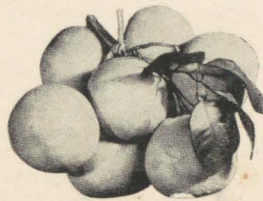


*A*  
*Camera Journey*  
*through*  
THE LOWER VALLEY  
OF THE RIO GRANDE



*The Garden of Golden Grapefruit*

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ARRANGED, CONDUCTED AND COPYRIGHTED DECEMBER, 1929

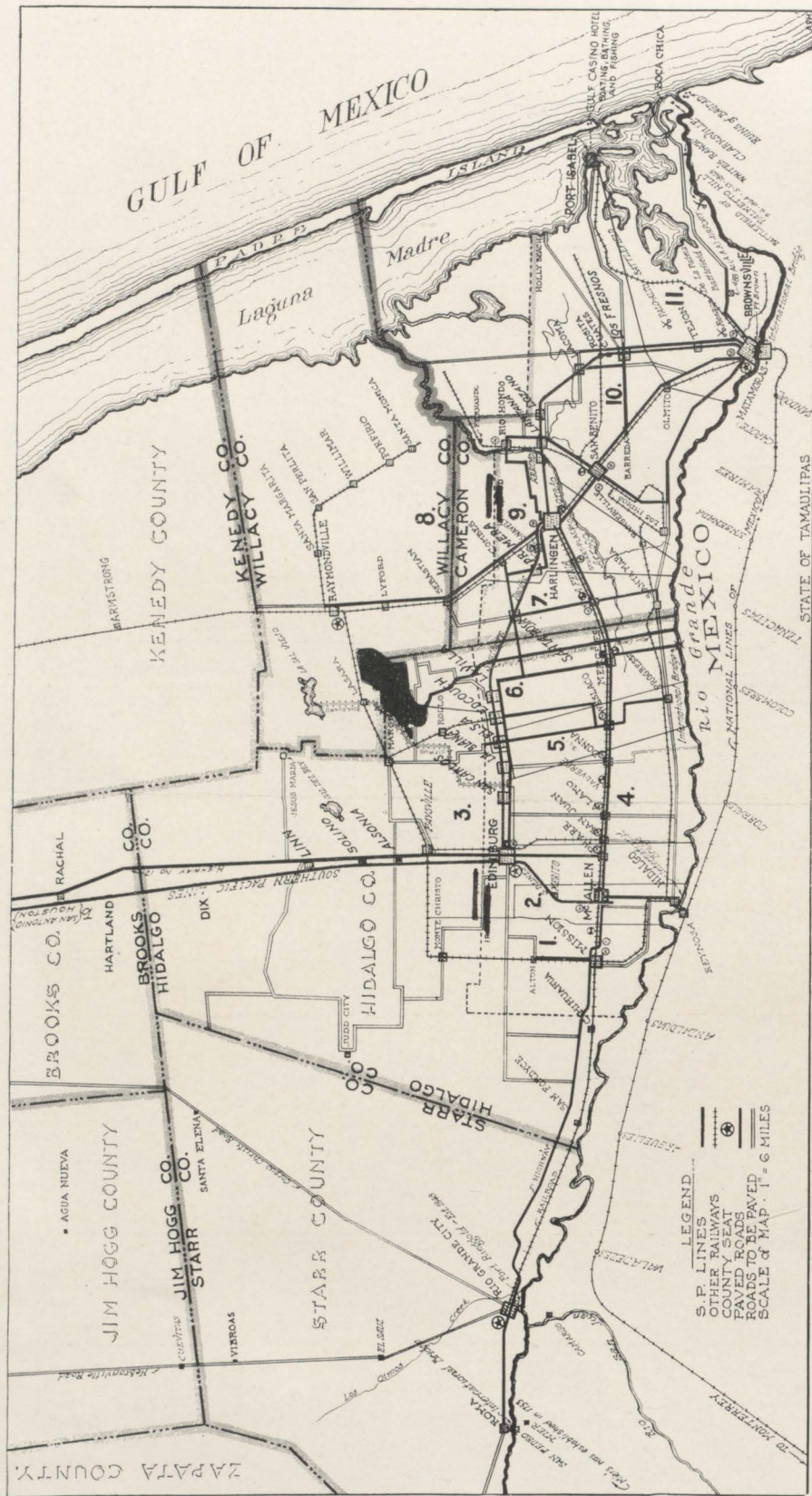
*By Julia Cameron Montgomery*

PUBLISHER MONTY'S MONTHLY NEWS

BROWNSVILLE, TEXAS

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*Price Fifty Cents*



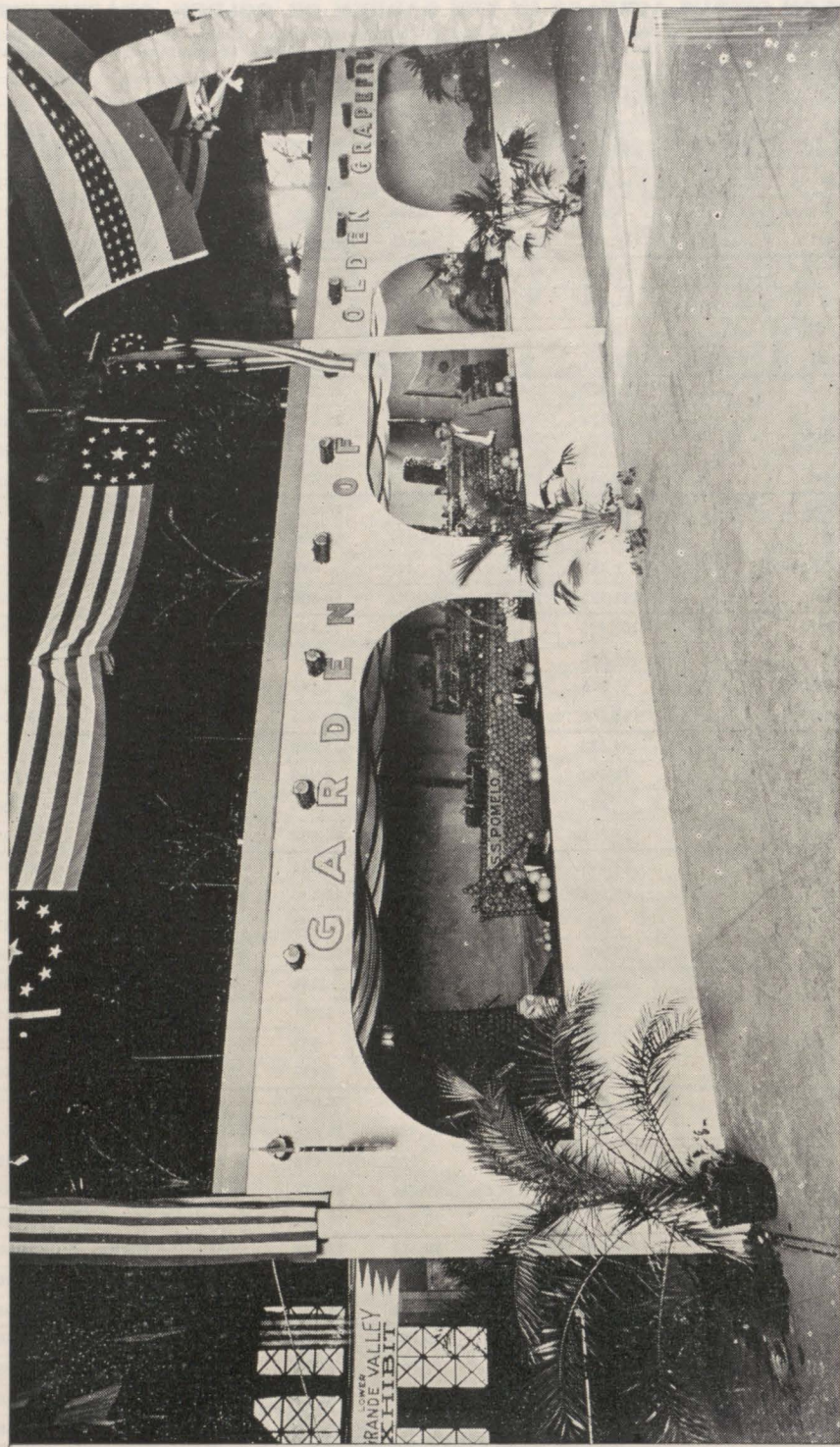
The above map shows the 1929 zoning of the Citrus Belt of the Lower Rio Grande Valley of Texas. The figures on the opposite page, taken from a new citrus zone map compiled and issued in October by the Valley District offices of the Southern Pacific Lines, Harlingen, is of inestimable value to those seeking tabulated citrus statistics. The various symbols denote packing plants of the Valley's splendid citrus exchanges, vegetable growers' shipping units, and independent packing sheds. The accompanying map is a combination of two maps, the citrus features and zoning belonging to the strictly citrus map, and one or two other important developments are taken from still another map. Altogether, the publisher is greatly indebted to the several individuals who made this combination map possible.

### FIGURES ON CITRUS ACREAGE IN THE GARDEN OF GOLDEN GRAPEFRUIT

Arranged in districts shown by legend attached to map on the opposite page. Since the government issued its report July 1st, 1929, more than a million citrus trees have been set with an approximate estimate of two million more to be planted during 1930.

U. S. CITRUS CENSUS RIO GRANDE VALLEY JULY 1ST, 1929

Distr. Type	Age of Trees						Total
	0	1	2	3	4	5	
1 Grapefruit	259,794	134,714	59,510	52,823	32,354	95,261	634,456
1 Oranges	80,873	36,115	28,472	25,581	17,072	28,454	216,567
1 Other Citrus	5,595	2,107	1,399	1,685	1,724	10,371	22,881
1 Total	346,262	172,936	89,381	80,089	51,150	134,086	873,910
2 Grapefruit	89,500	48,992	29,441	13,879	8,418	19,725	209,955
2 Oranges	31,574	17,924	10,479	10,632	6,734	10,795	88,138
2 Other Citrus	1,021	22	131	210	248	473	2,105
2 Total	122,095	66,938	40,051	24,721	15,400	30,993	300,198
3 Grapefruit	152,457	256,750	117,917	45,356	30,913	41,974	645,367
3 Oranges	43,333	74,816	39,918	22,445	16,471	13,046	210,029
3 Other Citrus	1,014	948	453	577	721	797	4,510
3 Total	196,804	332,514	158,288	68,378	48,105	55,817	859,906
4 Grapefruit	172,306	84,462	54,938	43,208	40,466	30,554	425,934
4 Oranges	49,920	22,763	15,374	16,558	15,922	8,893	129,430
4 Other Citrus	1,557	932	426	833	837	620	5,205
4 Total	223,783	108,157	70,738	60,599	57,225	40,067	560,569
5 Grapefruit	158,411	91,857	16,481	12,195	12,049	47,307	338,300
5 Oranges	34,682	24,876	7,693	6,861	7,992	18,990	101,094
5 Other Citrus	576	737	581	1,399	831	2,411	6,535
5 Total	193,669	117,470	24,755	20,455	20,872	68,708	445,929
6 Grapefruit	44,533	30,113	26,602	14,352	12,163	37,363	165,126
6 Oranges	13,092	7,521	8,157	8,732	8,380	14,790	60,672
6 Other Citrus	533	538	308	568	1,223	2,239	5,409
6 Total	58,158	38,172	35,067	33,652	21,766	54,392	231,207
7 Grapefruit	91,590	45,139	37,187	44,613	52,007	67,477	338,013
7 Oranges	25,952	20,296	17,169	27,129	37,883	41,520	169,976
7 Other Citrus	323	370	523	139	1,447	2,535	5,337
7 Total	117,865	65,805	54,906	71,881	91,337	111,532	513,326
8 Grapefruit	14,809	15,737	4,190	4,244	1,680	2,807	43,467
8 Oranges	7,551	7,701	1,707	2,871	980	2,136	22,946
8 Other Citrus	189	534	136	363	292	1,228	2,742
8 Total	22,549	23,972	6,033	7,478	2,952	6,171	69,155
9 Grapefruit	138,382	57,416	58,358	36,049	26,514	51,298	368,017
9 Oranges	37,226	16,302	20,489	18,625	14,332	30,315	137,694
9 Other Citrus	586	344	534	402	998	2,878	5,742
9 Total	176,194	74,062	79,741	55,076	41,844	84,491	511,408
10 Grapefruit	155,775	96,320	37,886	17,287	14,083	47,597	368,448
10 Oranges	32,068	39,285	22,162	10,942	8,318	15,525	128,300
10 Other Citrus	1,222	752	418	568	886	2,700	6,546
10 Total	189,065	136,357	59,966	28,797	23,287	65,822	503,294
11 Grapefruit	41,546	54,834	16,222	13,078	14,015	45,971	185,666
11 Oranges	10,965	12,699	9,093	7,058	4,718	11,280	55,823
11 Other Citrus	869	354	808	2,179	1,373	3,023	8,606
11 Total	53,380	67,887	26,123	22,315	20,106	60,274	250,085
<b>GRAND TOTAL ALL DISTRICTS</b>							
Grapefruit	1,819,103	916,334	458,232	297,084	244,662	487,334	3,722,749
Oranges	367,236	280,298	181,100	157,434	138,802	195,744	1,320,614
Other Citrus	13,485	7,638	5,717	8,923	10,580	29,275	75,618
Grand Total	1,699,824	1,204,270	645,049	463,441	394,044	712,353	5,118,981



The history of the Valley's Golden Grapefruit, also oranges and other varieties of citrus fruits, is comparatively new to millions of people in the United States, and other countries. Within the past ten years the Valley has become a proven citrus area, highly productive of such superior quality of grapefruit, especially, that it is fast becoming recognized as a serious competitor of all other citrus sections. — The illustration above gives a suggestion as to the Valley's exhibit at the Dallas Fair in October, 1929, the most ambitious effort yet undertaken to acquaint Texas with its own wonderful Garden of Golden Grapefruit. The Commercial Secretaries' Association, composed of secretaries of Valley Chambers of Commerce, inaugurated the Dallas exhibit which they hope to make an annual contribution to the education of Texas and whoever may visit the Fair.

## A Camera Journey Through The Lower Valley of The Rio Grande

Seeking, seeking! Ambition, or desire, or inclination, or seeming necessity may furnish the urge of the human race to **keep moving**. It is natural, therefore, that the motives and the answers relating to this ceaseless migration be duly considered.

Doubtless if every individual soul were asked, "What seek ye?" the loudest cry would be, "*Riches*," followed by a chorus of "*Health* and "*Happiness*". Some look for interminable excitement to quell the longing for the unattainable. Others would find "*Peace*," the end of a trail, a stopping place till the end of life.

Whoever can gain a witting ear in promising a measure of fulfillment, a degree of satisfaction to these travelers, renders service.

The inhabitants of the Lower Valley of the Rio Grande in their invitation to the world are prepared to deliver proof of undeniable character that their "*Garden of Golden Grapefruit*" holds the height and depth and breadth of opportunity to satisfy mortal craving in its varied demands for expression.

In the brief journey through the Magic Valley offered here, a few from many thousands of lovely camera views personally secured by the publisher have been selected to convey their message of beauty, good will and hospitality straight from the heart of this "land of sunshine and soft atmospheres" to a multitude who may find their way to visit or to dwell within its boundaries.

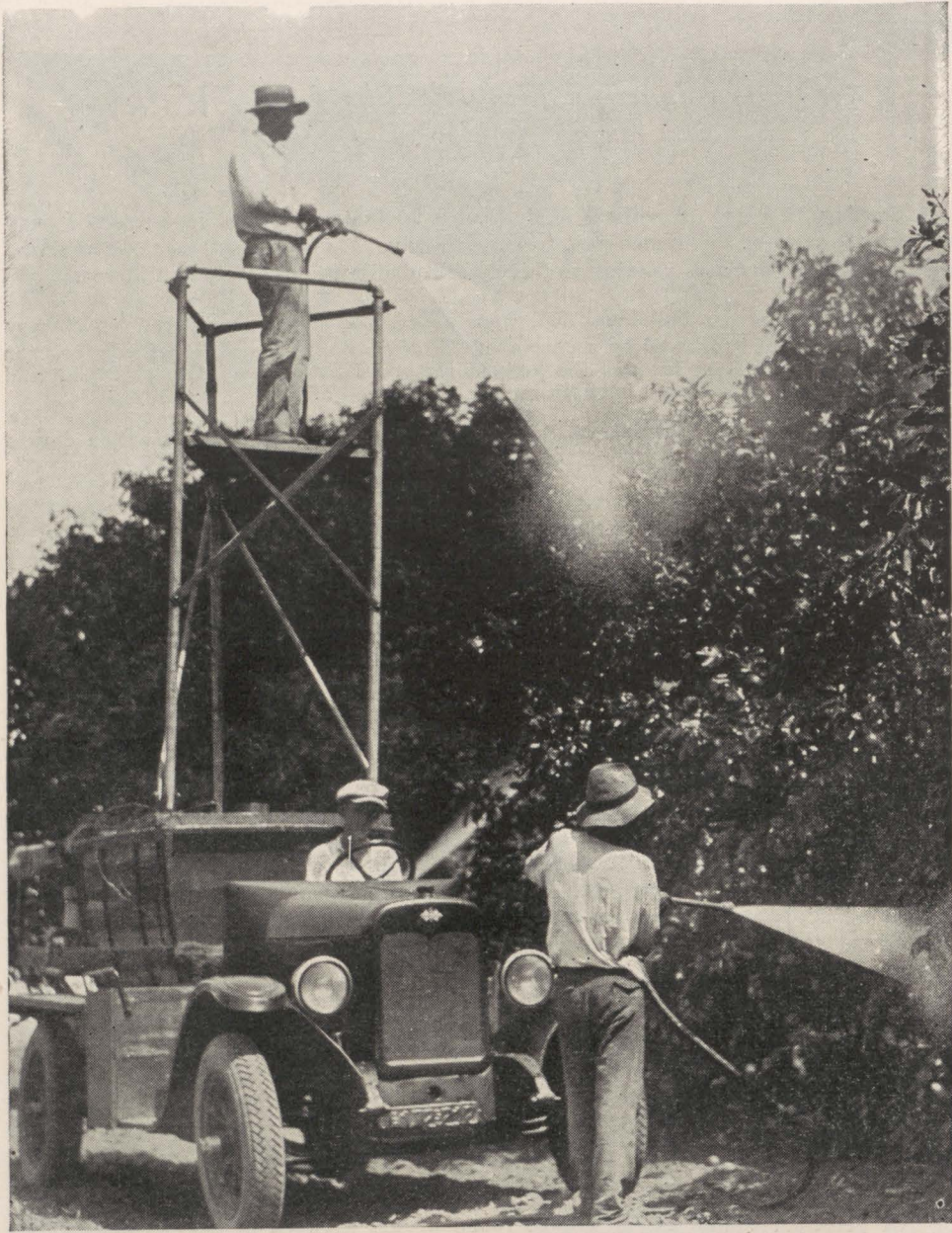
Instead of pinning names to the spots shown within these pages, the reader is invited to come and identify the scenes depicted by the sight of the eyes, at first hand. There are now agencies prepared to do pilot duty, and tourist busses for the purpose of showing visitors hundreds of wonderful citrus groves, over nearly a thousand miles of concrete or macadam roads, past scores of the finest school buildings in the United States, hundreds of lovely permanently-constructed homes, verdant landscapes of every sort of vegetable and green growing things, into and out of more than thirty thriving towns and villages—many of them paved from curb to curb with concrete—and linked together as a crystal prosperity chain on long ribbons of palm-bordered highways.

One who seeks details of Valley life, whether social, educational, recreational, cultural, historical, financial, or industrial, may find it through many authentic Valley channels, which will verify the statement that every modern facility for comfortable living, every pleasant and healthful condition is present and operative. An all-year ideal climate is the basis for much future investment in home-making and physical welfare.

Of principal Valley assets will be found a vast network of service lines of its public utilities—electric power, gas, telephone and telegraph. Two of the greatest railroads in America meet every service requirement. No longer is the "*Garden of Golden Grapefruit*"—the Magic Valley of Texas—remotely situated in the great scheme of world's activities! *On the air lines, and soon, soon on the sea routes of the world!* A matter of a daylight flight to the north, east and west boundaries of the country, and less than half a day to Mexico City!

You, who "seek a country"—consider the grapefruit, how it grows! It clusters in *health and beauty and wealth*, awaiting your arrival.

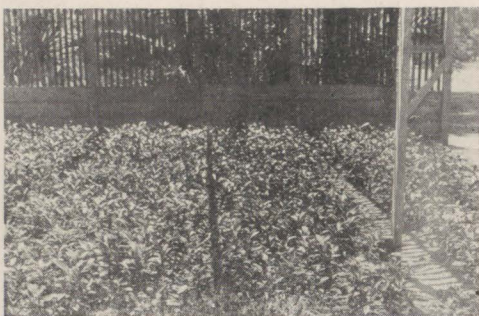
Are you coming?



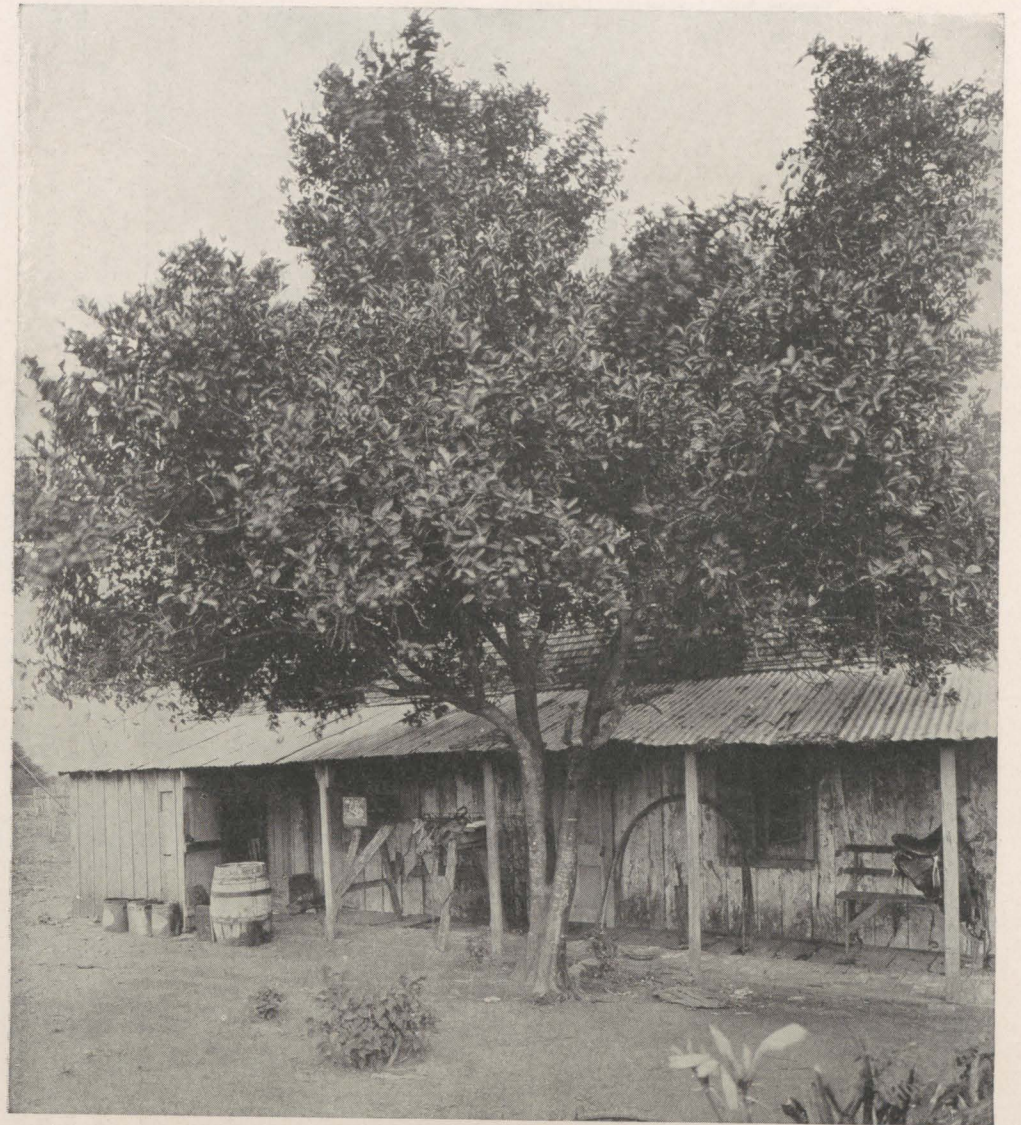
A citrus expert from another state, upon examining a beautiful specimen of Valley grapefruit, said; "I never saw a more beautiful skin texture; the Valley must be using the best spray methods." And that is exactly what the Valley is doing, due in large measure to Government inspection, warning, and instruction as to grove care relative to protection from insect infestation. Certainly the remarkable improvement in the appearance of Valley citrus fruits in the 1929-30 season will tend to increase the demand and enlarge the field of markets. The picture shows the activities of one of the number of grove-care experts who furnish highly efficient service at a very reasonable cost. If a man can afford to own a citrus grove, at this stage of progress, he cannot afford to ignore the necessity for proper care of it any more than he can afford to let his children grow up without proper nourishment and clothing.



At certain seasons of the year, high winds prevail in the Valley, making it advisable to consider wind-breaks as a protection to the growing young fruit, which is easily scarred. This, of course, detracts from the beauty of the fruit. The wind-breaks also serve as a barrier to cold winds during the winter season. Above, a fine example of Japanese bamboo employed by one of the Valley's best growers—bamboo on the left and oleander and palms on the right, almost impenetrable in their luxuriant growth. Below is the famous athel, fast-growing and effective, and showing its head all over the Valley since its introduction here a few years ago.



*Home grown citrus trees on sour orange root has been the war cry for about eight years—ever since imported trees brought dire diseases and insect pests into the Valley with disastrous results. The soils of the Valley are "different" and it has been found that only sour orange root stock is safe for local use. As a consequence, many wonderful nurseries have evolved from the early melee of getting rid of tree peddlers.*



*How old is a Valley citrus tree? Time only will tell. The one shown here has several running mates just out of camera view. All the set grew from seeds planted on the Vela ranche west of Edinburg more than sixty years ago. The height may be gauged by the fact that the owner, Miss Carlotta Vela, not a small woman, or even a tall man, can easily walk upright under the shed roof in the background. Not grapefruit, but orange trees.*



The Valley is known as "an irrigated country." You will see here the now methods of distributing water for citrus irrigation and domestic purposes. So many of the new-comers began with building garages and temporary dwelling places, as shown in the tower at the right. The owner of this grove is starting to build a fifty thousand dollar home there now. — Even the oldtimers have the cement-lined-lateral idea, as is shown by the view obtained when the willows had discarded their summer fringes.



For the first time, the 1929 season opened wide markets for Valley lemons. Much propaganda has been released to discourage the growing of lemons in the Valley. But it is now demonstrated that Texas, at least, favors Texas lemons, which may be bought for a much lower price than those from other sections, and are of better quality and greater juice content. Although "ripe when they're green," Texas housewives have discovered their values. As early as November, Valley lemon trees were stripped of their crops; but lemon trees blossom and bear almost the entire year. At the right is a typical lemon tree and the other view shows the tropical beauty of a Valley citrus grove.



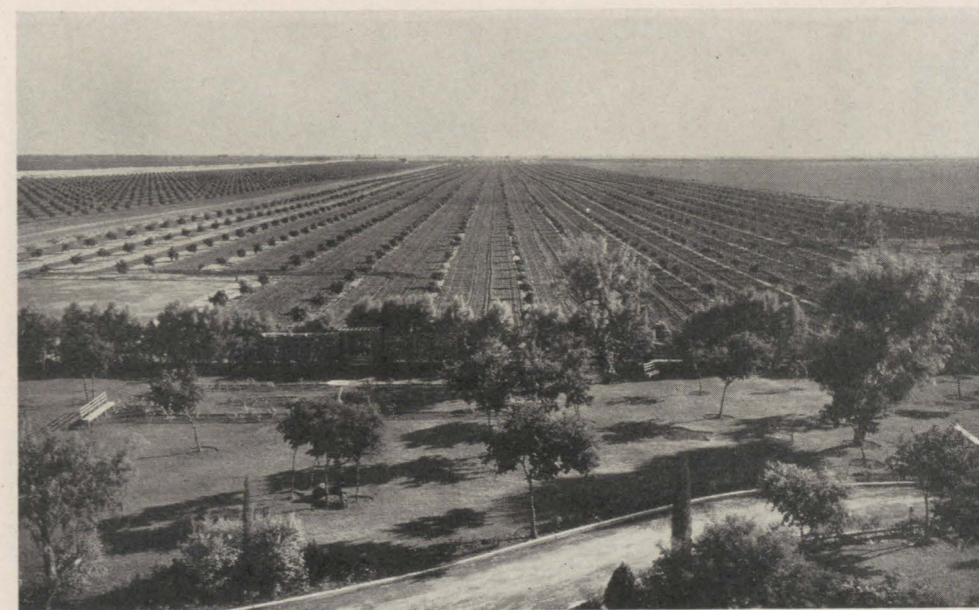
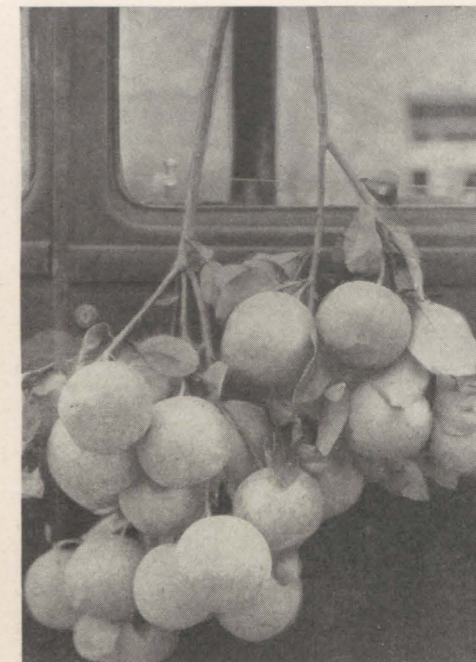
What are called the "older groves" are shown above. These two are ten and twelve years old, their height evidenced by the men who stand in their shadows, justly proud of the magnificent growth they have attained.



Two of the season's citrus fruit debutantes. The grapefruit grove at the top is four years old, and one of the healthiest of its tribe. The lower one is three years old and is of the famous pink grapefruit variety—either Foster or Marsh—which has set Gotham by the ears, the big hotels there charging seventy-five cents for a half one. Pinks are a fancy market demand and always sell for several times as much as other varieties of grapefruit. But it is worth ten dollars a box as a Christmas or other gift to anybody far removed from the Garden of Golden Grapefruit.



Showing the sturdy limbs inside a healthy grapefruit tree. The fruit seen is "left-over" after more than ten boxes have been gathered and distributed to visitors and friends in the front yard of a Valley home. — Below, the pickers have just done a movie turn of "Harvesting citrus fruits in the Lower Rio Grande Valley." The photographer got all the fruit in sight and more, as a reward for his labors.



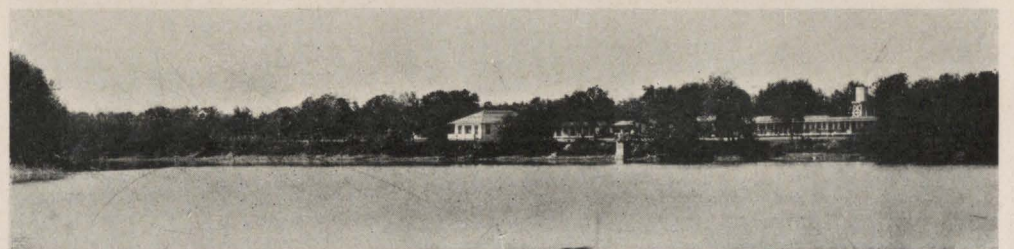
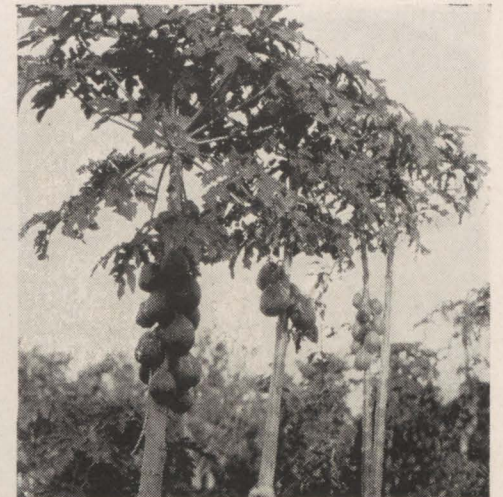
We herewith produce authentic records of our grapefruit eating cow and ditto dog caught in the act by a lucky camera. Other cows and animals have been seen devouring citrus fruits when the camera wasn't handy—recently a strange cow by the roadside devouring a bucket of green lemons—and even a cat of past acquaintance. Now searching for a mule, a horse, a pig, and a chicken to complete the file of faithful Valley citrus addicts. Also a goat.

Why the name grapefruit? Clustered, like grapes, originally called pomelo.—The two-mile-long rows of perfect young citrus trees are part of a little Valley grove of seven or ten thousand acres.





*Horticulture holds pleasing possibilities in this semi-tropical country. Experiments in grape culture have been going on for a good many years with varying results, depending on the varieties, the particular spot selected for growing, and experienced care. The scenes shown here are in non-irrigated territory north of Edinburg, in a hundred-acre vineyard. As you see, spraying is as important to grapes as it is to citrus groves.*



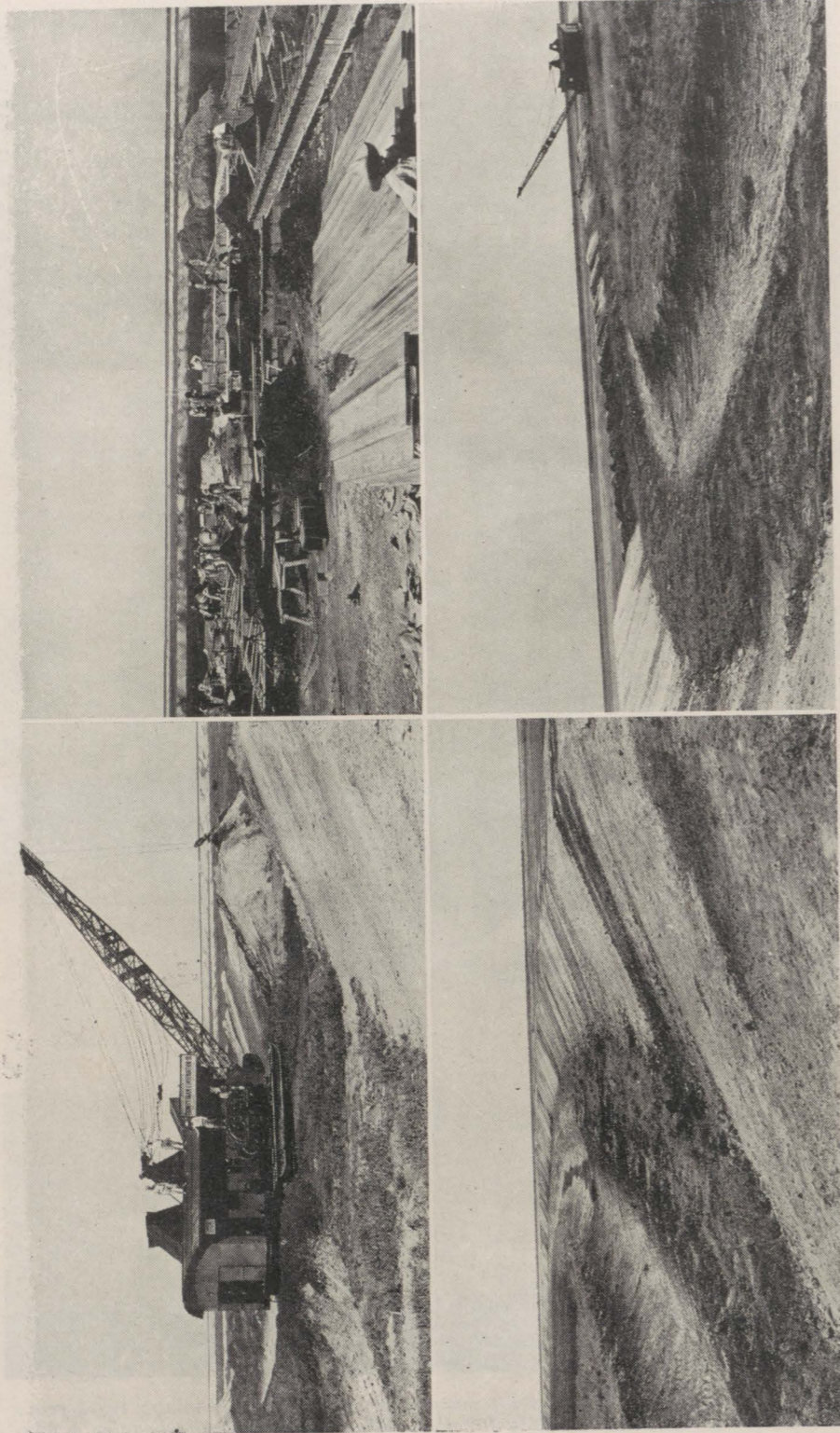
*Beautiful dates of delicious varieties grow in many Valley places. Government experiments are underway using imported Arabian varieties expected to be scientifically adapted to Valley soils and climate. Papayas are almost too attractive in appearance to rob of their extraordinary fruit so rich in pepsin as to be medicinal in effect. Bananas grow down-side-up just the same here as in other places, and are equally as good.*



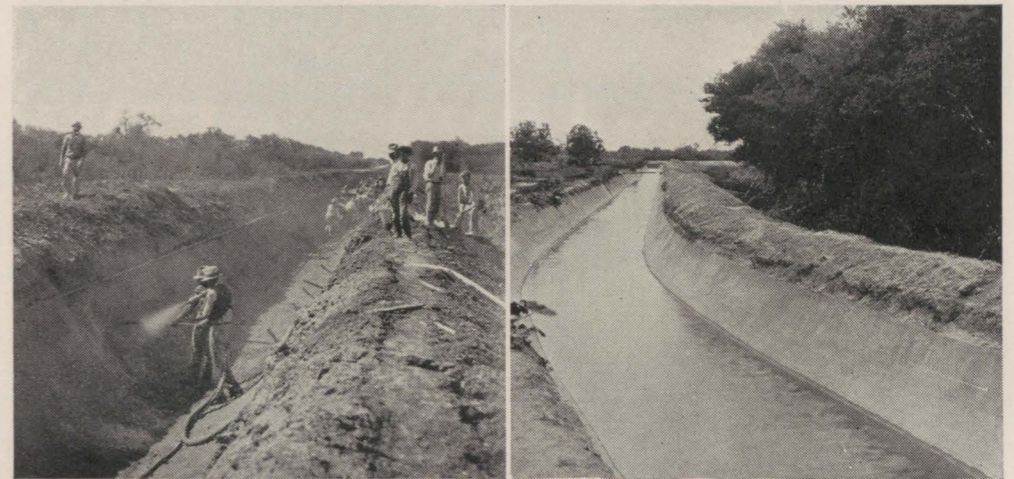
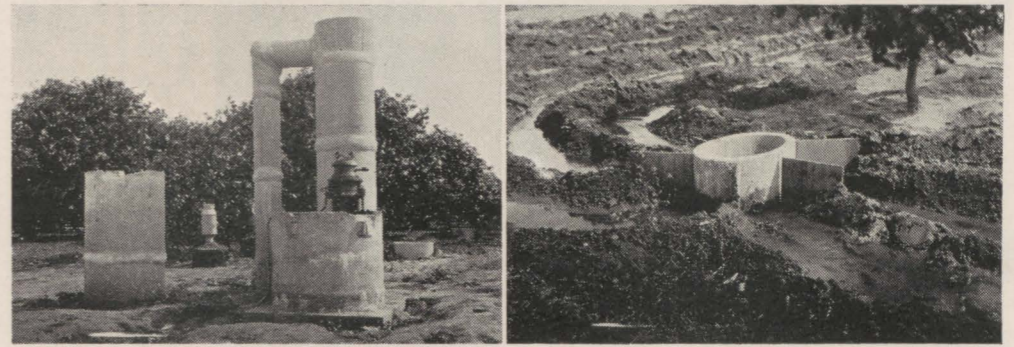
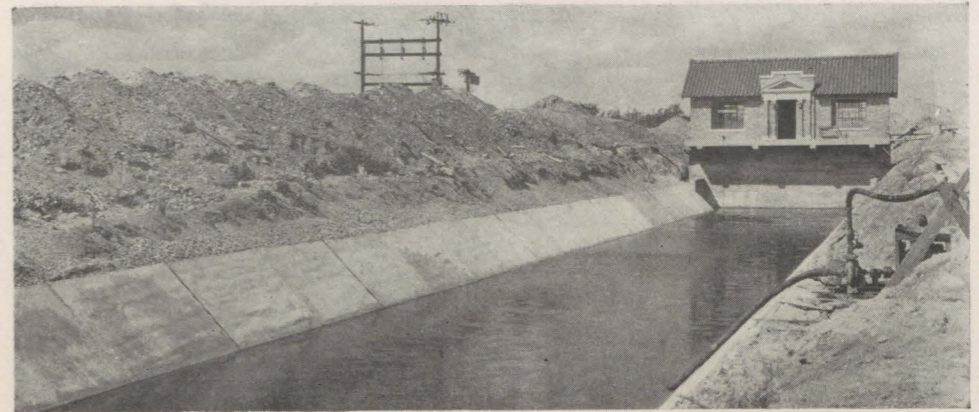
*Cotton is one of the big money crops of the Valley. The long staple variety brings in the cash, and Valley farmers find it profitable to grow it even on high priced irrigated lands as well as on thousands of acres of non-irrigated Valley lands. Not all of it grows as tall as a big man, but two bales to the acre resulted from the patch above shown.*



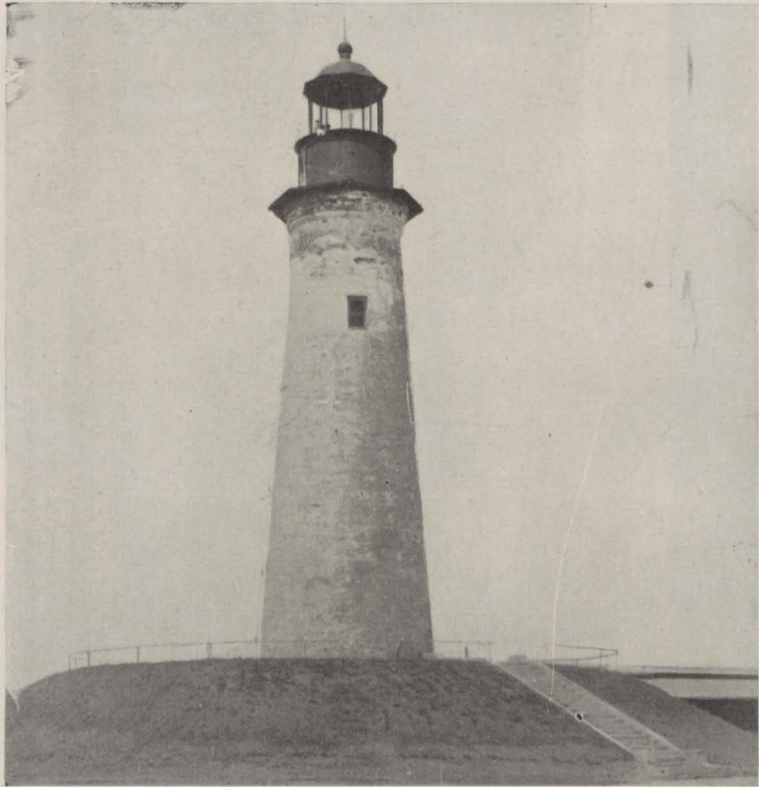
*Broccoli, carrots, beans, asparagus, tomatoes, are a few splendid winter truck crops which bring in large returns to Valley farmers. The 1929-30 season schedules a minimum of thirty thousand cars of truck and fruit.*



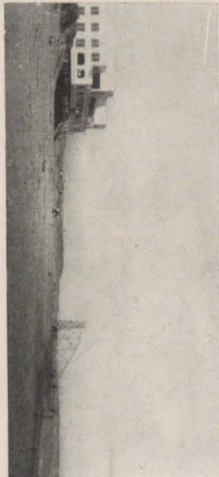
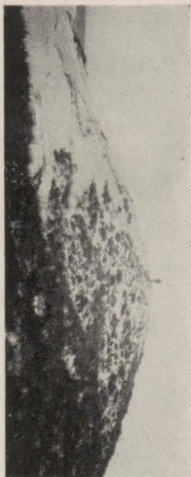
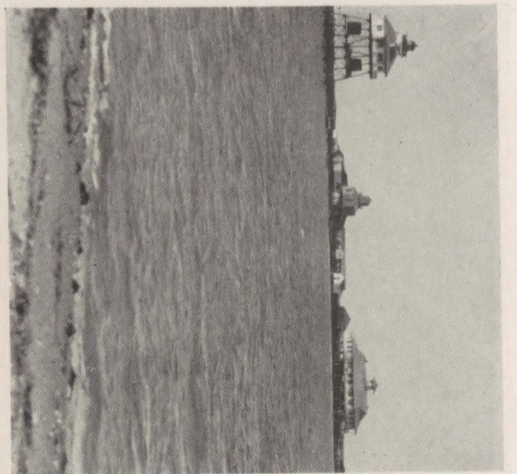
The largest irrigation systems on the continent are located in the Valley, so it is said. The great dredges shown in the picture are of the fleet which is actively engaged in building an irrigation project, including 129,500 acres. The first reservoir (there will be three, eventually) will be a thirteen thousand acre lake, to be filled by gravity flow from the Rio Grande at high stage. Construction contract calls for \$7,500,000 to be expended over a three year completion program. Fifty thousand acres will be planted to citrus, approximately three thousand acres already set. The area to be irrigated contains the finest of soils, producing for years magnificent varied crops without irrigation.



Irrigation has engaged the attention of Valley investors over a long period of years. The two largest irrigation systems in America are in the Valley. Until the immediate past, irrigation canals and laterals have been altogether of dirt formation, due to the great cost of cement-lined ditches. Seepage and evaporation have claimed seventy per cent of irrigation waters in the past. The redemption of seepage land, by tiling, is in process. All new irrigation projects include cement-lined ditches and many of the old ones are bonding to put their entire systems under cement distribution. Eventually, it will be necessary to conserve irrigation waters through enclosed distribution laterals, so the wise ones predict.



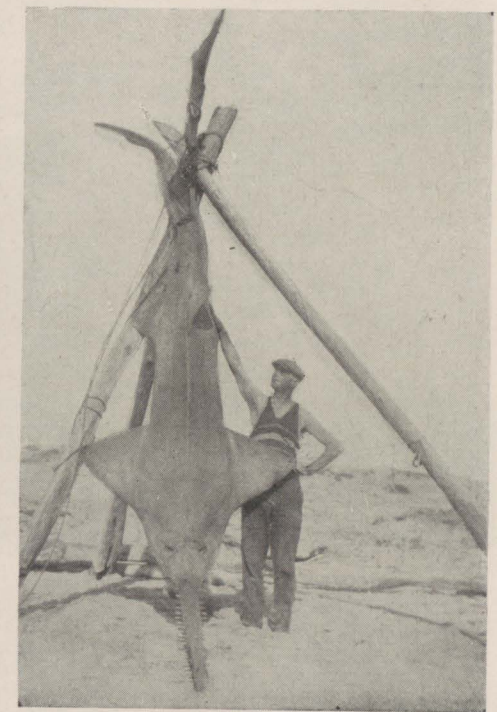
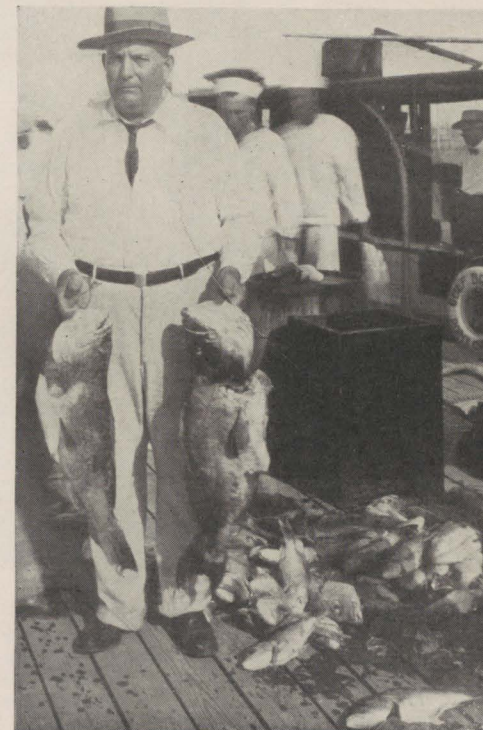
It is impossible to convey, even with such views as shown here, the actual potentialities of the Valley's coast development. Nature has endowed Point Isabel with port possibilities favorable to development and maintenance at less cost and hazard than the majority of Atlantic coast port projects. The Government has now designated Brazos de Santiago at the Point, as the Valley's logical seaport, and the development funds are available for creating and maintaining the channel and port proper. As to the pleasure resort features, there is no limit to what may and will be done along more than a hundred miles of the most beautiful beach in America, along Padre and Brazos Islands. The inner borders of Padre, and the mainland coast opposite, with Laguna Madre in between, also hold untold treasure possibilities to be opened to the world in the years to come. An all-year fishing and bathing field, an absolutely safe harbor for pleasure craft, the future may not be predicted other than in extravagant terms.



What you see over on Padre Island. First, Government Coast Guard station and lighthouse; a regular yacht (Valley owned); an up-to-date hospitality house and bathing pavilion; a mystic treasure-ship wreck, miles up the coast; "Money Hill" (with a man at the top) supposed to conceal buried pirate treasure, because gold coins like the illustration (one of a number) were found right there, actually.



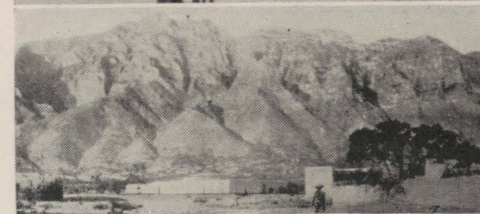
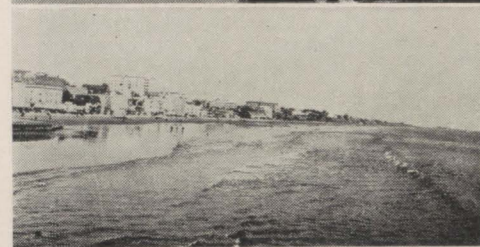
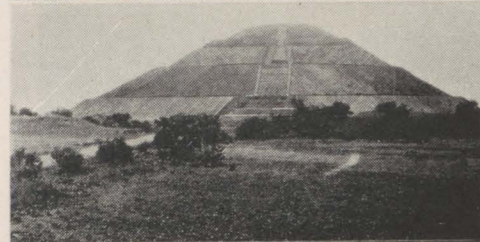
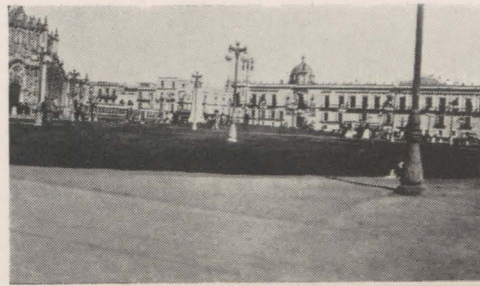
*Hunter's Heaven—the Valley has been called. Wise conservation of the game preserves of this section, due largely to the late R. D. Camp, Federal and state game warden for a number of years, assures good hunting for many long years to come, according to official records. Many kinds of game—deer, javelin, mountain lion, geese, ducks, quail, and many others will be found. Copy of game laws may be had at any Valley hardware store.*



*As for fishing, there is no limit as to what will be found in coast waters and the fresh water lakes, canals, and resacas, besides the Rio Grande. A rather remarkable evidence of size, variety and quantity may be seen in accompanying illustrations.*



To be all aboard these days, it has become absolutely essential to get not only "on the air," but roaringly into it. Almost by a miracle, the Magic Valley of Texas flew itself into international limelight when the Airport at Brownsville opened its runways in the spring of 1929. The group of pictures—the majority of them made expressly for this booklet—hold great interest to the air-minded of this section, and elsewhere. The top row holds the administration buildings and hospitality rooms, hangars, and awning-covered quarters for observation purposes. In the second row, day-break glimpse of forty student-flyer planes parked like large grasshoppers in the early mist. Then, Lindy, the Lone Eagle, who flew the first International air-mail into the new port from Mexico City. Also, a scene on opening day, with planes parked all around the edge of the landing field. Ira C. Eaker, in his tiny plane, who attended the opening of the Airport, and then flew south, gallantly trying but missing a new trail—beside one of the modern hangars.—The bottom row gives an idea of the great activity and the type of planes used at Brownsville's airport for regular passenger and mail routes. The airport is expanding beyond reckoning. Five hours to Mexico City, an incredible speed to Monterrey; Mazatlan between sun-up and sun-down; all U. S. A. points proportionately. Why wouldn't the Valley call everybody in the world "neighbor?"

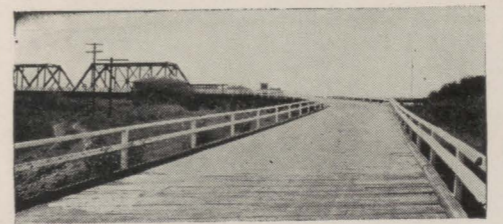
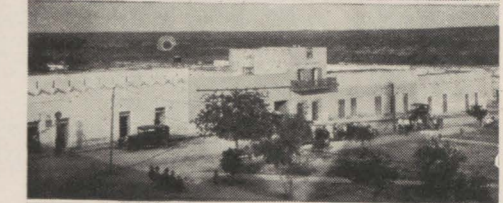


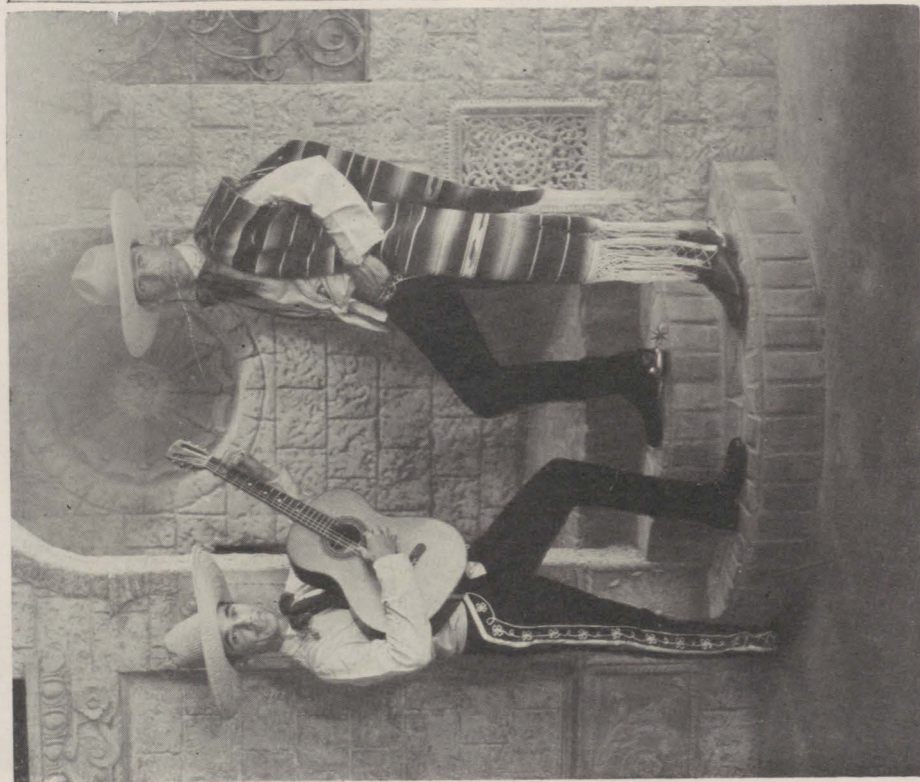
## ACROSS THE RIO GRANDE

A lure, an enticement held out to those who would visit the Valley, is the prospect of going across the Rio Grande to delve into the mysteries of past generations, an opportunity to taste the so-called freedom of long ago. To Americans, who are accustomed to think in terms of the up-to-date, the strictly modern, there is ample room to turn around mentally and review an apparent incredible record of ancient prosperity and grand living; to wonder why and whence its disappearance. This, with reference to the strictly Border towns across the way.

Who can relate the inner glory once breathed in Heroic Matamoros? Or the retrogression of Reynosa and the sad crumbling of that gem of Aztec construction, historic Mier? And how many have been able to coax the inhabitants of Guerrero, possibly the most picturesque of all, to part with their hand hammered brass (or copper) kettles, and other relics of ancient days? True, treasure hunters have picked here and there, imposing on the credulity of the natives, and buying rare things for a song, self-sung. Specific instances of this rise in mind as specters of such abominable practices, yet in keeping with the atmosphere prevailing those harbors of a backward-moving civilization.

A striking cleavage of the old estate is now seen in the fast moving line of great gas mains from Laredo oil fields and power (or telephone) poles being slung across the desert from Roma to Monterrey, a wide swathe visible for miles and miles on a clear day when the dim outline of Saddle-back Mountain at Monterrey may be seen. And Monterrey is an hour or two or three from the Brownsville airport by airplane, with Mexico City five hours off. In these cities the tourist will find diversion to remember for a life time, provided he is air-minded. Otherwise, the road is more than less long, although intriguing. But many bridges of size (?) span the Great River where a good dinner and foreign post cards and souvenirs may divert a travel worn pilgrim. Pictures fail to convey the fascinations of these journeyings.





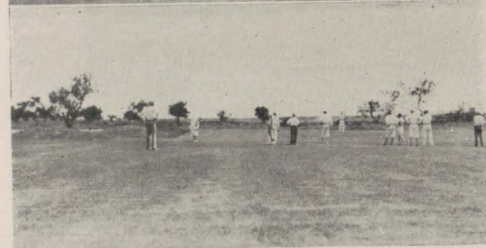
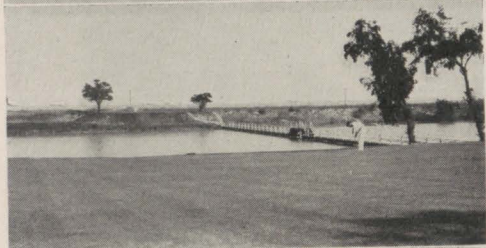
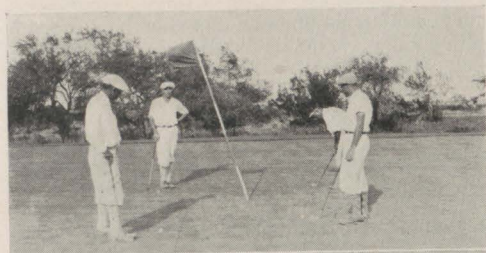
What is more typical of the "Border Country" than the scenes here given? Two sure enough charros, Border born and bred, who have sung their way into fame upon several momentous occasions. Not anything has more appeal than real Mexican music, with its plaintive haunting melody. A midnight charro serenade is still a 'witching custom of the Border's foreign population.—And the señoritas? The young grapefruit trees are nearly as native and beautiful, friendly rivals, as it were.



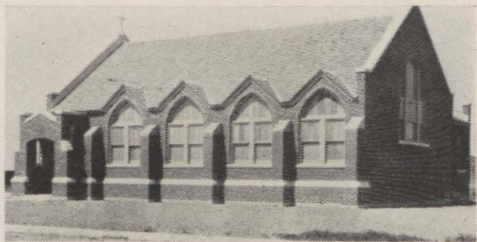
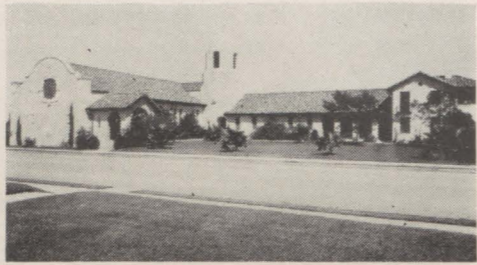
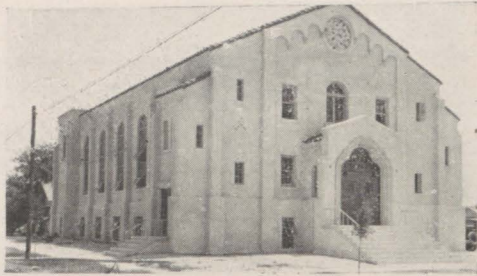
To those who may think of the Valley as a desert place, attention is called to the fact that a number of beautiful golf courses are attached to local country clubs. There are polo teams which play big-time matches, formal horse shows at Fort Brown and Fort Ringgold. There are hunting parties with fast horses and fine dogs. There are riding schools. There is an up-to-date yacht club at Point Isabel which holds racing events annually, with water polo and other sports participated in by up-state teams and individual sportsmen. There are exceptionally fine interscholastic football and baseball games, with visiting teams coming in for a licking often enough to keep up the excitement. There are annual oratorio presentations. There are the Federated Clubs, Girl Reserves, Boy Scouts, rural associations, health units, Parent-Teacher organizations. Scores of lodges and business men's organizations, religious federations, and in fact every agency for the promotion of human interest and comfort and happiness that will be found anywhere in the world, including beauty specialists and chiropodists.



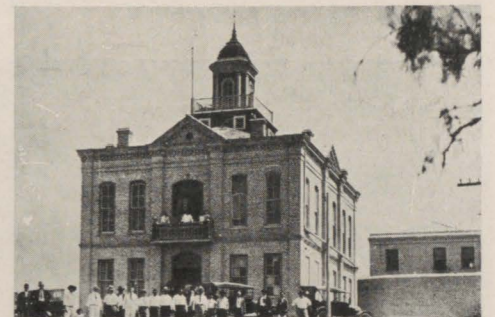
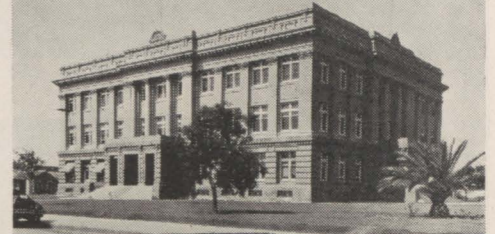
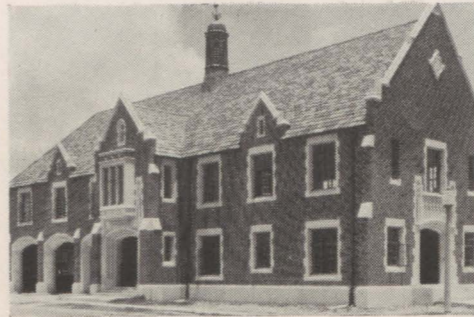




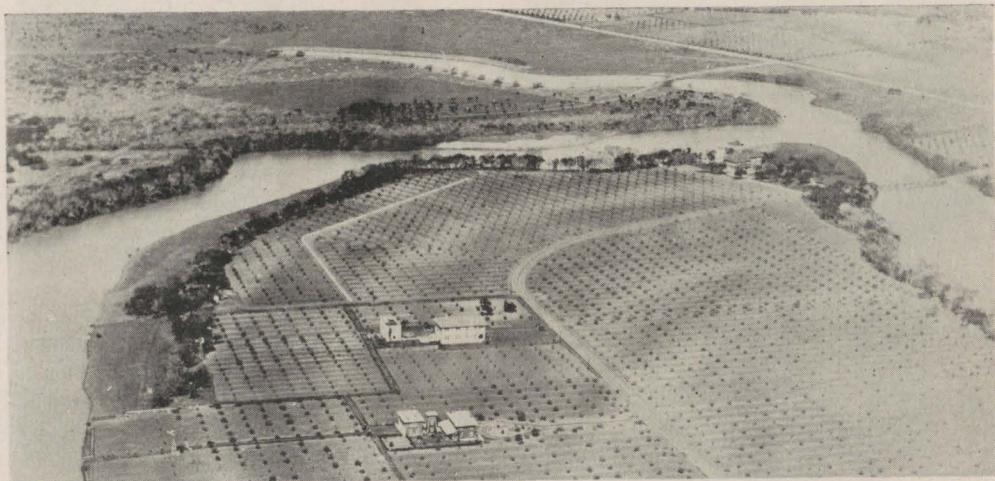
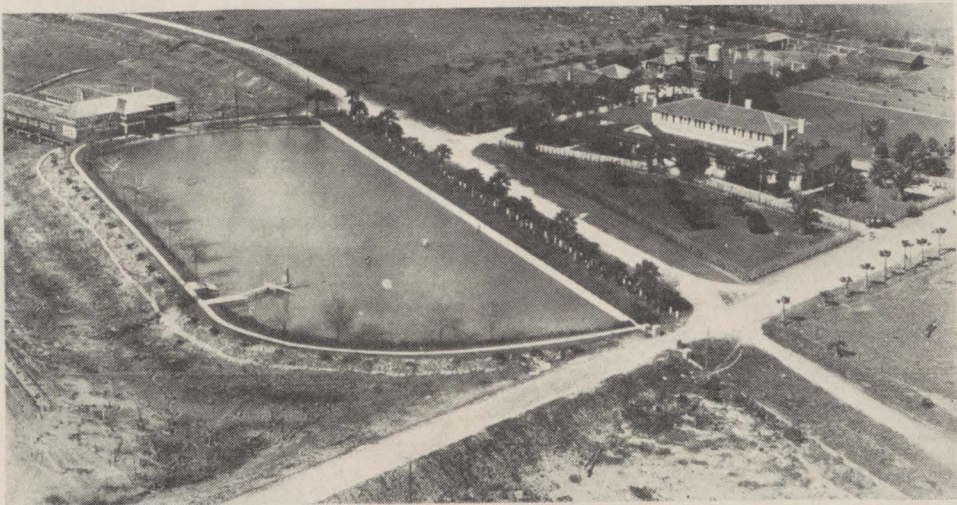
*The Valley coast is a fascinating place at all times of the year. Several islands in the Laguna Madre are bird sanctuaries under the protection of the National Association of Audubon Societies, due to the foresight and activities of the late R. D. Camp, Federal Game Warden for the Valley district for years. Mr. Camp named the largest one of these islands Wells Reservation in honor of the late Judge James Wells who helped so materially in getting legislation for game and bird protection in the Valley district. —Copyright photographs by courtesy of Edrington.*



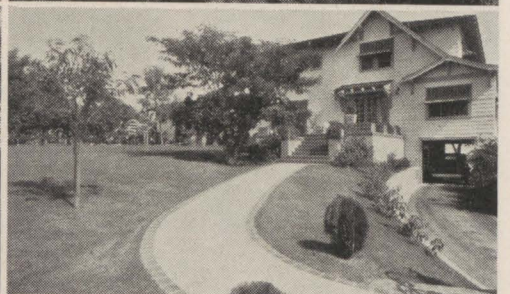
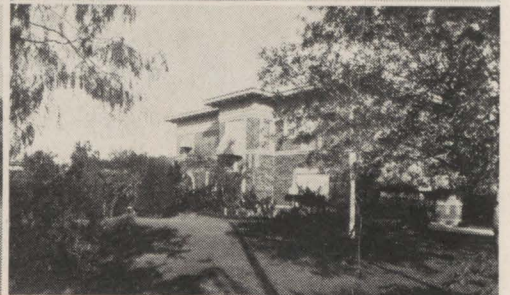
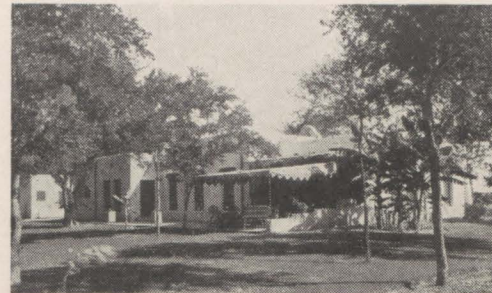
Many beautiful churches are found all over the Valley. Some are architectural gems. There are federations of all Valley churches, and a number of schools under church direction. There are also Chamber of Commerce exclusive buildings, American Legion, Masonic, and other lodge and club buildings including a fine Elks home centrally located at Mercedes, for Valley-wide uses.



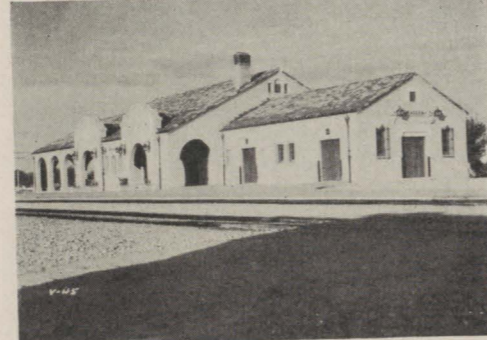
Then, there are city halls of new and beautiful design, County court houses and city-equipped fire stations and American Legion Halls.



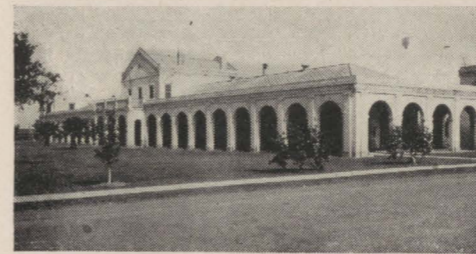
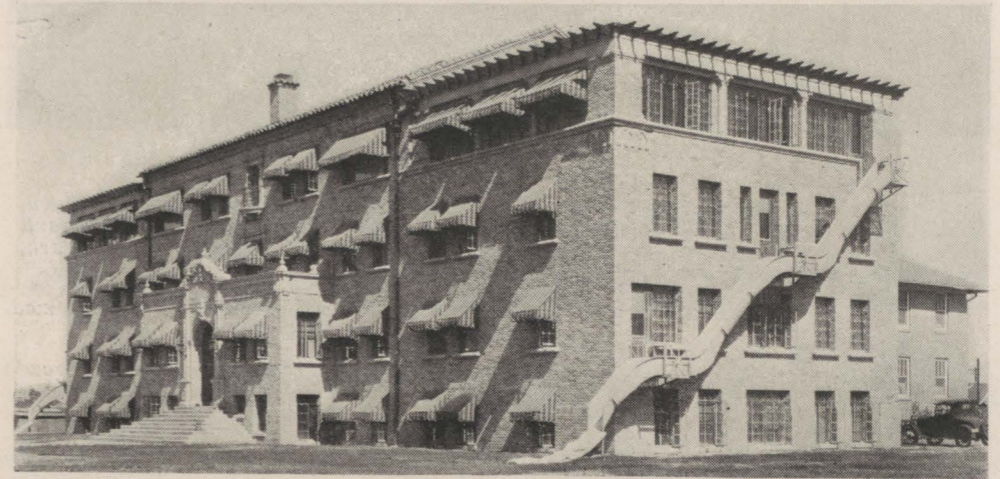
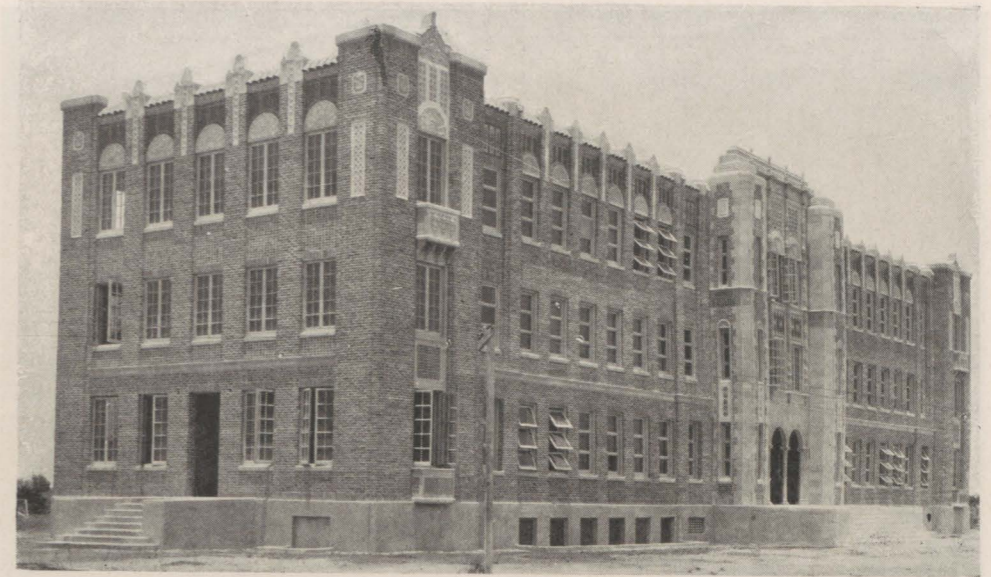
No, there isn't a Valley home that cost a million dollars, nor even half that, at this time. Valley money has been busy building schools and roads and irrigation systems and citrus groves, getting ready for big-time days ahead. But, as you may see, there are lovely homes—hundreds of them scattered all around—modern and permanent, where Valley hospitality abounds. Nowhere will be found a more substantial



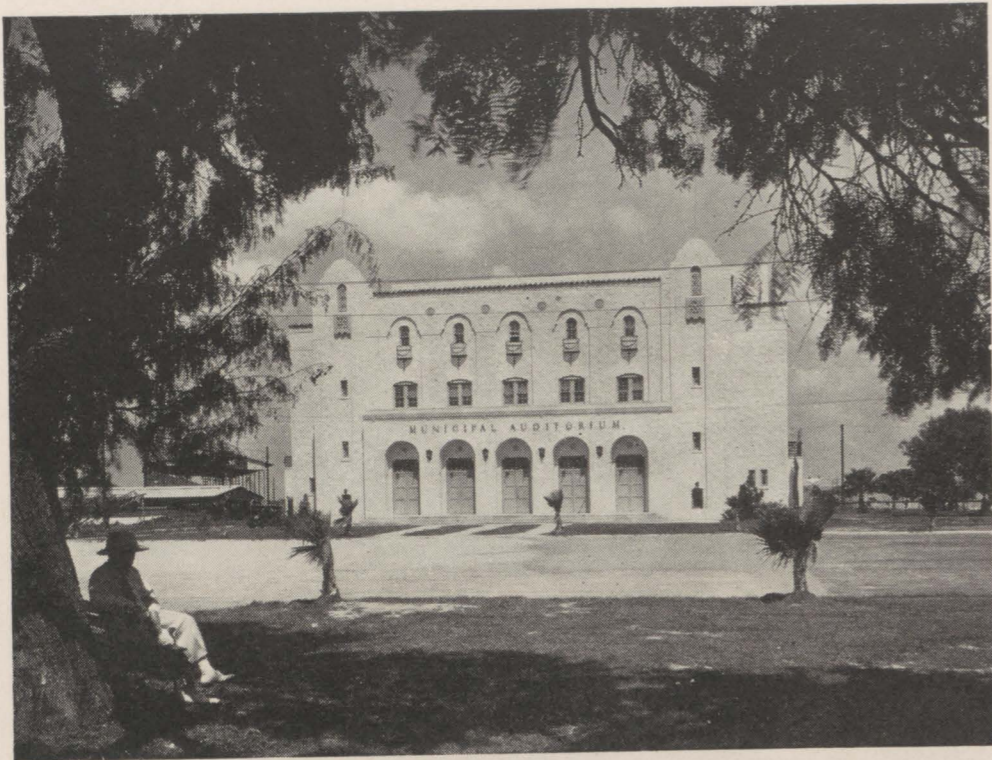
spirit or execution of building, and the type of home-building grows more pretentious with every year.



*The two great railroads which serve the Valley are adding perceptibly to the standard of permanent and exceptionally attractive buildings, witnessed in such modern stations as the above. There are a lot more of them on hand.*



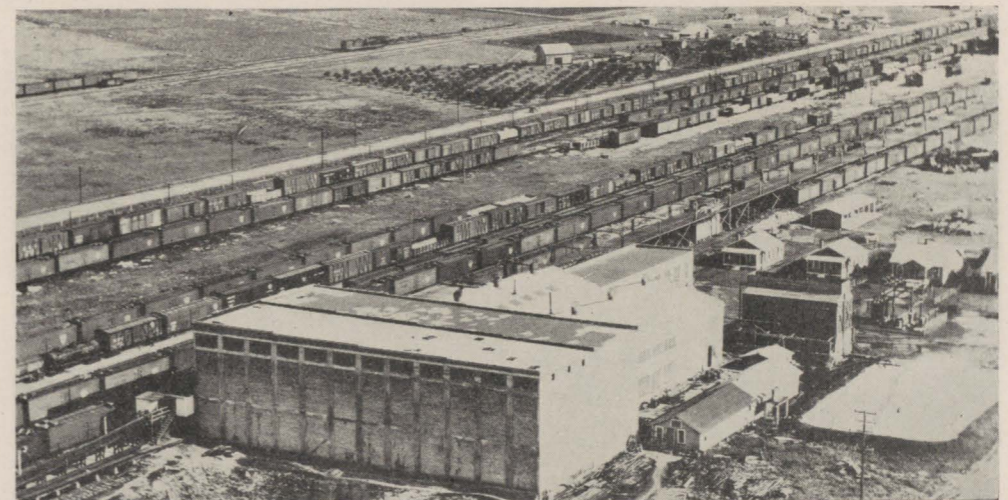
*Statistics give the Lower Valley of the Rio Grande the palm on health record. The quality and quantity of sunshine and balmy atmosphere covering an all-year period furnish perpetual invitation to those who hold physical well being of paramount importance. But as long as there are humans there promises to be demand for attention and service to their bodies. And so, the Valley is adequately equipped with modern hospitals where everything known to the science of medicine and surgery is available. These will be found distributed at convenient intervals for Valley patronage, or for the stranger within our gates.*

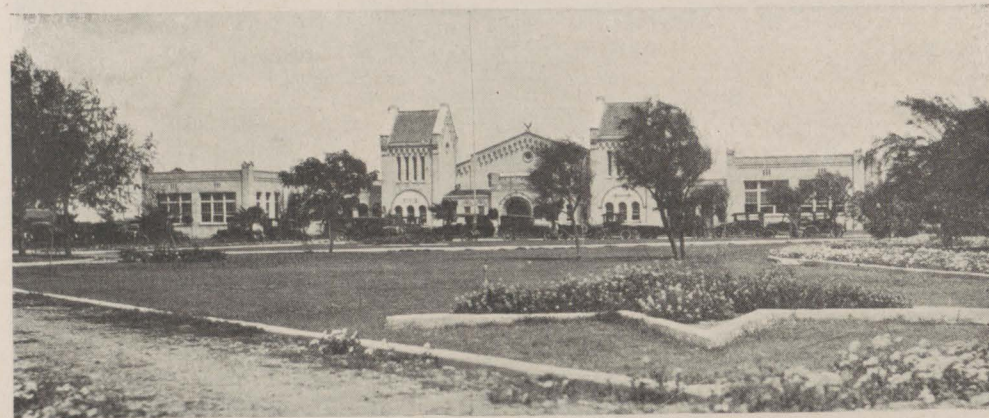


*Of one thing the Valley is justly proud, and that is of its Mid-Winter Fair, Valley-wide in scope, and now going out for state and international recognition. The beautiful auditorium building shown here is logically located at a central point, Harlingen, and serves as convention headquarters for large aggregations, and for big musical and theatrical attractions which draw patronage from every Valley section. Fair Park, surrounding the auditorium, is one of the charm spots of the Valley.*

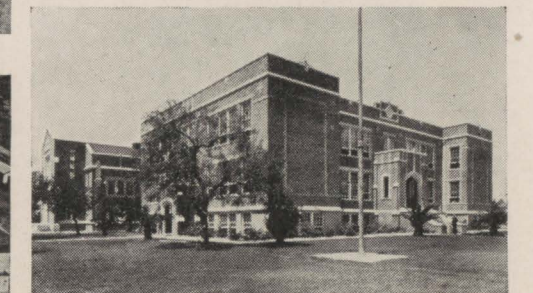
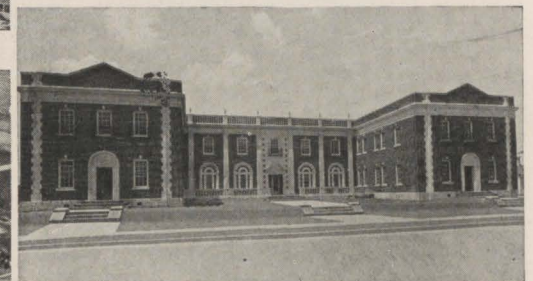
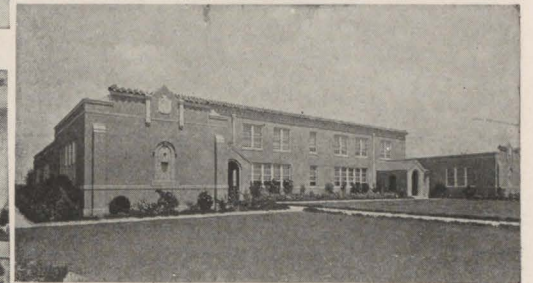
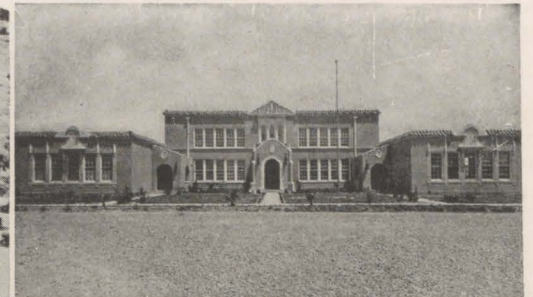
*A reminder that the Valley's hotels are modern and ready for you.*

*This is a picture book, and there's already too much talk in it. But the importance of the Valley's Public Utilities cannot be too greatly stressed. Within five years the demand for increased service and efficiency has pushed Valley units of the great electric and gas companies of the country to the front ranks in the matter of every modern equipment, assuring adequate facilities and service supply, increasing as rapidly as the demand. Enormous increase in refrigeration capacity has grown to meet requirements for shipping fresh vegetables and fruits.*

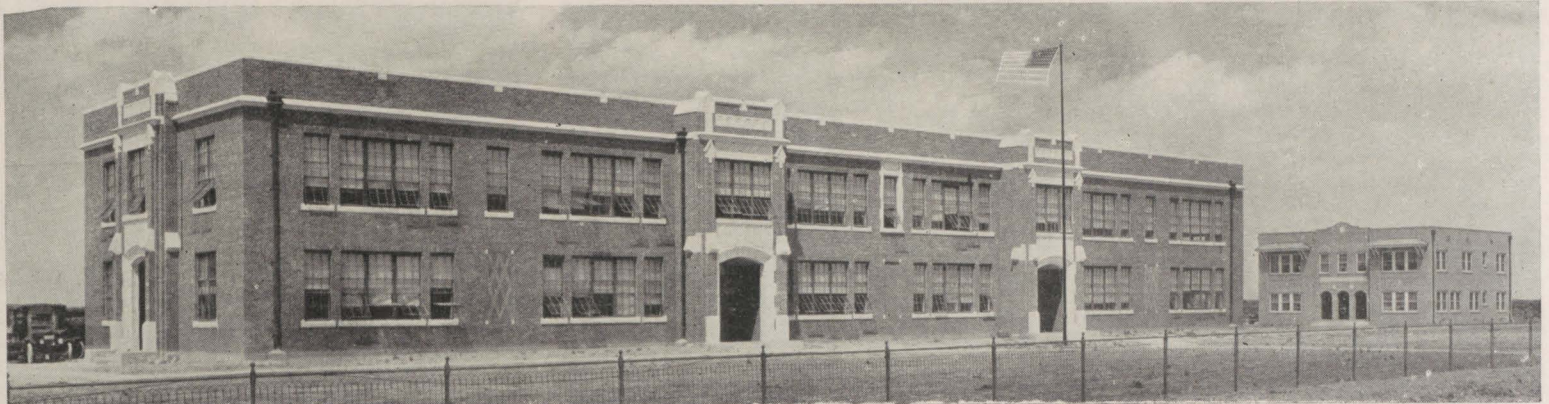
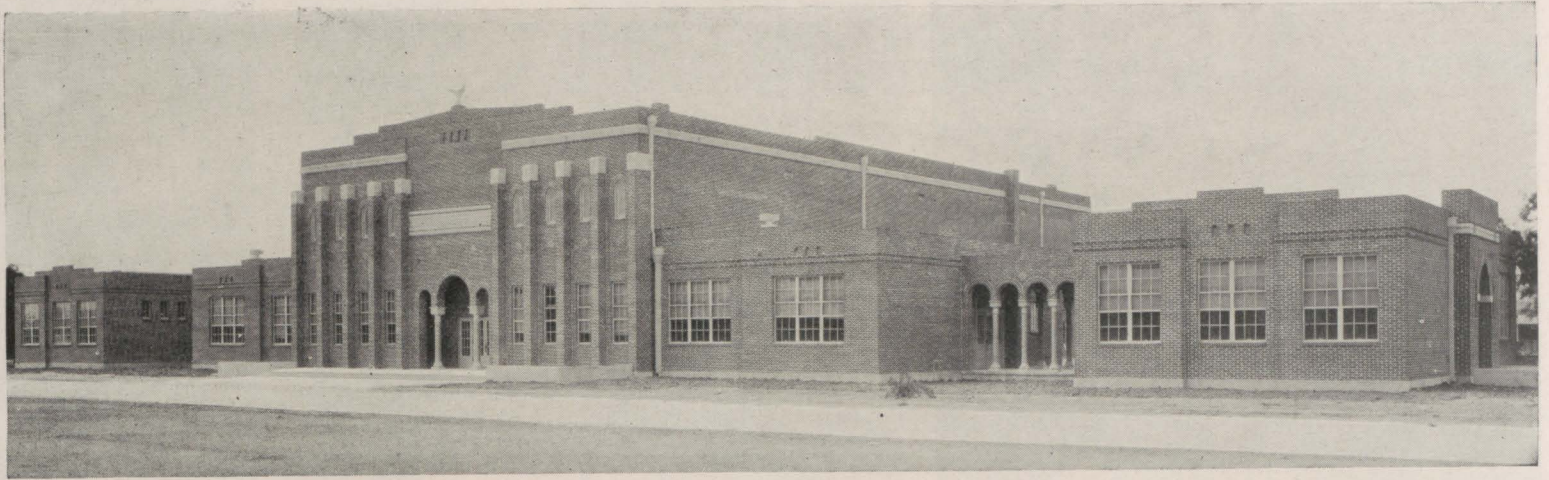




*A whole booklet the size of this one might be devoted to Valley schools. So much has been told in word and printing as to the superfacilities embodied in the Valley's great educational program it seems repetition to elaborate on this most illuminated subject. The best argument in favor of few words is the giving of a few illustrations, mere samples of dozens of splendid buildings centering every Valley community. Did anyone ever say "high taxes" to you? But have they set forth what you get for your taxes? If education is an earmark of the type of Valley inhabitant, one can readily judge as to the calibre of citizenship manifest throughout the entire*

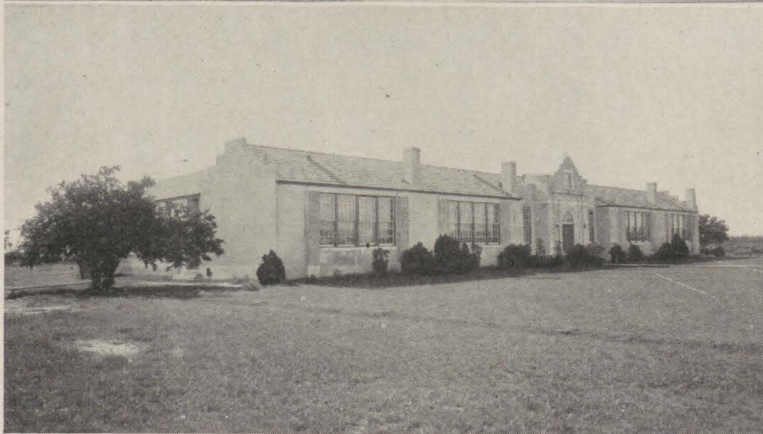
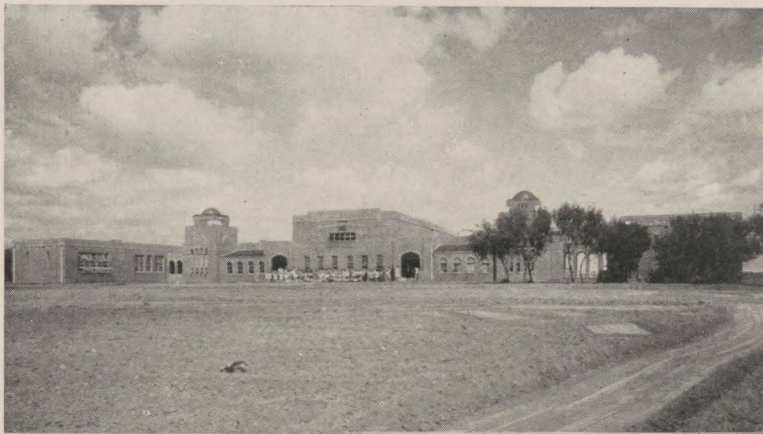


*Valley. These people know beyond a doubt what they want and have proven it in no small terms by their school and road and irrigation bond voting. As a consequence no section of the country so young in occupation can boast such splendid equipment for pleasant and profitable living.*



*Types of schools to be found from one end of the Valley to the other. The one above is a town High School, and the other serves a wide rural district in the west end of the Valley. These buildings are equipped with every modern convenience, with beautiful auditoriums where all local gatherings involving student activities are held.*

[ 42 ]

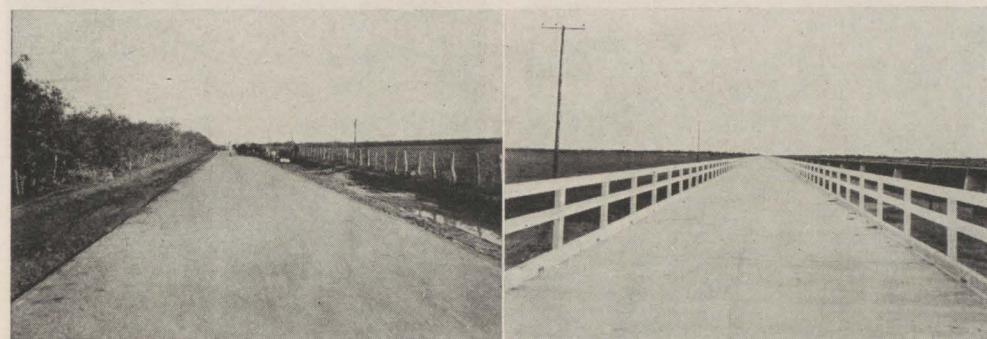


*Here are four examples of Valley rural schools. Perhaps in no other section of the United States will be found such models of service to the "children who live on the farm." Verily, in the Valley, the little old red school house is a tradition. Here, school busses pick up the youngsters and transport them to and from school during the entire term.*

[ 43 ]

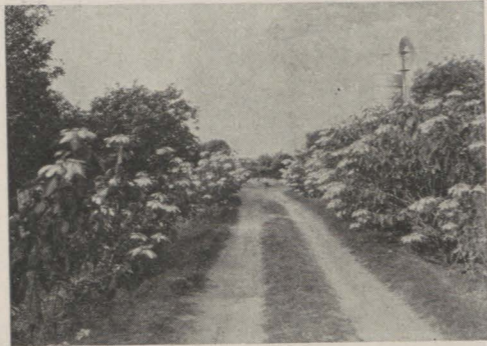


*How are the roads, did you say? Come on down and spend two days covering the ones already paved in the Valley, nearly a thousand miles of 'em, if you please, including the ones now being worked on. If you think you can see them all from the train window, or from the main Highway, you are muchly mistaken. Down here folks believe in getting things ready for the folks who are bound to come; they're not going to*



*have to wait to be pulled out of the mud, but can locate on a good road from the start. That is the tremendous evidence of people who believe in the great glorious future of the Magic Valley of Texas. The four Valley counties are banded together for the best foundation ever laid upon which to erect an empire of lasting proportions.*





*Decorative in the highest degree are native and other semitropical plants. Oleander, the lovely silver-gray native ceniza hedge with lavender blossoms, both purple and red bougainvillea, gorgeous poinsettia, and simple phlox and verbena, as seen in street parkways, show recognition of the importance of beauty in the Valley's development scheme.*



*"The Rose Cup" contest is an annual event in which all Valley towns compete. Beautification, cleanliness, civic improvement, are the three things involved in the judging. The cup is a hand-made solid silver trophy in the form of an open rose, a memorial to the mother of the publisher of this booklet, and of Monty's Monthly News, who was called "Miss Rose." The town winning three consecutive sessions keeps the cup.*



*Resacas and lakes thread their passage throughout the Valley. These furnish unlimited values in home-building and beautification programs. Water hyacinths and several varieties of water lilies decorate these streams and home-made lily ponds have gained a substantial vogue in the past year or two.*

*Trees of other countries are larger than those found in the Valley, but never in the world more graceful and beautiful of foliage. The ebony, mesquite, retama, huisache, tepeguaje, acacia, river ash and truly native palms furnish vivid variation of color and adornment of landscape and premises.*

## *Facts About The Garden of Golden Grapefruit*

\$120,260,887 assessed valuations of four Valley counties.

\$290,000,000 estimated real value.

\$8,941,352 gain for year in assessed valuations.

200,000 estimated population of four Valley counties.

945,900 acres irrigable land in the Valley.

520,000 acres under irrigation in 1929.

426,000 acres still available for irrigation.

New irrigation projects include approximately 270,000 acres.

Thirteen irrigation systems in Valley now operating; many smaller systems.

Ten irrigation districts organized in past two years, nine of which have construction work under way.

540,000 acres reached by present canal systems.

Willacy County District No. 1 on which work is now under way, financed by a \$7,500,000 bond issue, will be the largest irrigation district in the world, comprising 130,000 acres.

Over 2,500 miles of canals in the various Valley systems.

Concreting of canals financed in all new districts and several of the old districts.

Over 84,000 acres planted to citrus fruit.

5,118,981 trees in orchards, including 3,732,749 grapefruit, 1,320,614 oranges and 75,618 other citrus.

Over 3,500,000 trees will be in bearing by 1931.

20,000 cars estimated production within three years.

106,000 bales of cotton produced in 1929.

Over 25,000 cars of vegetables and fruit shipped the past season.

103 large gins to handle the cotton crop.

Over \$3,000,000 invested in plants.

\$3,120,000 flood control project to protect entire Valley completed early this year. Financed by remission of state taxes for period of 25 years.

Over 500 miles of surfaced highways already completed in the Valley.

Highway projects already financed will bring total of Valley system to over 800 miles.

No part of the irrigated section is more than five miles from a high school.

Two junior colleges at Brownsville and Edinburg, provide the first two years of college work.

Five well equipped hospitals, at Brownsville, Harlingen, Mercedes, McAllen and Edinburg rank among the most modern in the South.

Thirty-five new towns and loading points established in the Valley in the past three years as the result of railroad extensions.

Four beautiful golf courses now available twelve months of the year. Commodious bath houses provided at resorts on the coast.

Fish abound in the Gulf waters, resacas and lakes. Game plentiful along the coast and in the "back country."

International bridges at Brownsville, Mercedes, Hidalgo and Roma provide connections with Mexico.

Over 120 miles of paved streets in the Valley cities and towns.

All towns, including new ones on railroad extensions have pavements.

[Compiled by Valley Commercial Secretaries Association]

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*Plan Now*  
**For That Winter Home**  
*With all Expenses Paid*

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Select your location now while you have opportunity to secure the type and environment you desire.

Every year you own it, dollars and dollars will be added to your present investment.

● *A Splendid Climate for Health*  
*A Grapefruit Orchard for Wealth* ●

The personal invitation of Mr. Engelman is extended to you to visit this "Beauty Spot" of the Rio Grande Valley and enjoy first hand it's wonderful charm.

Join one of our special rate excursions which leave St. Louis each week; high class service including Pullman, Dining Service, special trips in several large cities enroute and entertainment at our club house while in the Valley.

*Information Gladly Given by*

**J. C. ENGELMAN, JR.**

1228 Arcade Building

St. Louis Mo.

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