to come in the 1930-31 season when, under normal producing conditions, approximately 10,000 cars will be shipped. Within five years, movement of fruit from the Valley, based upon present plantings, is expected to exceed 20,000 cars annually.

Present indications are that within another decade Lower Rio Grande Valley production will exceed 40,000 cars annually, as compared to the enormous crop of 36,500 cars produced in Florida the past season. In no part of the citrus fruit area

of the United States are the plantings so heavy, indicating that this section is destined to assume a premier position as a producer of fruit.

The four counties of Hidalgo, Cameron, Willacy and Starr form the most compact body of citrus fruit land in the United States, with over half a million acres of extremely fertile soil capable of producing citrus fruit at a very nominal cost. Practically all major developments now under way are based upon citrus fruit, and the major part of the immense acreages included in new irrigation projects or extensions of old ones will in a few years be adding tonnage of golden fruit to swell the Valley's shipments.

Growers and shippers point out that the demand for citrus fruit in this country and in export markets is increasing steadily and say that, with the excellence of Valley grapefruit and oranges so universally recognized, there is no fear of an overproduction.

Development of the citrus fruit industry upon a commercial scale has resulted in a general demand for improved grading and packing, and the grade and pack of Valley fruit now compares very favorably with that of the older producing sections. Immense packing plants have been erected by the Texas Citrus Fruit Growers Exchange at Sharyland, Mercedes, Donna and San Benito, and a fifth plant is under construction at La Feria. The Lower Rio Grande

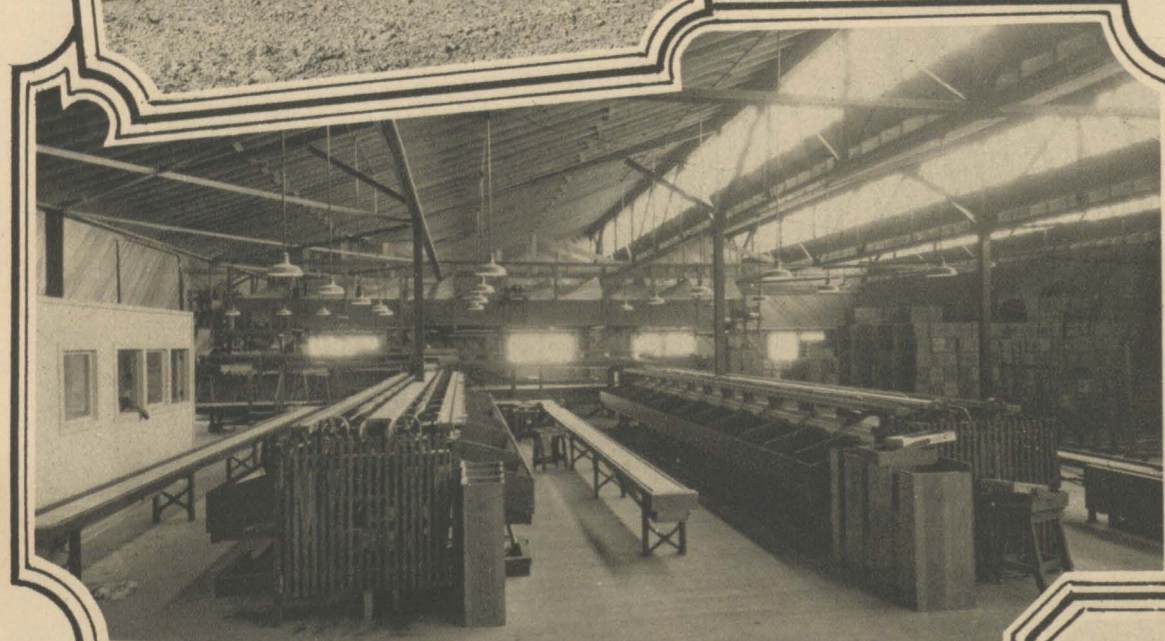
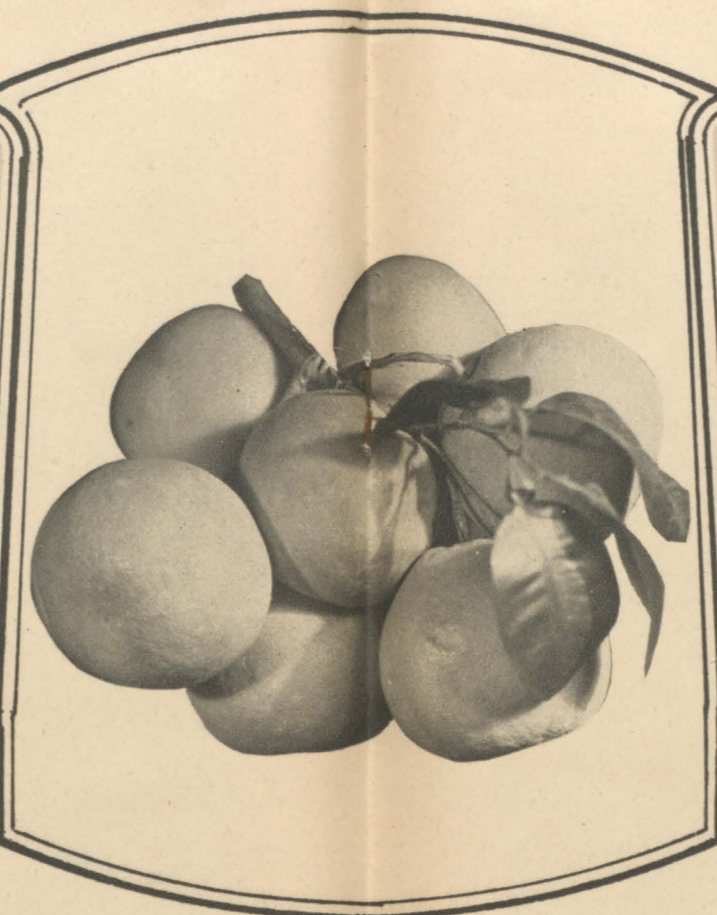
Valley Fruit Growers Association, another co-operative, has a large modern plant at Mercedes and plans erection of another at McAllen. In addition there are dozens of so-called independent plants in various parts of the Valley, all turning out excellent packs.

The major packing plants are modern in every respect, equipped with machinery of the most approved design, and are handling the pack upon a very economical basis.

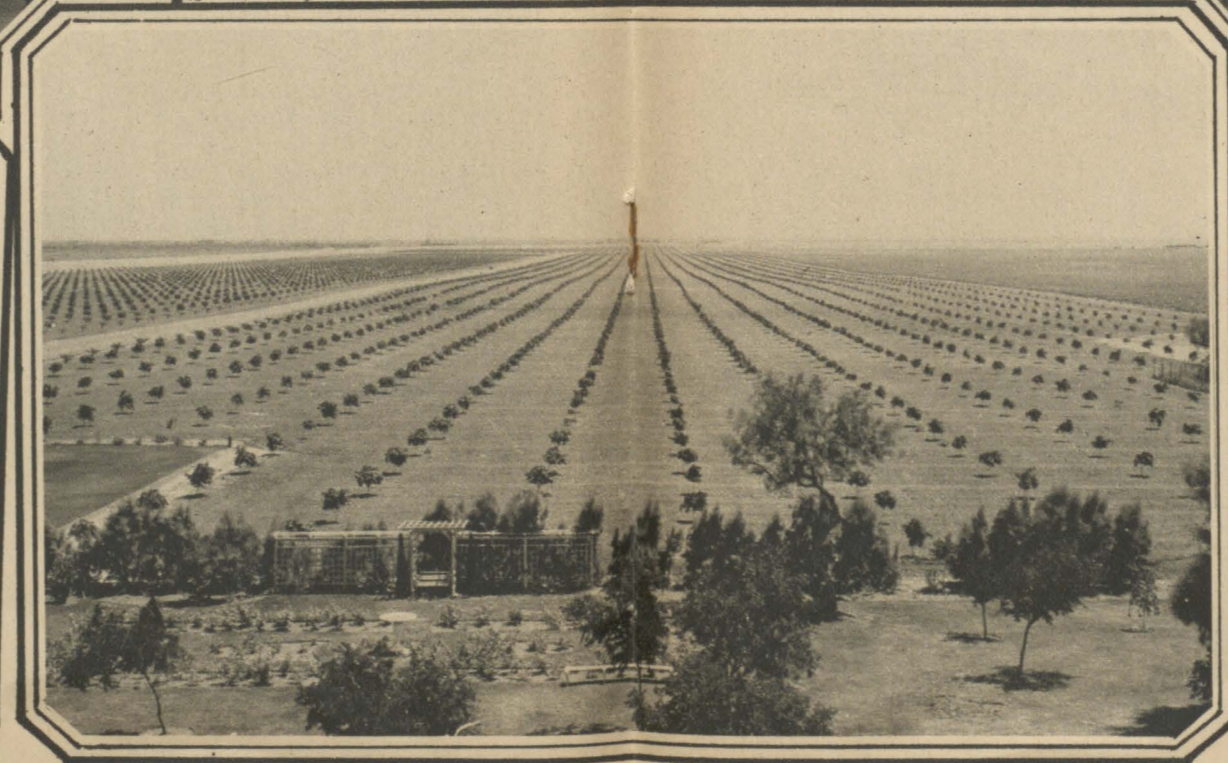
In the past three years plantings have been very general in Cameron and Hidalgo counties, and the inauguration of irrigation projects in both Starr and Willacy counties will bring large acreages under development, the major part of which will be planted to fruit. In the past two years the citrus area has extended westward from Mission nearly ten miles, and eastward to the coast in Cameron county. Some of the heaviest of the recent plantings are in the extreme western and eastern parts of the area.

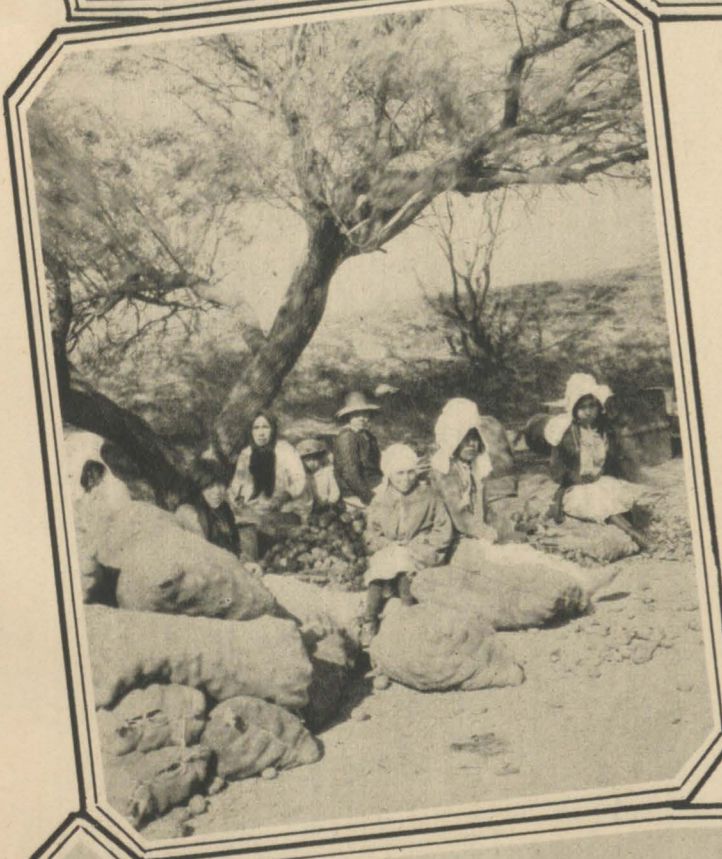


Gathering a crop of the golden Valley fruit.



Above, a typical, well kept Valley orchard, a view showing how space between young trees is utilized for the growing of vegetable crops, a close-up of a bunch of Valley grapefruit, and two close-ups of fruit laden trees. At the left, a view of the interior of one of the many fruit packing plants, and at the right a view showing pickers at work. Lower left, a view showing how orchards are sprayed as protection against pests, and at right a view of a three year old Valley orchard. Center below, a section of a new orchard.





Top, Irrigating a field of sweet corn; center left, sacking potatoes; right, harvesting string beans; below, a valley tomato field.



Above, a cabbage field and a view showing the harvesting of carrots; below, two views of typical beet fields.

Mild Weather Produces Bumper Truck Crops; Valley is Known as Nation's Vegetable Farm

"THE Nation's truck farm" is the term often applied to the Lower Rio Grande Valley and not without good reason, for in the 1928-29 season farmers in the Valley grew, sold and shipped 23,000 cars of vegetables, the shipments going to practically every state in the Union.

The shipping season in the Valley opens in the fall and closes in the spring; while snow and ice hold less favored sections in a relentless grip, Valley growers are sending in to the markets of the North, East and West an almost endless stream of vegetables.

Irrigated by waters from the Rio Grande, thriving under the warm rays of the Valley's winter sun, and drawing from the rich delta soil the elements which go to produce fine flavor and high quality, Valley vegetables have attained a premier position in the northern markets.

Each year has witnessed expansion of the industry as the demand for the products of the Valley truck fields increased. Each year the profits from the crop have increased, and the growing of winter vegetables has reached the proportions of a large industry in which all sections of the Valley participate.

Huge packing sheds have been erected to replace the limited packing facilities of early days; thousands of acres of fertile land have been cleared for truck farming; railroad facilities have been increased and extended; cultural and irrigation practices have been improved, and with each passing year the fame of Lower Rio Grande Valley products has spread in the northern consuming centers.

The record of the development of the winter vegetable industry has been one of achievement. In twenty years shipments have in-

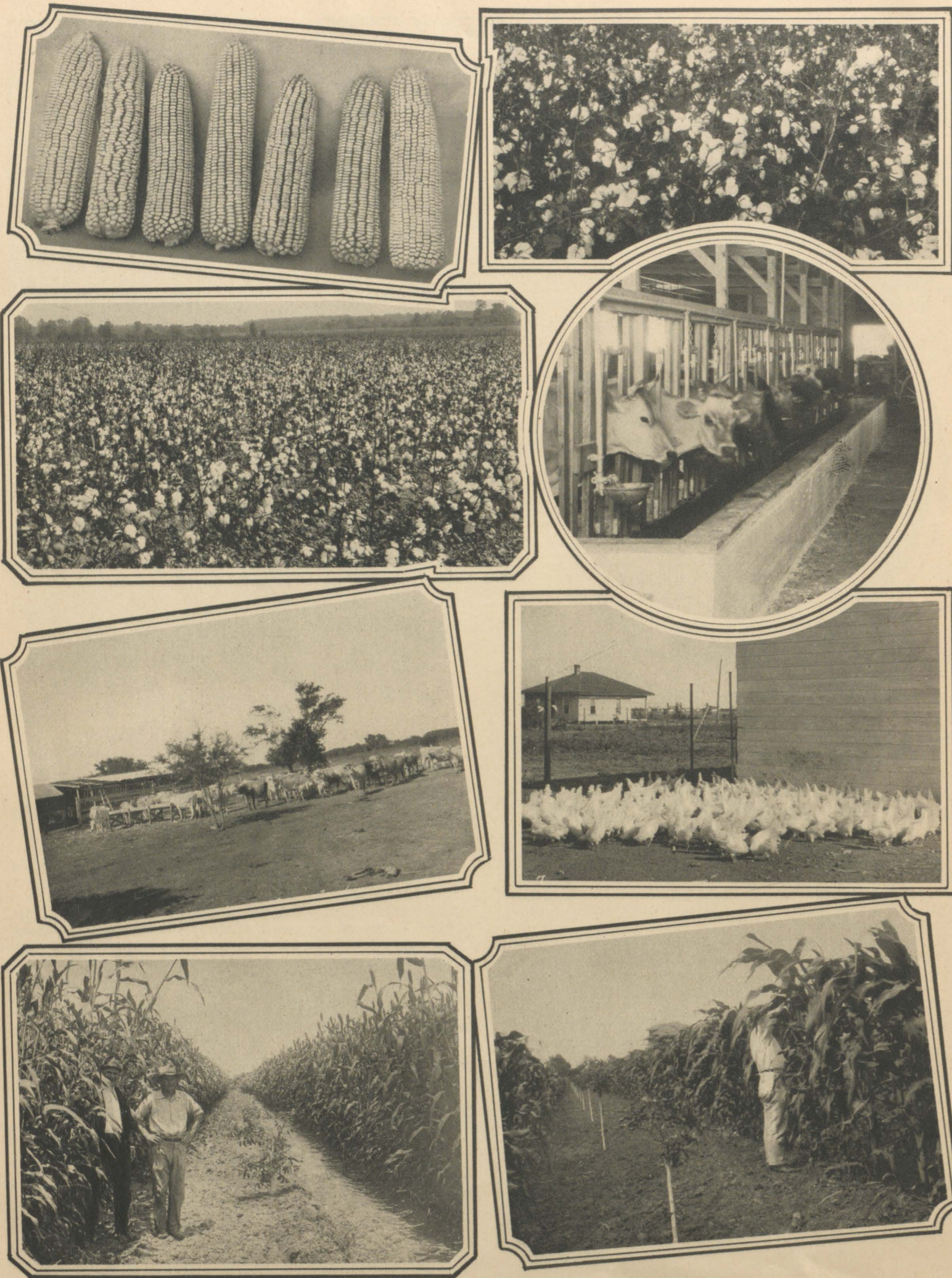
creased from 990 to 23,000 cars, each year showing a gain in the moving stream sent northward.

No winter vegetable section of the United States produces a greater variety than the Valley. In addition to the staple vegetables, a great variety of the so-called "fancy" vegetables is produced. Shipments of the latter class the past season included asparagus, celery, parsley, dandelions, escarole, broccoli, anise, romaine, savoy, English peas, shallots, egg plant and various other vegetables which are not listed among the staples.

While the basis for the rapid development of the winter vegetable industry is the fertile soil and unrivaled climatic conditions, one of the most important factors is the excellent facilities provided by the Missouri Pacific. Thousands of refrigerator cars of the American Refrigerator Transit Co., a Missouri Pacific Lines' subsidiary, are required to handle the crop during the peak of the season, and icing facilities have been provided which reduce delay of shipments to the minimum.

The most important factor in making the vegetable industry profitable is to get the production to market without delay, and in providing necessary facilities to accomplish this the Missouri Pacific Lines have performed a notable service.

During the peak of the season every facility of the railroad is required to transport the crops. Long trains of refrigerator cars loaded with Valley products are given right of way, and freight cars are delivered at destinations with almost as much speed as express shipments. This service has proved invaluable to Valley growers, and has served to place the Valley in touch with markets which a few years ago were deemed inaccessible.



Cotton, corn, dairying and poultry go hand in hand in the Valley.



General farming scenes like the ones above are common in the Valley.

Valley Said to be Ideal for General Farming; Cotton is "King," With Big Yields and Profits

ALTHOUGH noted the country over for its fine citrus fruits and winter grown vegetables, the Lower Rio Grande Valley is not a section devoted to specialized agricultural pursuits. Farming in the Valley is said to be on a more diversified scale than in any other region of equal size. Many Valley farmers have gone in extensively for live stock raising, dairying, poultry raising and the production of all kinds of staple and feed crops. Agricultural experts declare general farming, if carried on with the same degree of energy as elsewhere, will produce greater profits in the Valley because the year around growing weather makes the production of so many various crops easily possible.

While practically all kinds of staple crops do exceedingly well in the Valley, chief attention, outside of citrus raising and vegetable growing, is given to the production of cotton. When it is understood that the 1929 cotton crop in the Valley, including Starr county, totaled more than 100,000 bales and produced a cash return for the farmers of more than \$11,000,000, it will be easily understood why cotton is said to still be "King". And when it is understood that a great deal of this crop was grown on land that previously in the year had been devoted to winter vegetables, it will be understood why cotton is referred to as the Valley's "Velvet crop".

For the last seven years Hidalgo and Cameron have ranked among the heaviest cotton producing counties in Texas, and in all four of the Valley counties the acreage devoted to this staple crop has increased steadily as new areas came under development.

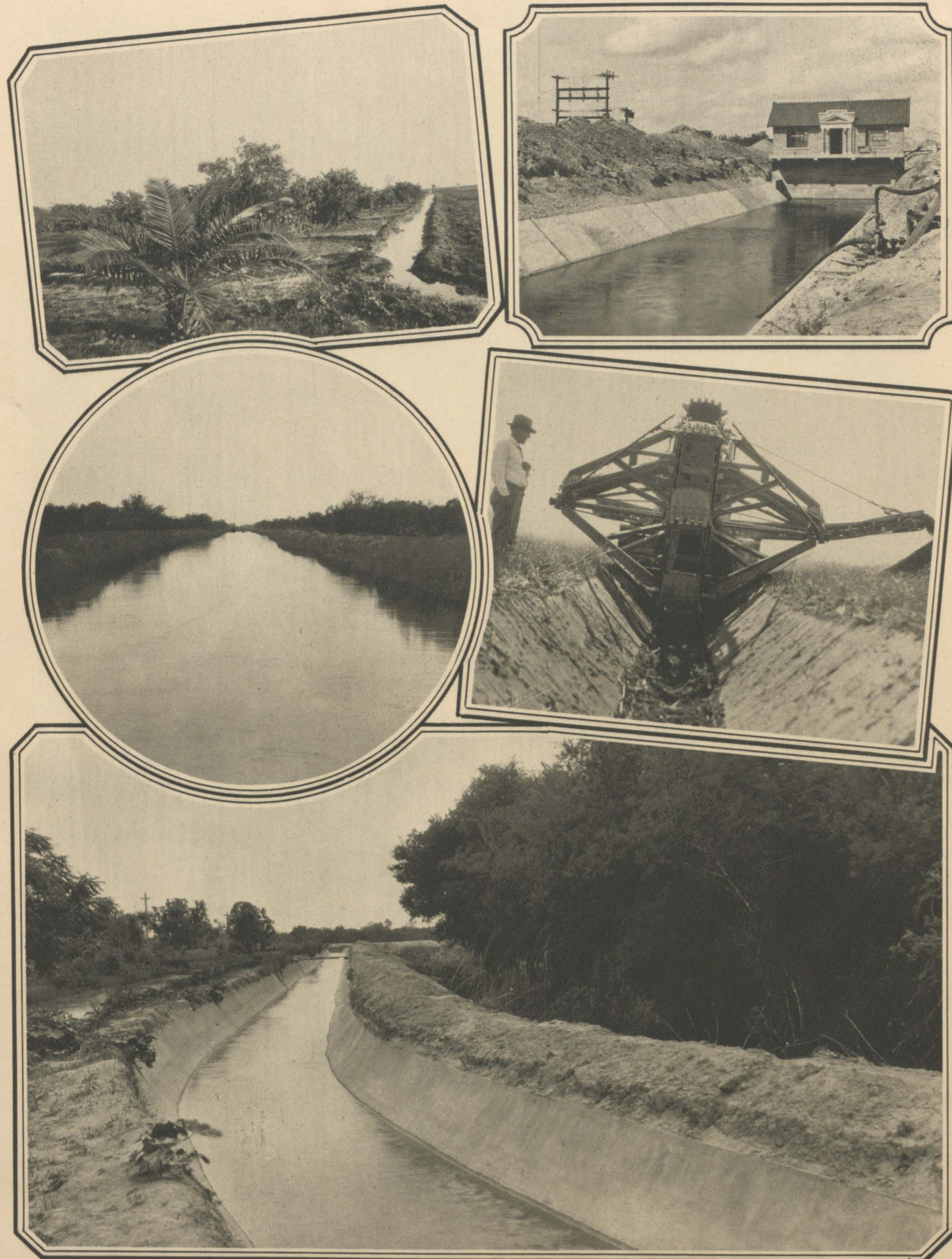
The Valley is the earliest cotton producing section of the United

States, and for years has captured the first bale honors each season, almost invariably getting the first bale onto the market in June. Planting commences in January or February, and the picking season opens at least two months earlier than in the northern part of the cotton belt.

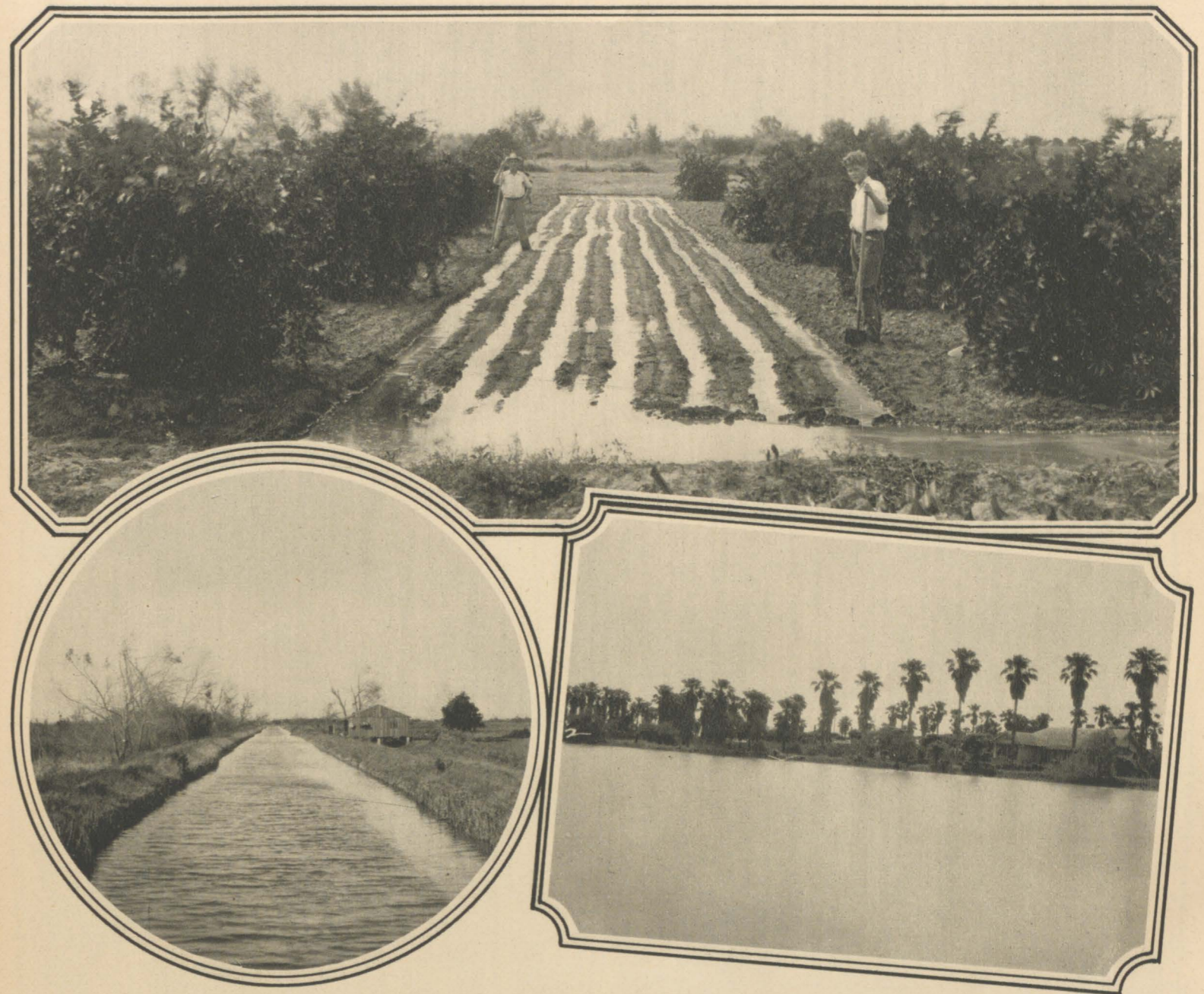
As a result of the early production Valley cotton almost invariably secures a premium on the markets, and very rarely do the growers in the northern part of the cotton area secure prices as high as the Valley growers receive.

Much of the acreage devoted to late fall vegetables and spring cabbage, carrots, beets and similar crops, is available for cotton planting, and is again prepared for vegetable crops as soon as the cotton is off. In the non-irrigated sections the land is generally prepared as soon as the crop is removed in order to absorb the fall and winter rains. It is dragged to eliminate weed growths and to retain the moisture. A rain or two during the growing season provides sufficient moisture with that retained by the dry farming methods to mature the crop. There are in the Valley two compresses, at Harlingen and Edinburg and 103 gins.

That cotton production in the Valley will continue to increase despite the rapidly increasing acreage of citrus fruit and winter vegetables is evidenced by the fact that less than 30 per cent of the available acreage is now under cultivation, and that large areas remain to be developed in the non-irrigated sections where cotton and feed crops will always form the principal production.



Top, a field lateral and one of the new concrete canals and pump house; center, a main canal and one of the modern ditching machines; below, another of the new concrete canals.



Additional views of canals and irrigation methods.

Vast Sums Expended in Irrigation Systems; Districts Are Being Enlarged and Improved

RAIN when wanted and in the exact amount necessary. That, in the opinion of the experienced Valley farmer, sums up the advantages of farming in an irrigated section. In 1929 there were 520,000 acres of Valley lands under irrigation. To supply this acreage with water there were thirteen irrigation systems in operation, in addition to many small systems. The thirteen major systems, with their main canals, modern pumping plants that lift the water from Rio Grande, and laterals running back from the river to the farms, represented investments amounting to more than \$14,000,000.

Recently there have been organized and financed ten additional districts which will increase the irrigated area by more than 200,000 acres, the cost of which will run well into the millions. Outstanding among the new projects is the Willacy County district, which includes 130,000 acres, 115,000 of which will be irrigable, and which will be the largest irrigation district in the world, financed by a recently voted bond issue of \$7,500,000.

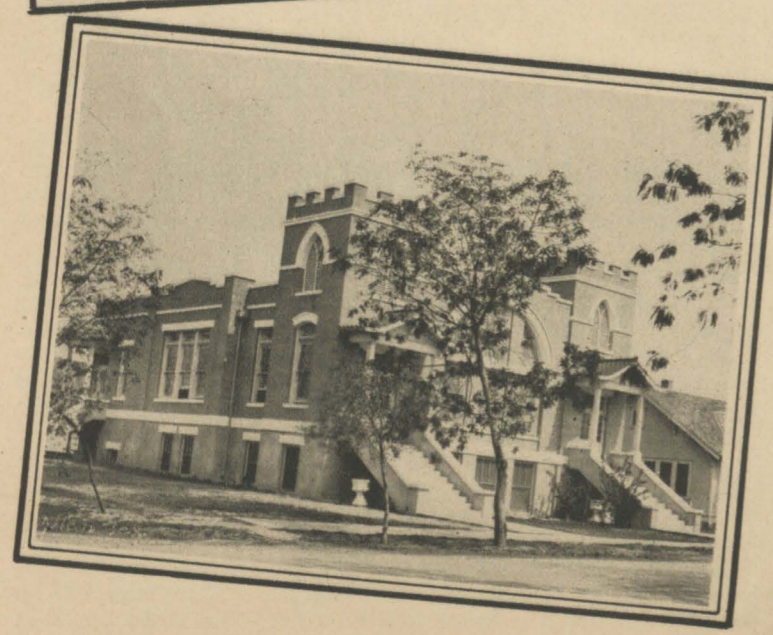
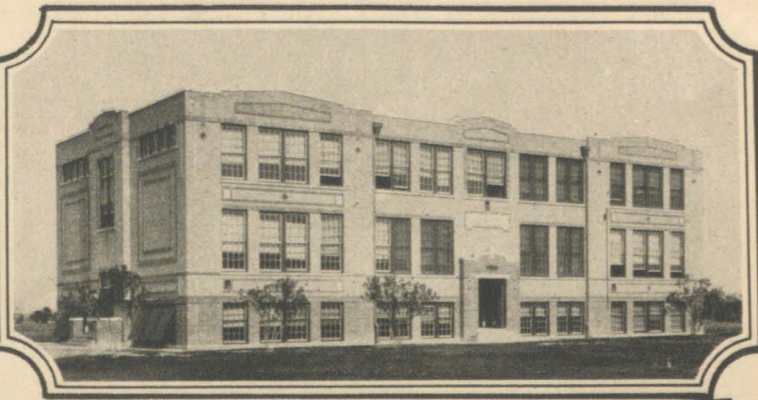
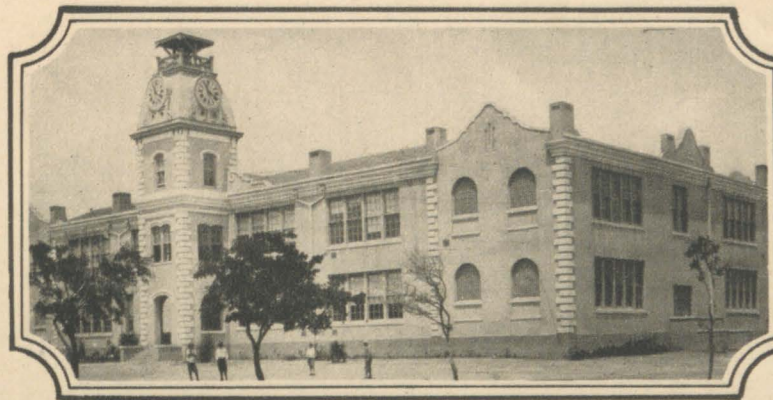
Approximately \$11,000,000 have been authorized by the landowners of Valley irrigation districts for concreting of canal systems, and it is estimated that additional projects will bring the total to

approximately \$15,000,000, the major part of the work to be completed within three years.

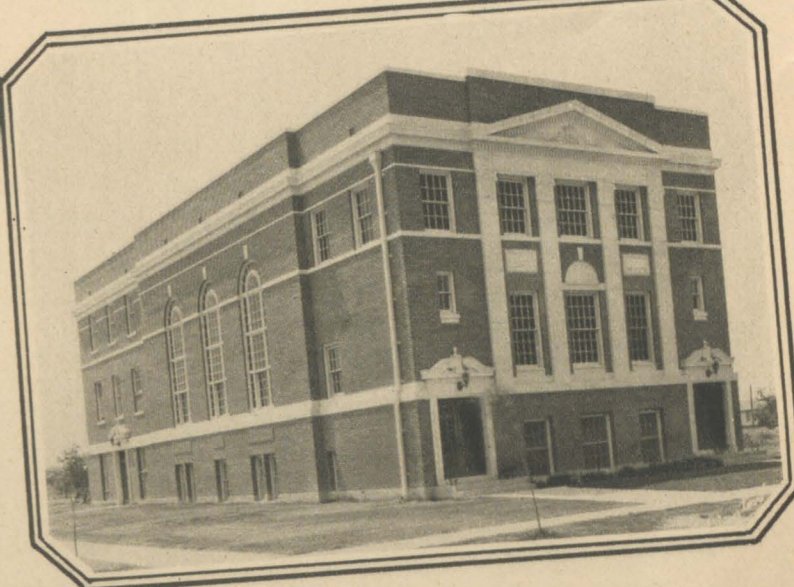
Complete concrete distribution systems have been financed by practically all new districts and extensions of old districts, and three of the old districts have financed complete concrete programs. Others are making preparations to finance concrete work either by voting bonds or through co-operation of the districts and landowners.

As a result of the concreting already accomplished considerable wastage of irrigation water and land damage through seepage have been eliminated and the efficiency of the systems materially increased. Though construction of concrete lined canals or concrete pipe distribution systems is still in what might be termed the initial stage, the benefits which have accrued are very manifest, especially in those sections where canal seepage had resulted in damage to lands.

Irrigation experts are authority for the statement that when the work now under way or planned is completed, the Valley will be the most extensively irrigated area of its size in the world, and that it will be watered by the most efficient systems possible to design or construct.



Some representative churches and schools in the Valley.



Beauty and practicability are combined in these new buildings.

Valley Noted for Its Beautiful Churches; School System Said to be Best in the South

THE cultural growth and development of the Lower Rio Grande Valley has kept pace with the community's growth and development in all other respects. The Valley is unique in that it is populated by men and women who formerly were successful leaders in other parts of the country. That it has attracted an unusually high type of citizenship cannot be doubted after an inspection of the Valley's churches and schools, always a true index of the character and stability and general worthiness of any section. It is the Valley's churches and schools that invariably draw the highest praise from visitors, for to many it is surprising to find in such a comparatively new country so many beautiful and modern buildings devoted to education and to worship.

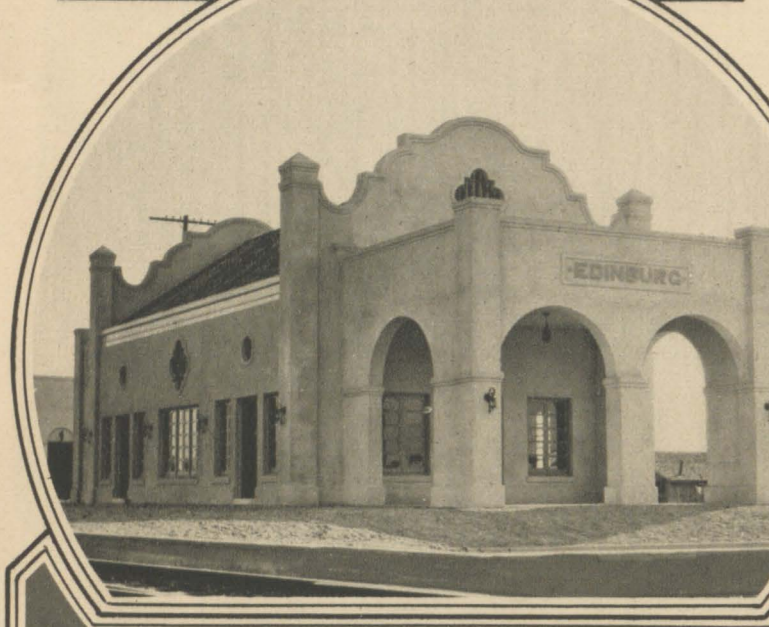
From Mission to Brownsville new churches raise their spires to the skies, testifying to the progressive spirit of the Valley people, their devotion to their respective faiths, and their determination to inculcate in future generations and preserve in the Valley the spirit of religious observance. In the last three years Valley communities have expended more than \$1,000,000 in the erection of new churches — a record that is without parallel in the South.

Surveys by national educational leaders have shown that no section of its size in the country can boast of a better or more thorough school system than the Valley, and the educational facilities are said to be better than those afforded in any other part of the South. In the last three years \$4,300,000 has been expended on school buildings and improvements. In all cities, towns and rural

communities schools have been erected to supply facilities for the rapidly increasing number of scholars.

The Valley was one of the first sections of the South to adopt the junior college plan, and two such institutions have been opened, at Brownsville and Edinburg, offering the first two years of college work. Bus lines have been established, providing transportation facilities for students from all parts of the Valley. There are Catholic parochial schools at Brownsville, McAllen, Mission, Rio Grande City and Roma. St. Joseph's college for boys, and the Villa Maria academy for girls, at Brownsville, are attended by hundreds of students from Valley points and northern Mexico. In practically all cities junior high schools have been provided for pupils from the sixth to eighth grades. In most of the Valley cities separate buildings have been provided for junior high school students.

The rapid growth and development of the school systems of the Valley cities and towns has been duplicated in the rural sections, where consolidations have been effected in all districts where the number of scholars will permit. The old-time, one-room school has practically disappeared. The frame buildings of pioneer days have been replaced with brick or stucco structures of the most modern design, equipped with every facility. These rural consolidated schools range from three-room structures up to twenty rooms, rivaling the schools of the cities and towns in architectural beauty, and fully their equal in the facilities provided students.



Some typical Missouri Pacific Lines Valley stations.



Additional views of representative Valley stations.

Valley Has Fast Dependable Rail Service; Millions Have Been Spent in Railroad Extensions

EFFICIENT transportation is generally credited in the Lower Rio Grande Valley with being the greatest single factor in the growth and development of the entire section. The Valley has enjoyed its greatest expansion and prosperity in the last five years and during that time the Missouri Pacific Lines have expended vast sums on new facilities and in improving the service to and from that section.

Purchase of the Gulf Coast Lines by the Missouri Pacific in 1924 gave the Valley growers and shippers a more direct and speedier outlet for their fruits and vegetables and the benefit of a one line haul to distant markets. Freight schedules have been shortened time after time and the speedy and dependable delivery of products to distant markets has had a major part in increasing the demand for Valley fruits and vegetables in all the principal consuming centers.

True to a pledge made to the Valley by President L. W. Baldwin, when the Missouri Pacific entered that section, nothing that it has been possible for the railroad to do to speed the development or aid the prosperity of the Valley, has been left undone. Millions have been spent in the construction of extensions and so many miles of

new railroad have been put down that it is said there is no farm in the irrigated portion of the Valley that is farther than five miles from a loading station. Numerous new Missouri Pacific Lines passenger and freight stations have been erected, miles of new passing tracks have been constructed and thousands of new refrigerator cars purchased, assuring the growers of an always adequate supply to carry their products to market.

As a result of Missouri Pacific Lines extensions approximately 200,000 acres of rich, virgin land have been opened for cultivation and a score of new townsites and loading stations established.

The fact that the major part of the tonnage moved from the Valley is of a perishable nature has necessitated installation of facilities which assure prompt service in loading as well as delivery. Hundreds of thousands of dollars have been expended during the past two years in ballasting track, providing heavier steel, and installing loading and icing facilities, all of which have tended to improve the service and assure more prompt movement of Valley products.

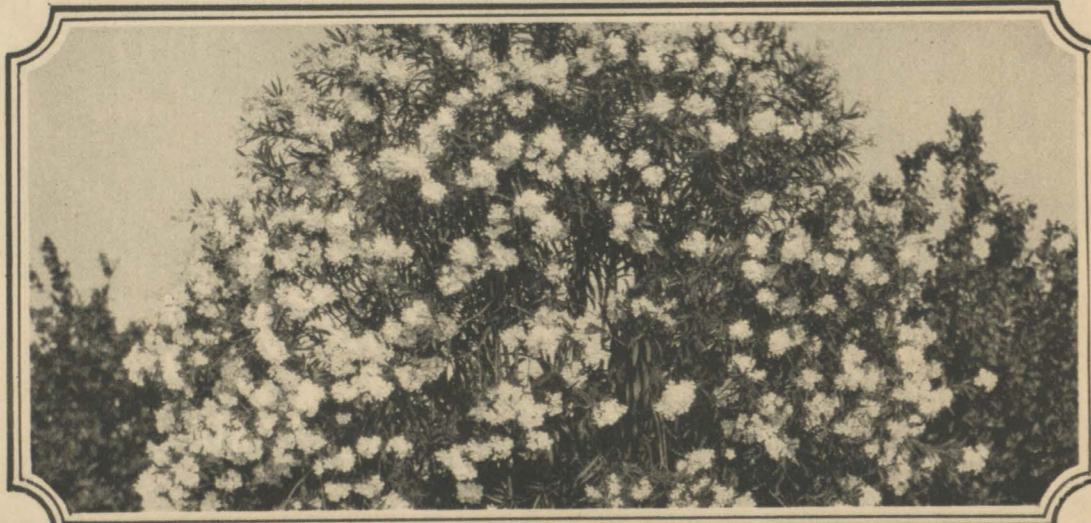


Practically all semi-tropical fruits, vegetables and flowers grow profusely in the Lower Rio Grande Valley. Above is a view of the Papayus, often referred to as the "bread fruit" tree. These trees attain a remarkable growth in only a few months. The avacado does well in the Valley and in recent years several commercial orchards have been planted.



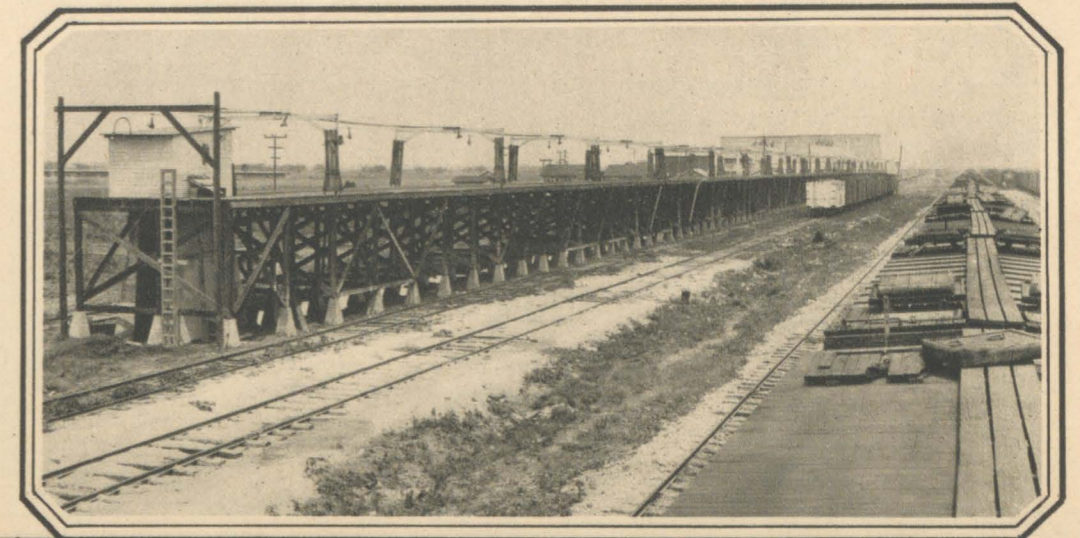
In the western part of the Valley some experiments recently have been made which show that practically all kinds of grapes can be successfully grown and that they can be placed on the market from two to three weeks earlier than those grown in other sections. The little Miss above is exhibiting proofs of the claim that the Valley is to become a great grape producing area.

The mild climate, the rich soil and the abundance of water in the Valley produce a profusion of flowers as well as numerous varieties of shrubs and ornamentals. On the right is an oleander tree in full bloom and below, a cactus in bloom. In the springtime especially, when wild flowers blossom, the entire Valley is a riot of brilliant colors. Cultivated flowers grow the year around.



Cooled by delightful gulf breezes in the summer, the Valley is warmed by them in the winter. Seldom does the mercury get to freezing and sunstroke is unknown. The annual mean temperature is 73 degrees. The average by months is January 59.5, February 63.7, March 68.1, April 73.6, May 78.3, June 82.3, July 83.6, August 83.7, September 80.2, October 74.7, November 67.2, December 61.4 The average annual rainfall is 26.97.

No section in the country boasts of more complete transportation service, a feature of which is the adequate icing facilities maintained by the Missouri Pacific Lines. After they are loaded, refrigerator cars are moved to icing docks like the one shown here, where the bunkers are filled with ice that keeps the fruits and vegetables fresh and crisp until they reach distant markets.



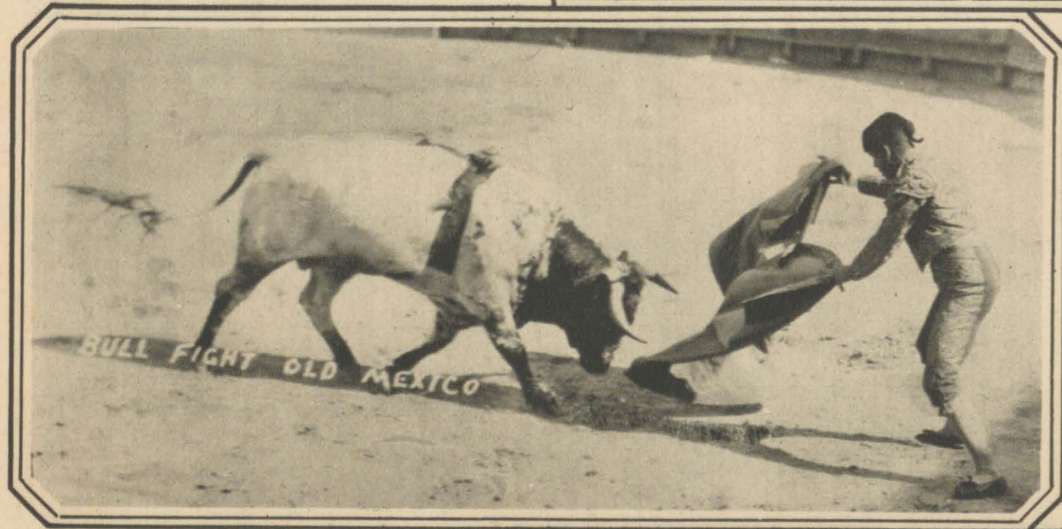
One of the most impressive evidences of the Valley's progressiveness is its heavy mileage of paved highways. The four Valley counties have a total of 525 miles of surfaced main roads and when programs already financed are completed the total will reach 800 miles. Practically every farming section is served by hard surfaced feeder roads or well maintained graded roads.

The adjoining picture shows unimproved Valley land, and Mexican laborers at work clearing away the mesquite and cactus. Until a few years ago the entire Valley was a wilderness of undergrowth like that shown here. Clearing work is quickly accomplished and only a surprisingly short time is required to convert brush land into a profitable and beautiful farm.



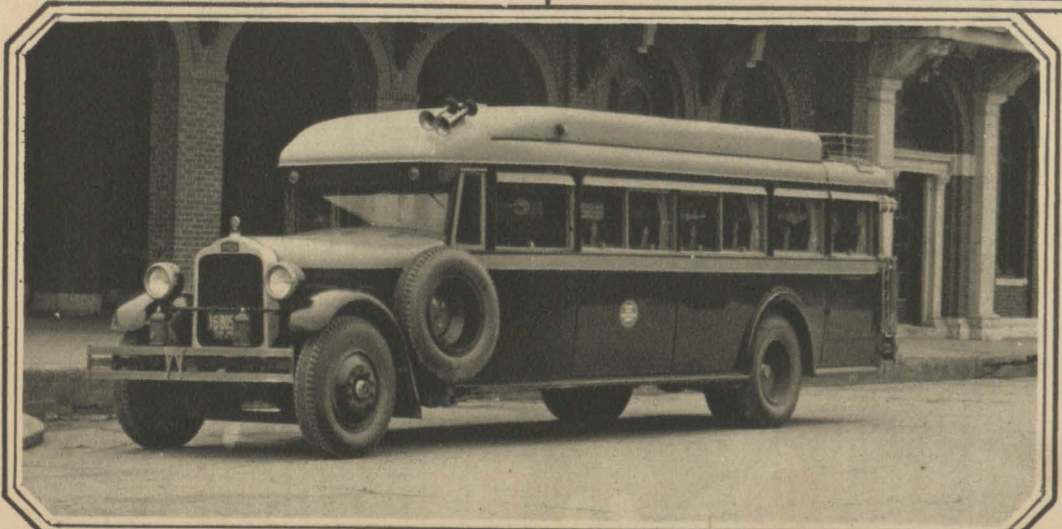
Farmers of the Lower Rio Grande Valley have the benefit of much expert assistance. All the counties maintain efficient county agents. The Missouri Pacific Lines Agricultural Development Department representatives are always at the service of farmers and new Valley residents. The Texas A. & M. College maintains an experimental farm, shown here, that has been of great benefit to the Valley growers.

Bird Island, in the Laguna Madre, a strip of water between the Valley mainland and Padre Island, is a government controlled bird sanctuary. Here millions of sea gulls and other birds live a carefree, undisturbed life. Here is shown "Bill" Vogt, world's champion fisherman, when he visited Bird Island after a successful tarpon fishing outing off Point Isabel.



Bull fights, an old world atmosphere, bright cabarets, interesting night clubs and some noted cafes and restaurants are among the many attractions offered by Matamoros in Old Mexico, opposite Brownsville. Matamoros is a typical Mexican city and possesses a rare charm. It is easily reached in five minutes via the International bridge across the Rio Grande.

The Valley has one of the best known and most modern air ports in the country, owned by the city of Brownsville. It is the international air gateway to Mexico, Central and South America and the terminal for three air mail passenger lines. Passenger planes, connecting with Missouri Pacific Lines trains, make daily trips between Brownsville and Mexico City in six hours.



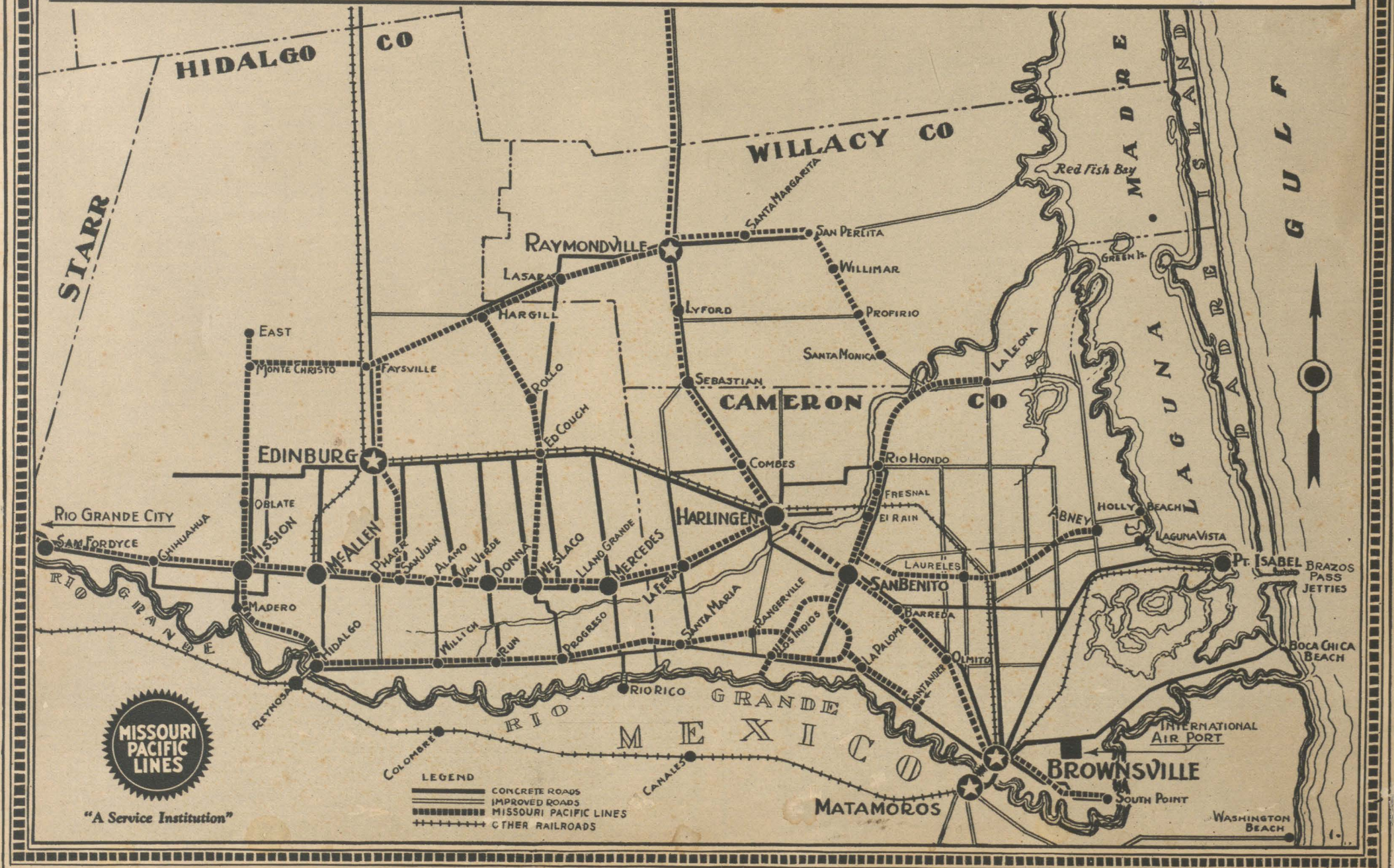
Motor coaches, operated by the Missouri Pacific Transportation Company, a subsidiary of the Missouri Pacific Lines, afford an ideal way for tourists to see the Valley. Large, comfortable and modern coaches operate to and from all the principal Valley points on fast convenient schedules, making it possible for visitors to stop over and visit each of the cities.



MISSOURI PACIFIC LINES REPRESENTATIVES

- Alexandria, La.—DAN JACOBS, Assistant General Freight and Passenger Agent, Hotel Bentley.
- Atlanta, Ga.—M. B. MOORE, General Agent, 532-533 Healey Building (Phone Walnut 2422).
- Austin, Texas—M. L. MORRIS, City Passenger and Ticket Agent, Stephen F. Austin Hotel.
- Beaumont, Texas—SAM. L. O'BAUGH, City Passenger and Ticket Agent, Beaumont Hotel.
- Birmingham, Ala.—J. W. WILLIAMS, General Agent, 1009-1010 Woodward Building (Phone 3-6867).
- Boston, Mass.—J. B. POTTER, General Agent, 515 Old South Building.
- Brownsville, Texas—C. F. HAWKES, Passenger Agent, Missouri Pacific Station.
- Cairo, Ill.—H. V. GREGORY, Division Freight and Passenger Agent, Missouri Pacific Station.
- Chattanooga, Tenn.—C. C. HART, General Agent, 504 Provident Building.
- Chicago, Ill.—J. J. McQUEEN, General Agent, Passenger Department, Room 804—112 West Adams St. (Phone State 5131).
- Cincinnati, Ohio—R. MEYER, General Agent, 203 Dixie Terminal Building (Phone Main 5383).
- Cleveland, Ohio—V. K. NORBERT, General Agent, 1219 Terminal Tower (Main 0339).
- Corpus Christi, Texas—W. B. CRAIG, City Ticket Agent, 422 Peoples Street (Phone 1340).
- Dallas, Texas—L. B. SHEPHERD, General Agent, Passenger Department, 1608-9 Kirby Building (Phone 2-4575).
- Detroit, Mich.—L. M. WHITE, General Agent, 6-243 General Motors Building (Phone Northway 5123).
- El Dorado, Ark.—H. W. HAINES, Division Freight and Passenger Agent, 404 Exchange Building.
- El Paso, Texas—B. C. DOOLEY, General Agent, 204 Railway Exchange Building (Phone Main 3537).
- Ft. Smith, Ark.—JOSEPH WEISIGER, City Passenger and Ticket Agent, 17 N. 6th St. (Phone 6317).
- Galveston, Texas—E. M. WEINBERGER, General Agent, Freight and Passenger Department, 407 Twenty-Second Street.
- Greensboro, N. C.—J. A. MILLS, General Agent, 605 Jefferson Standard Building.
- Hartlingen, Texas—L. H. MOORE, District Passenger Agent, Missouri Pacific Station (Phones 45 or 223).
- Havana, Cuba—G. A. RODRIGUEZ, General Agent, Passenger and Freight Department, Edificio Cuba Depto 302, Obispo 75.
- Helena, Ark.—R. E. LAW, Commercial Agent, Freight and Passenger Department, 324 Cherry Street.
- Hot Springs, Ark.—LEON NUMANVILLE, Passenger and Ticket Agent (Phones 3325 and 3326).
- Houston, Texas—D. W. MORRIS, Division Passenger Agent, Rice Hotel Lobby (Preston 4044).
- Hutchinson, Kans.—C. M. DAVIS, General Agent Freight and Passenger Departments, 301 South Main Street.
- Indianapolis, Ind.—J. H. LANG, General Agent, 313 Merchants Bank Building (Phone Riley 2894).
- Joplin, Mo.—E. O. MAHAN, City Passenger and Ticket Agent, 106 West Fourth Street (Phone 79).
- Kansas City, Mo.—F. L. ORR, General Passenger Agent, Passenger Department, Railway Exchange; I. G. MILLER, Division Passenger Agent, City Ticket Office, 707 Walnut Street (Phone Victor 6100).
- Lake Charles, La.—J. A. WILLIAMS, City Passenger and Ticket Agent, Majestic Hotel (Phone 1781).
- Laredo, Texas—J. M. DURBOROW, Passenger and Ticket Agent, Santa Isabel and Farragut Streets.
- Little Rock, Ark.—C. K. BOTHWELL, General Passenger Agent, Passenger Terminal (Phone 4-5181); F. R. PENNELL, City Passenger and Ticket Agent, City Ticket Office, Main and Markham.
- London, England—E. J. BRAY, European Traffic Manager, Palmerston House, Bishops Gate.
- Louisville, Ky.—H. E. WOODWORTH, General Agent, 308 Heyburn Bldg.
- Memphis, Tenn.—T. D. MOSS, Assistant General Passenger Agent, 271 Shrine Building, (Phone 6-6542); R. G. SUTTON, City Ticket Agent, 74 Monroe Avenue (Phone 6-0101).
- Mexico City, Mexico—F. MIRANDA, General Agent, Ave. Cinco de Mayo No. 23.
- Monroe, La.—W. E. DANDRIDGE, City Passenger and Ticket Agent, New Virginia Hotel (Phone 2400).
- Monterrey, Mexico—O. Garcia Corral, General Agent, Zaragoza Sur. 1034—P. O. Box 201.
- Nashville, Tenn.—J. M. BRYAN, General Agent, 313 Independent Life Building.
- New Orleans, La.—MARK ANTHONY, Division Passenger Agent, 207 St. Charles Street (Phone Main 0661).
- New York, N. Y.—D. I. LISTER, General Eastern Passenger Agent, 811 Brokaw Building, 1457 Broadway (Phone Wisconsin 2181).
- Omaha, Neb.—W. F. YOHN, District Passenger Agent, 1419 First National Bank Building (Phone Jackson 4543).
- Paragould, Ark.—F. C. MACK, Commercial Agent, Freight and Passenger Department, Missouri Pacific Station.
- Phoenix, Ariz.—W. H. A. TURNER, Commercial Freight and Passenger Agent, 612 Security Building.
- Pittsburgh, Pa.—W. RAY WILSON, General Agent, 477 Union Trust Building (Phone Atlantic 3820).
- San Antonio, Texas—E. A. FARR, Assistant General Passenger Agent, 406 City National Bank Building (Crockett 6870).
- Sedalia, Mo.—V. J. KAISER, Division Freight and Passenger Agent, Missouri Pacific Passenger Station.
- Shreveport, La.—DIXIE HANNIBAL, General Agent, 910 City Bank Building (Phone 2-5773).
- Sioux City, Iowa—B. L. CLOUGH, General Agent, 404 Commerce Building.
- St. Joseph, Mo.—N. A. BEACH, Division Freight and Passenger Agent, 307-8 Corby-Forsce Building (Phone 6-2265).
- St. Louis, Mo.—W. F. MILLER, Division Passenger Agent, Passenger Department, 1600 Missouri Pacific Building (Phone Main 1000); CHAS. WOODS, Station Passenger Agent, Union Station; A. W. WILLIAMS, City Ticket Agent, City Ticket Office, 318 North Broadway (Phone Main 1000).
- Tampa, Fla.—R. W. MOSS, General Agent, 1007 First National Bank Building.
- Taylor, Texas—C. MCKAY, Passenger and Ticket Agent, First and Porter Streets (Phone 234).
- Texarkana, Ark.—W. D. ARENS, Division Freight and Passenger Agent, Missouri Pacific Freight Station.
- Washington, D. C.—F. E. PENNINGTON, General Agent, 929 National Press Building (Main 10123).
- Wichita, Kan.—M. S. KITCHEN, General Agent, Passenger Department, Missouri Pacific Passenger Station, Douglas and Wichita Streets (Phone Market 469).

Map of the LOWER RIO GRANDE VALLEY of Texas



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- CONCRETE ROADS
 - IMPROVED ROADS
 - MISSOURI PACIFIC LINES
 - OTHER RAILROADS