

The
"MAGIC VALLEY"
OF THE LOWER RIO GRANDE



The Land of Golden Fruit

THE
"MAGIC" VALLEY of the
LOWER RIO GRANDE

A brief book of facts about a "nature favored" section of the United States—written by the Agricultural Department of the Southern Pacific Lines—information which includes photographs, descriptive data and statistical tables on this southern most portion of the country which offers such wonderful development possibilities today. Truly the "Magic Valley" is a land of Golden Opportunity for those willing to invest serious effort.

The Agricultural Department of the Southern Pacific is interested *only* in furnishing accurate and unbiased information concerning the natural advantages to be found in territories served by this great rail system—it does not own or offer for sale *any* lands or properties, but functions only as a source of information and service for the public.

Why

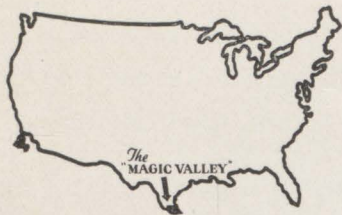
This Prolific Section
has been named the
"MAGIC VALLEY"

The Rich and abundant growth of all plant life, a growth so rapid and profuse as to seem "as if by magic", has suggested the name of this fertile semi-tropical section of the United States as "*The Magic Valley of the Lower Rio Grande.*"

Warm equable climate varying from 86 degrees mean August temperature to 50 degrees mean January temperature, a condition conducive of year 'round fruit, vegetable and farm crops; rich, alluvial fertile soil, largely the result of deposits of river silt—deep and easy of cultivation, a soil upon which most every known plant life seems to flourish; rainfall that averages only 23 inches per year,—enough for many crops and to minimize irrigation, yet not enough to hinder planting or harvesting—yes all these natural advantages combine to make plants grow as if by some supernatural force, hence the name "Magic Valley."



Located



in the Southernmost section of the United States, where winter and summer are almost as one.

THE MAGIC VALLEY of the lower Rio Grande is the Southernmost part of Texas, also of the United States. It is several hundred miles further south than is southern California; and Brownsville, the largest city in the Valley, is about forty miles further south than is Miami, Florida.

The Magic Valley is roughly triangular in shape with the apex at Rio Grande City, and extending eastward along the northern side of the Rio Grande to the Gulf of Mexico. The average width of the Valley is about 30 miles. The Mexican side of the Rio Grande Valley is not considered in this

booklet. Immediately north of the Magic Valley lies a narrow strip of country which is used as dry land farming country. This belt runs from a few miles wide to about twenty miles wide and extends to the Gulf Coast. Immediately north of the dry land belt and also running east and west, is the Artesian belt which is irrigated from artesian wells.

Extending through the Lower Rio Grande Valley are over two hundred and fifty miles of paved highways, and many additional millions of dollars are being expended on permanent paved roads.

The combination of the soils, climate, water, paved highways and efficient rail transportation, make the Magic Valley one of the most pleasant and profitable places in which to live, to be found anywhere on earth.

The eyes of the nation have been turned on Texas in general and on the Magic Valley of the Lower Rio Grande in particular within the past few years, as a place to live pleasantly, happily and profitably. The area of the valley is limited and naturally the number of people that will be fortunate to get to live in this garden spot will also be limited. You are invited to spend your next vacation investigating and inspecting the Magic Valley. The nearest Southern Pacific representative listed on the inside back page of this book will be glad to give you full information about the trip.

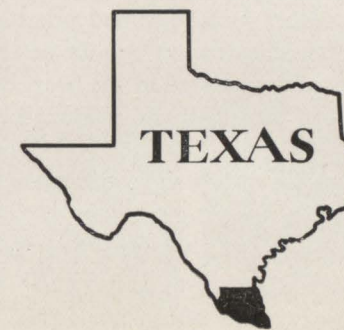
The Southern Pacific Lines are a comparatively recent factor in the development of the Magic Valley, but, as is their policy wherever these lines serve, their primary aim is to stimulate and to assist to the fullest extent, the economic development of this great garden spot; and to this end it is using, and will continue to use, all of the resources and all of the transportation efficiency at its command.

Development

Despite the fact that the eyes of the nation have been turned on Texas—and yet in infancy—a land of that tremendous development activities much opportunity, are in progress throughout the Lower Rio Grande Valley, a real opportunity yet remains for the agricultural and commercial pioneer.

Thousands and thousands of acres of fertile lands are ready and waiting for those willing to “work with nature” for her greatest rewards. Many reliable development companies are rapidly plating and improving these sections, making tracts in suitable sizes available for investment and development.

Many business development opportunities abound in the fast growing “Valley” Cities. In truth the entire Lower Rio Grande Valley of Texas may well be termed a Land of “Golden Opportunity.”



Citrus Fruits

Grapefruit, Oranges, Limes,
Lemons, Kumquats

been considered the best grapefruit grown. It is the ambition of the average farmer in the Valley to own and develop a citrus orchard. Experience has demonstrated that grapefruit is the most profitable citrus fruit that is grown in the Valley because of the high quality fruit that can be produced.

The total cost of bringing a citrus orchard into bearing amounts to between \$700.00 and \$1000.00 per acre. An orchard is considered to be in bearing at five years of age. A good orchard at five years should produce an average of from four and one-half to five boxes of fruit to the tree, and fifty-six to sixty-four are the average number planted to the acre. This gives a yield of from 250 to 300 boxes of fruit to the acre, which at a price of \$2.00 per box, shows a gross income of from \$500.00 to \$600.00 per acre.

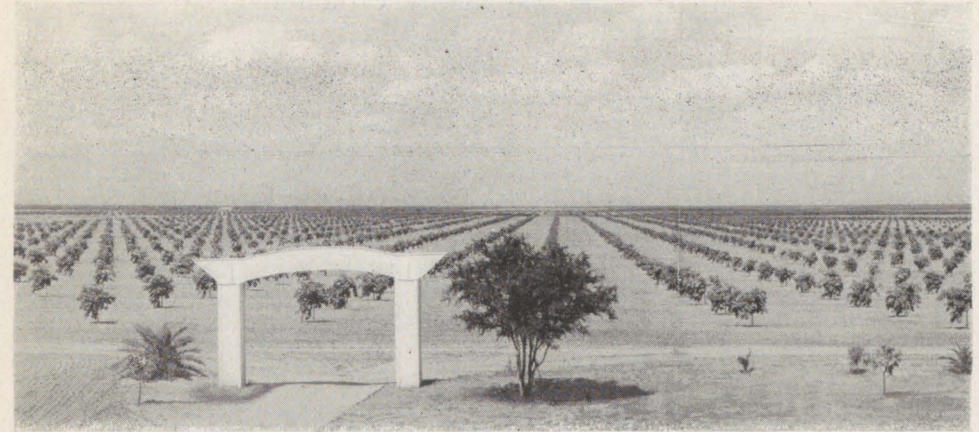
After five years of age production steadily increases as the orchard grows older until an average of eight to ten boxes of fruit per tree is obtained in the well kept groves.

Scale insects, red spiders and rust mites are the worst insect enemies of citrus and all are easily controlled by proper spraying, using oil emulsion for scale insects and sulphur sprays for red spider and rust mites. The average cost per acre for spraying, pruning and cultivating a grove runs about fifty dollars per year. Fertilizer is not necessary for normal production of fruit, but on heavy producing groves, the proper kind of fertilizer pays well in increased yields, for heavy production is a real drain even on the most fertile of soils.

The new citrus growers in the Magic Valley have the best possible sources of reliable information available for advice and practical assistance in government county agricultural demonstration agents in each county. The Texas Agricultural Experiment Station, located in the heart of the Valley, is the local representative of the United States Bureau of Plant Industry.

Another fact to bear in mind is that the area that is adapted to the growing of citrus fruit, from a climatic standpoint is limited, and that a country wide competition can never be had in these products. Oranges and grapefruit are selling as high or higher today than they have at any previous season and the demand is steadily increasing. Many physicians advise citrus fruits as a regular diet from a health standpoint.

CITRUS FRUITS are the Valley's primary crop and Texas grapefruit is conceded to be as fine as any produced in the world, being classed by many authorities as being equal to the fruit grown on the Isle of Pines, which has always



A large citrus orchard development in the Rio Grande Valley—young trees just beginning to bear. Many growers produce vegetables and truck between the citrus trees and help "pay for the orchard."



Valley maids and golden grapefruit—mid-winter in the Magic Valley.

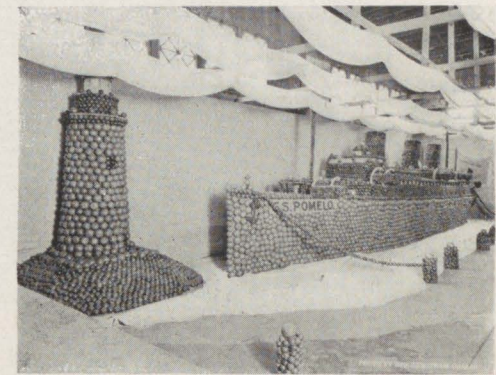


Exhibit of "Valley" Citrus Fruit at the State Fair, Dallas—A Prize Winner.



Valley Citrus Grove Twelve years old—producing thousands of dollars per acre each season.



A Five year old Citrus Orchard now in full production—typical of many Valley Orchards.

Citrus Fruits

(Continued)

The principal citrus fruits grown in the Magic Valley are grapefruit, oranges, lemons and limes. No attempt will be made to go into the different varieties of these fruits as there are many varieties that do well in the valley.

The following table of citrus development indicates the rapidity of citrus development, particularly since 1924. It was at this time that the realization of the possibilities of citrus fruit first became generally known because of the results obtained from the planting of five years or more previously. Citrus fruits will ultimately be the Valley's greatest commodity and the one that will bring in the highest return.

Prior to 1918 there were planted in the Valley 700,000 citrus trees of all varieties. The planting for the years since then follows:

**TABLE SHOWING DEVELOPMENT OF CITRUS INDUSTRY
IN THE "MAGIC VALLEY"**

Prior to 1918.....	700,000
1918-19 citrus trees planted.....	150,000
1919-20 citrus trees planted.....	300,000
1920-21 citrus trees planted.....	300,000
1921-22 citrus trees planted.....	200,000
1922-23 citrus trees planted.....	477,202
1923-24 citrus trees planted.....	235,151
1924-25 citrus trees planted.....	394,044
1925-26 citrus trees planted.....	463,441
1926-27 citrus trees planted.....	645,049
1927-28 citrus trees planted.....	1,204,270
1928-29 citrus trees planted.....	1,699,824
1930 young citrus trees in nurseries.....	6,000,000
Grand total of all trees.....	12,768,981

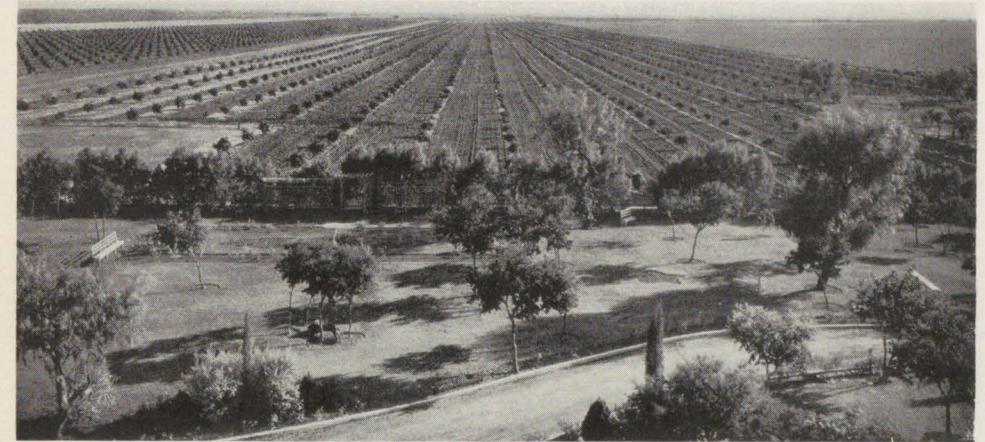
Figuring an average of sixty trees to the acre this would give the Valley approximately 110,000 acres of citrus groves. The nurseries of the Valley now have approximately 6,000,000 young trees growing, including those budded and those to be budded.



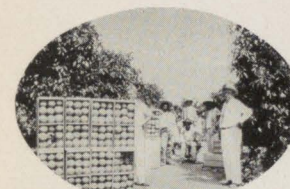
A twelve year old Citrus Grove in The "Valley"—an Orchard that has paid for itself many times over.



A mature Citrus Orchard in mid-winter—a few acres like this makes one "independent".



A model young Citrus Orchard along the Southern Pacific in the Lower Rio Grande Valley of Texas—just beginning production.



Picking grapefruit in March; typical "Valley" Orchard.



A three year old Orchard of the famous "Pink grape fruit" in The Lower Rio Grande Valley.

Truck

Crops that are harvested when market prices are highest, Early and Late.

The Rio Grande Valley is now being recognized as one of the United States premier producing sections of fresh, late fall, winter and early spring truck crops. While its climate permits the growing of vegetables the year 'round, the growers prefer to concentrate their truck crop production at the seasons of

the year when other sections are not in competition and when prices are most apt to be the best. On the following page is a chart showing the leading truck crops produced and data pertinent to each crop. Many other truck crops not so well known are produced for specialized markets and have proven very successful to the growers, such as parsley, dandelions, sweet potatoes, English peas, rhubarb, escarole, anise, broccoli, chickory, endive, romaine, etc.

The following table showing the total number of cars of vegetables shipped from the Valley each year beginning with 1920, emphasizes the rapid development of the truck crop industry.

Season of 1920-1921.....	4,129
Season of 1921-1922.....	6,529
Season of 1922-1923.....	3,540
Season of 1923-1924.....	12,674
Season of 1924-1925.....	12,455
Season of 1925-1926.....	15,725
Season of 1926-1927.....	15,991
Season of 1927-1928.....	19,452
Season of 1928-1929.....	22,396

In connection with both citrus and truck production the canning industry is becoming of increasing importance. During 1928, 11,-600 cases of grapefruit and over 3,000,000 No. 2 cans of beans, beets, spinach, mustard, turnip greens and tomatoes were canned. The greater part of the grapefruit yield was shipped to other states, but practically all of the canned vegetables were consumed in Texas.



A Field of Early Fall Beans in the Valley—A highly remunerative crop.



Harvesting Carrots for National Cannery.



Parsley field ready for the early market.



Carrot Field in The Valley—about a million cans of Soup.



Shipping out early Valley Cabbage to Eastern Markets.

Successful

Truck Crop production with big yields in the Lower Rio Grande Valley.

represent the average over a period of several years of the growers who furnished the data.

This chart was compiled from figures furnished by the leading successful truck farmers of the Magic Valley. They do not represent the average of all growers but do represent

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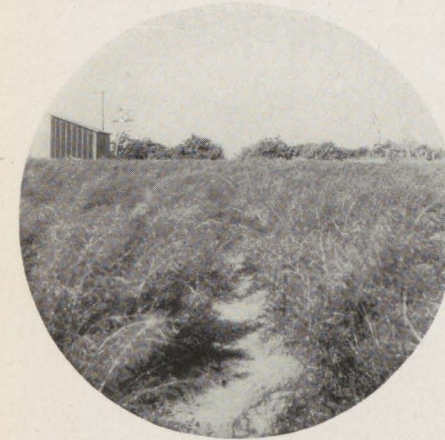
KIND OF CROP	TIME OF PLANTING	TIME OF MATURITY	Average Production Per Acre	Amount of Seed Per Acre	REMARKS
BEANS	Sept. 15-Oct. 1. Feb. 1-Mar. 1.	Nov. 5-Nov. 20. Mar. 20-Apr. 15.	165 bu.	1 to 1½ bu.	Giant stringless and White Wax best varieties.
BEETS	Oct. 1-Dec. 1.	Nov. 15-Jan. 30.	350 bu.	4 to 6 lbs.	Beets are very hardy and can be planted to best hit market.
CABBAGE	July 1-Dec. 1.	Oct. 10-Mar. 15.	9 Tons	¼ to 1 lb.	Prices fluctuate widely. Plant for early market or March market.
CAULIFLOWER	July 1-Dec. 1.	Oct. 10-Apr. 1.	3½ Tons	5 to 6 ozs.	Extra early snowball best variety. Crop is gaining in popularity.
CUCUMBERS	Feb. 1-Mar. 1.	Apr. 1-May 5.	150 bu.	1½ to 2 lbs.	Early cukes bring fancy prices. Sold for table use.
CELERY	Sept. 1-Feb. 1.	Jan. 15-Mar. 20.		5 to 6 ozs.	Just beginning to be grown commercially. Available data on valley celery indicates extremely high net acre returns.
CARROTS	Sept. 1-Jan. 1.	Nov. 15-Mar. 15.	300 bu.	2 to 3 lbs.	Easy to grow. Wide variation in price.
CANTALOUPE	Feb. 1-May 1.	May 15-June 15.		1 to 1½ lbs.	Unable to secure accurate data on cantaloupes. However, yields are high and prices very attractive for early melons.
EGG PLANT	July 1-Aug. 15. Jan. 1-Mar. 1.	Oct. 15-Dec. 1. May 1-July 1.	250 bu.	¼ to ½ lb.	Egg Plants have been known to yield over \$750 per acre
POTATOES(White)	Aug. 15-Sept. 30 Jan. 1-Mar. 1.	Oct. 20-Dec. 15. Mar. 5-May 15.	100 bu.	15 to 20 bu.	Certified seed potatoes yield double or more than common stock.
LETTUCE	Sept. 1-Jan. 1.	Nov. 1-Mar. 1.	250 bu.	1 lb.	Lettuce can be put on the market at the time of high prices.
MUSTARD	Feb. 1-Mar. 15.	Apr. 10-May 20.	300 bu.	2 lbs.	Fits in with mixed cars of vegetables.
PEPPERS	July 1-Aug. 1. Jan. 1-Feb. 1.	Nov. 1-Dec. 15. May 1-June 1.	350 bu.	¼ to 1 lb.	Ruby King most popular. Good in mixed cars.
RADISHES	Oct. 1-Feb. 1.	Nov. 1-Mar. 1.	200 bu.	5 to 8 lbs.	Used largely as a catch crop. Yields very prolifically.
ROASTING EARS	Jan. 15-Feb. 15. Sept. 1-Oct. 1.	Apr. 1-May 1. Nov. 15-Dec. 15.	125 bu.	5 to 6 lbs.	Becoming one of the Magic Valley's leading crops for early spring and late fall markets.
SPINACH	Sept. 1-Feb. 1.	Nov. 20-Apr. 1.	350 bu.	6 to 10 lbs.	Best used in small patches by individual truckers. Price uncertain.
WATERMELONS	Feb. 1-Mar. 1.	May 15-July 1.		1½ to 2 lbs.	May watermelons command fabulous prices.
TOMATOES	Dec. 1-Feb. 1. July 1-Sept. 1.	Mar. 15-May 15 Oct. 15-Dec. 15.	350 crates	1 lb.	Yield well in both spring and fall. An important crop.
SQUASH (S. mmer)	Jan. 1-Mar. 1. Sept. 1-Nov. 1.	Mar. 10-May 10. Nov. 15-Jan. 15.	150 bu.	2 to 3 lbs.	A good mixed car vegetable. Bears over a long period.



A Valley Cabbage field. It's fields, not "Patches" there.



Hoeing a big field of Mustard—in the "Valley".



Field of Asparagus—Orchard in the back ground.



Early Potato Field about ready for Market.



Harvesting Parsnips in March for early Market.



Field of Broccoli, March 26, 1929.

Staple Crops

or regular farm crops, which are produced in abundance.

Valley, but with the exception of cotton, have not been grown extensively, due to the fact that soil and climatic conditions are favorable to the growing of highly specialized crops that can be grown only in a comparatively small area of the United States. This condition, however, is changing gradually as the growers are beginning to realize the value of a balanced farm program and are including poultry and dairying.

Cotton is the most popular of the staple crops. Exceptionally fertile soils together with irrigation insure uniform production even during the years when failures are in the rule elsewhere; and favorable climatic conditions insure early maturity which means top market prices. Yields average from one-half to one bale per acre. The 1929 crop totaled 114,000 bales.

Corn is being grown extensively but from sixty to seventy percent is sold on the green market. All matured corn is consumed locally.

Feterita, milo maize, kaffir corn, darso and hegari have not been planted extensively but their acreage shows an increase in keeping with the increase in dairying and poultry raising.

Red top cane is being planted largely for hay. Several cuttings are had from one planting with yields ranging from four tons to eight tons to the acre. Cane is also grown to a small extent for pasture and ensilage; cane ensilage is very popular among south Texas dairymen.

Rhodes and sudan are the most popular of the pasture grasses, rhodes for beef and sudan for dairy cattle. Both also produce excellent hay, that from rhodes grass resembling timothy. Three or four cuttings a year from each are usual. Rhodes grass is one of the most nutritious grasses known and reseeding is necessary only every three or four years. Sudan must be seeded every year but is very prolific and is considered very important in the dairy program.

Alfalfa is grown largely for hay, yielding approximately one ton of hay per cutting with from five to seven cuttings a year possible.

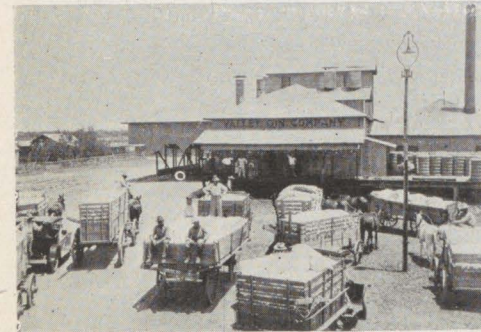
Cow peas and sweet clover are grown almost exclusively for cover and soiling crops, cow peas in summer and sweet clover in winter.

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Staple crops, such as cotton, corn, red top cane, feterita, milo maize, kaffir corn, hegari, darso, rhodes grass, sudan grass and the legumes alfalfa, cow peas and sweet clover, do well in the



"Valley" Field of Cotton—early September.



Busy scene around a "Valley Cotton Gin."



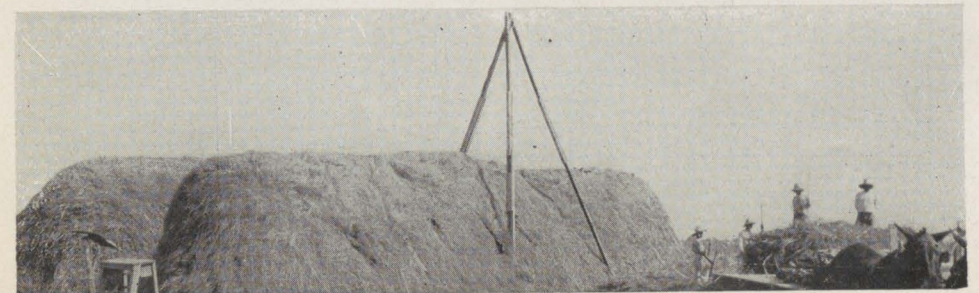
Field of Valley Broom Corn.



A Valley Corn crop early May.



Sweet Clover growing in young Citrus Orchard.



Harvesting hay in the "Valley"—bunker crops are the rule

Special Fruit Crops

New Developments that are
proving Highly Profitable,

and reach maturity at six or seven and produce from 1,500 to 2,000 avocados each. At the present time avocados are retailing for from fifteen cents to thirty-five cents a piece. The fruit is very nutritious, being used in Mexico as a substitute for butter. In the United States it is used largely in salads. By planting three varieties, production may be had all year. In addition to producing a valuable fruit, the tree is a beautiful evergreen.

Papayas have been grown in the Valley for many years for home consumption but due to their poor keeping qualities were not considered a commercial crop. Recently, however, new varieties have been developed that can be shipped anywhere, and considerable acreages are now being planted, promising a new industry that should prove very profitable. The tree has a very quick growth, fruit setting on in three or four months from seed and maturing in about twelve months, with an average production of possibly 100 to the tree, which means a large acreage production as 700 trees are planted on an acre. Trees have a normal life of six or seven years. No irrigation [is] necessary. The fruit resembles a cantaloupe somewhat but inside and out can be eaten with salt and pepper or lemon. The seeds are popular for salads. The papaya is also a source of commercial pepsin.

The Avocado, sometimes called Alligator Pear, is proving to be very successful and a considerable acreage is being planted. Twenty-five trees are planted to an acre and they require about the same care as citrus except that more water and less protection against cold is needed. Trees begin bearing when three years old



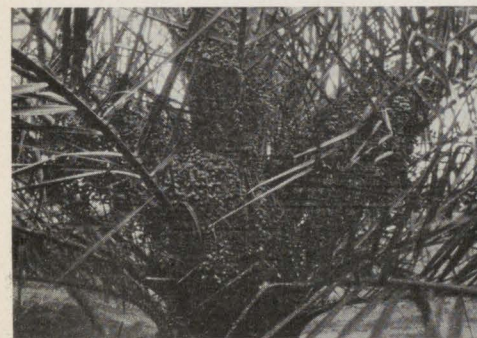
Papaya trees—early March.



Bananas growing in The "Valley".



Figs are one of the fast developing crops of South Texas. Observe how thick they grow on each branch.



Valley Date Palm laden with delicious dates.



A two year old Grapevine in The Lower Rio Grande Valley.

Special Fruit Crops

(Continued.)

At the present time bananas are being grown for home consumption only, but with the developing of new varieties, of fine flavor and quick maturity and the tremendous losses from disease in the commercial producing sections of central America, there is a possibility of this fruit becoming a real commercial crop.

The loquat is a beautiful evergreen tree. It begins fruiting when three years old and reaches maturity at six with a height of about twenty-five feet. The fruit occurs in clusters, dark yellow in color about the size of a guinea egg and with a delicious flavor resembling both the peach and pineapple. One hundred trees are planted to an acre and very little irrigation is necessary. The loquat should become a commercial crop as the fruit matures in February and March when very few varieties of fruit are on the market.

When budded on native root stock, the Japanese persimmon is very successful. It is a prolific producer and the fruit is of very fine quality. It requires a great deal of water but otherwise needs very little attention. Fruit matures from September 1 to December 1.

Ancohitá—this fruit is sometimes called, "Wild Olive," but is not related to the olive in any way, although the fruit is about the size of a large olive; the seed also resembles an olive seed except that the ends are pointed. The fruit occurs in clusters and when ripe is a pinkish white. It begins bearing one year from seed and reaches maturity in four years and fruits all year. Very little irrigation is needed.

The Date does exceptionally well and should prove to be a very profitable commercial crop but care should be exercised in selecting the variety to plant. Many varieties are being experimented with by the government to determine the ones best adapted to Valley conditions.

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Young Grape Vineyard—"Valley".



Delicious White Grapes.



Loquat tree at blossom time.



Row of Commercial Date Bearing Trees.



Kumquat tree—"Valley".



A small tree of unusually large Lemons in The Lower Rio Grande Valley.

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Dairying

Poultry Raising and other similiar "Valley" developments.

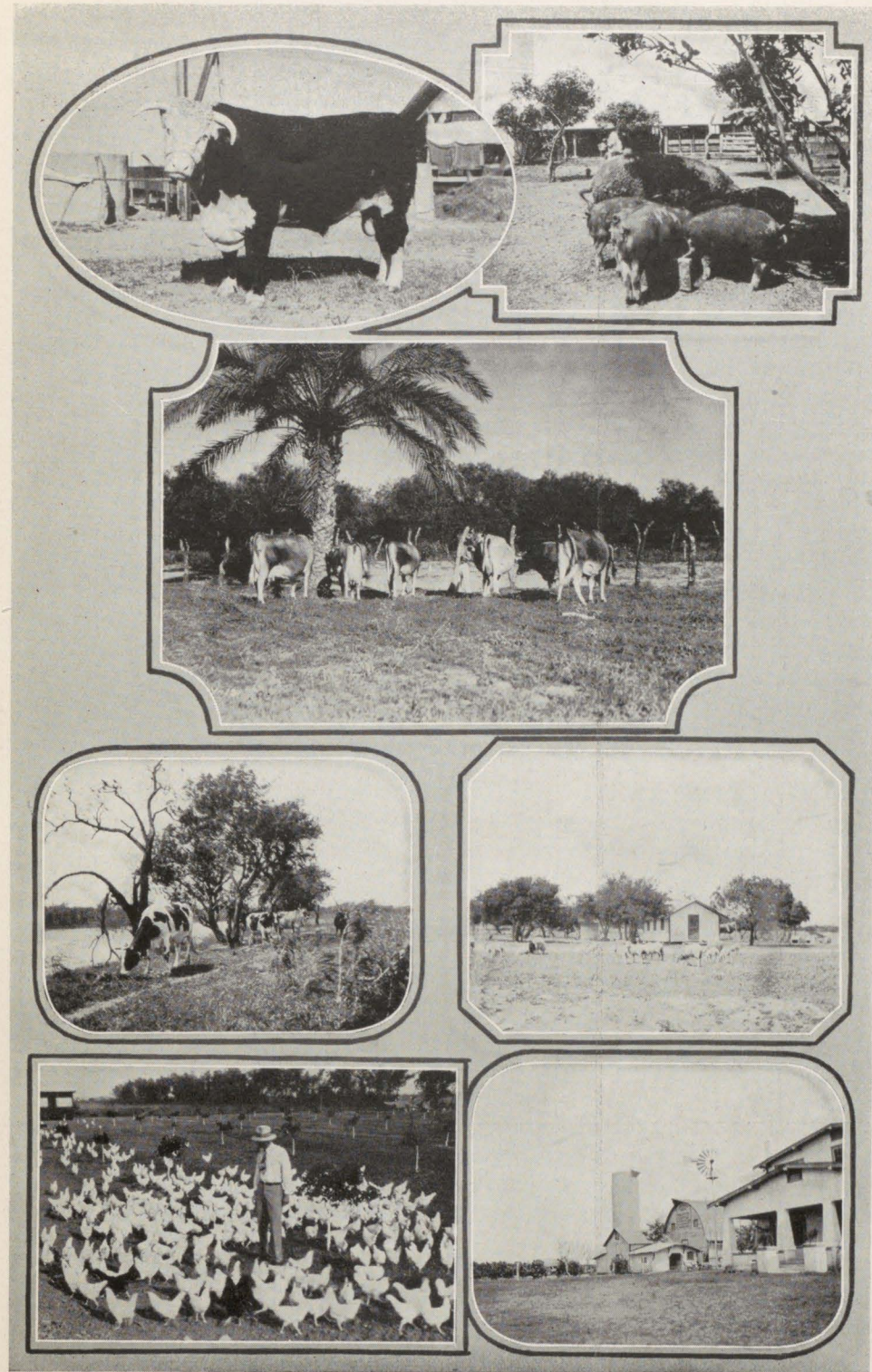
TWO OF THE INDUSTRIES that offer great opportunity for success have never been developed on a large scale in the Valley and consequently offer exceptional opportunity. These two industries are dairying and poultry raising. With the feed crops growing through-

out the winter, and with such warm winter climate, the highest production per cow can be maintained here of any section in the United States; and the production per cow is the directly governing factor in dairy profits. In addition the expensive barns required in the northern states are not needed, as the cows are allowed in the open practically all of the time except at milking time.

Poultry raising is destined to become one of the Valley's leading industries because under proper management, maximum egg production is obtained from November to February, which is the season of the year when eggs are very scarce and bring the highest market price. In addition baby chicks can be hatched in the fall and friers put on the market in the early spring at a time when market data shows us that friers bring the highest market price. Further, pullets five and six months old can be delivered to buyers at a time when the average northern hatcheries are forced to deliver baby chicks, thus enabling the purchaser to gain five or six months in the age of his flock. All of the feeds necessary for poultry raising are being grown successfully in the Rio Grande Valley and this combination of soils and climate is proving as profitable in the poultry industry as in the citrus and truck industry.

Bee culture in the Valley is also proving highly profitable as citrus blooms and the natural wild flowers, of which there are a great profusion, furnish the bees with an abundance of material for making honey. The bees in the Magic Valley do not hibernate in the winter and are consequently on the job every day in the year. According to the last United States census report, a higher return was received from the investment in bees than from the investment in any other type of agricultural commodity, averaging nearly 100 percent or better per year.

The fact that alfalfa and other leguminous crops, as well as such a wide variety of feed crops, grow so well offers an ideal condition for the profitable raising of hogs, particularly as part of the dairy operation. Hogs can be raised and fattened here at as low or lower per pound cost than anywhere else in the United States.



Live Stock and Poultry scenes in the Lower Rio Grande Valley.

Irrigation

a well developed Facility

contributing much to "SURE CROPS"
in the "MAGIC VALLEY".

man. In very few places are these conditions more ideal than in the Magic Valley of the Lower Rio Grande. The twenty three inch annual rainfall of the valley is not sufficient to materially over supply moisture at any one time, but it is sufficient to reduce the need of irrigation water to a low amount. Different crops require from one to two, and some crops require as high as five irrigations during the season.

In the Magic Valley there are thirteen primary and several smaller irrigation systems with over 2,500 miles of main canals and thousands of miles of laterals. These systems serve over 500,000 acres and use approximately half the normal flow of the Rio Grande. There is a movement now under way to concrete all canals, as earth canals due to leakage and seepage only deliver about thirty to thirty-five percent of the water taken from the river to the land for crop purposes. Concrete canals will thus enable the volume of water now taken from the river to serve more than double the lands it is now serving, which is more land than is available for irrigation purpose in the Rio Grande Valley; thus insuring an ample supply for any and all irrigation purpose for crop production.

Irrigation water from the Rio Grande carries as high or higher silt plant food content than water from any other river, exceeding even that from the Nile River in Egypt, as has been demonstrated by comparative chemical analyses of the two waters. This is one of the important factors in maintaining the fertility of the soil in the Magic Valley in view of such heavy acreage production.

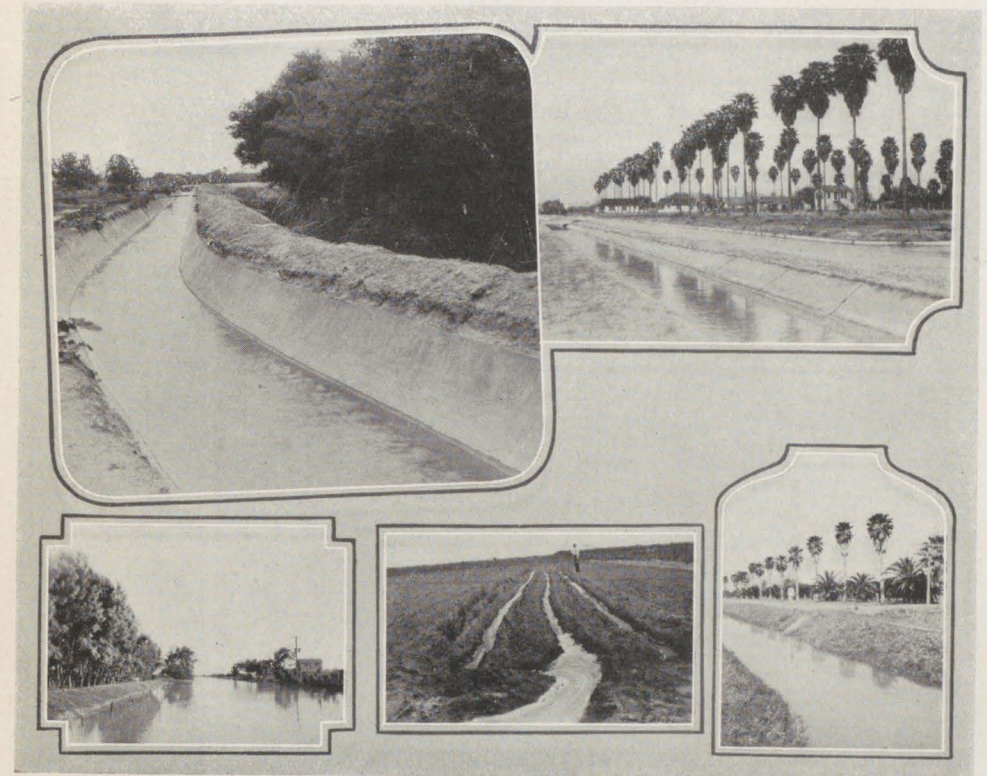
There is present between 20,000 and 24,000 pounds of silt in every acre foot of Rio Grande water which is supplied to the land with the water. This is equivalent to heavy applications of fertilizer annually and helps to insure a continually fertile soil.

The soils of the valley being of alluvial or semi-alluvial origin, are highly productive and suited to a wide variety of crops. The heavier soils are proving to be well adapted to vegetable crops.

WHERE SUFFICIENT WATER is available and where natural rainfall is not too heavy to enable men to control to a large extent, their moisture supply, farming with irrigation is the safest and most satisfactory method of farming known to

Citrus fruits are proving profitable on all of the soils that are well drained, and the majority of the Rio Grande Valley soils are well drained. The drainage problems are taken care of in connection with the irrigation systems. General farm crops grow profitably upon all types of agricultural soils.

Those who are unfamiliar with irrigation and its results might be prone to think that farming under such conditions would be an expensive operation. It is true that it does cost more to operate, but special crops, commodities for early market, and the extremely high acre yields, give production costs that will compare favorably with any section; and the higher out-of-season market price offers a greater margin of profit on the commodities produced.



Photos show Irrigation Canals and method of watering the crops in the Fields of the Valley.

Living

in the "Magic Valley"
offers the utmost
enjoyment.

ORDINARILY when the term personality is used it refers to an individual, but there is no other term that describes the friendly appeal, with the atmosphere of doing things, the spirit of working together, the feeling of things being successfully accomplished, the touch of wholesome playfulness and the many other outstanding characteristics that go to make up the life of the Magic Valley. One can actually feel the Valley spirit at first arrival.

The number of cars found in Valley towns, the friendly greetings received, the manner in which everyone seems to have a definite aim in view with a resolution to accomplish his objective within the shortest length of time, all go to make Valley personality stand out as few other places have ever done. There is an old saying in the Valley that "when you have once taken a drink of Rio Grande water that you are sold on the Valley and should you leave, you will always come back." This thought naturally comes from the fact that when one once becomes associated with such a hustling, thriving community, no other place ever gives exactly the same feeling and suffers on comparison with the Valley so that the desire to come back to the Valley is prevalent.

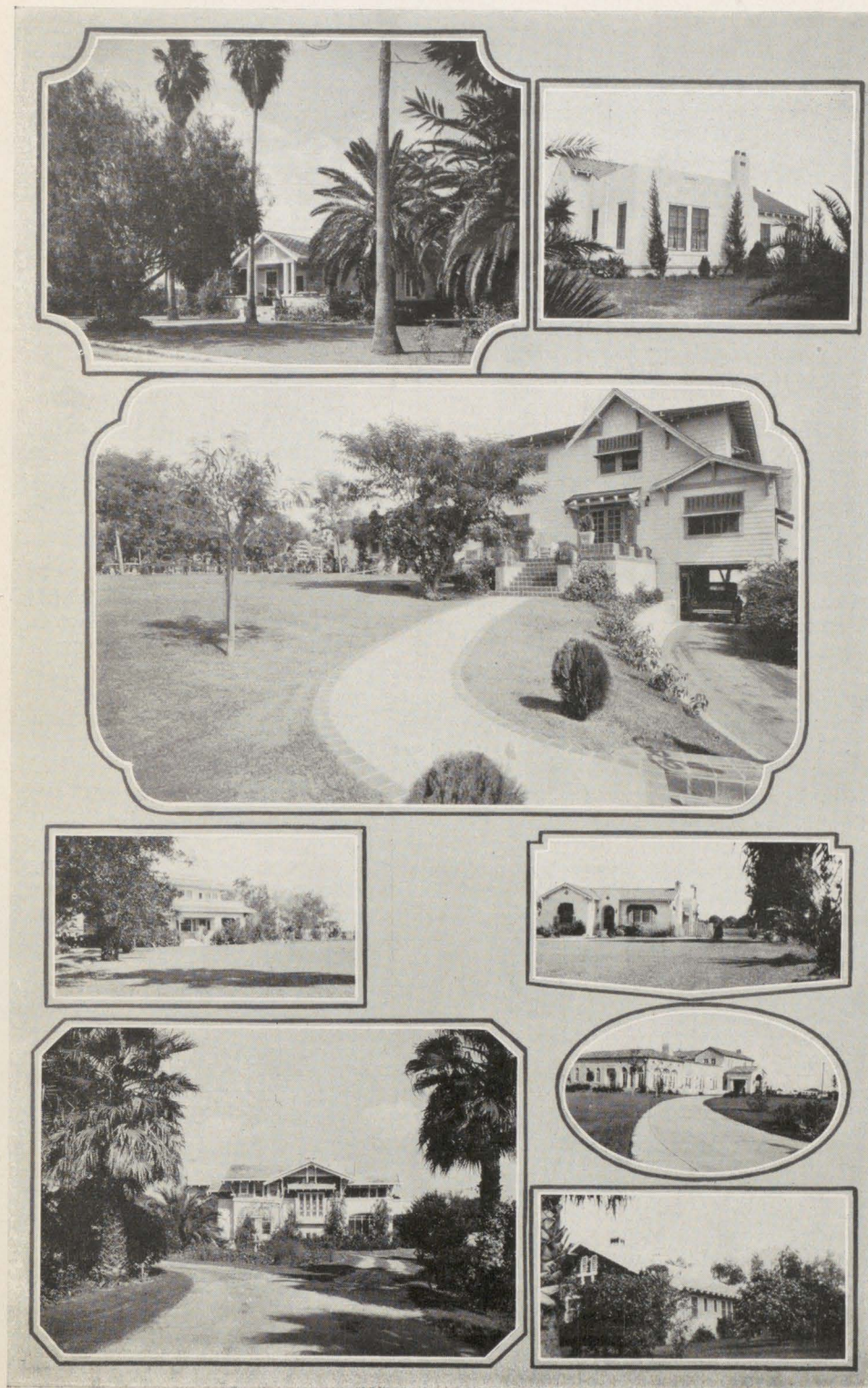
Space here does not permit the mentioning of all the elements that go to create the "personality" of the Magic Valley. However, mention might well be made of the Valley Chamber of Commerce which is the parent organization of the chambers of commerce in each of the larger towns of the Valley. This organization is composed of the executives of the local chambers of commerce and was created for the purpose of treating as a whole the Valley and its problems of growth and development.

Between the different sections of the Valley, surrounding the different towns, one finds a very wholesome spirit of the keenest rivalry which is conducive to the highest type of development. However, on matters of Valley wide interest, one finds the entire Valley working together as one individual to further its interests; and to protect its rights.

It is difficult to determine any city limits in the Valley, it being essentially an agricultural country with the towns as the centers of agricultural sections.

In addition to the chambers of commerce we find luncheon clubs, including Rotary, Lion's, etc., in practically all the Valley towns. This spirit of "get together" naturally enables the different towns to treat all of their problems as a whole and eliminates the friction within that is usually found in so many of the American cities. Possibly one of the most important factors that makes life in the Rio Grande Valley outstanding is the Valley Federation of Women's Clubs. This is the parent organization for women's clubs throughout the Valley, and is not a women's club in name only for it is one of the most active influences in the Valley. The women acting together in this organization have been responsible for the highly developed social life in the Valley, the high standard of home life, and of living, as well as many other practices that influence social and home life

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Tropical Scenery provides beautiful settings for attractive homes throughout the Valley.

Happiness

is the keynote of those living in the Lower Rio Grande Valley.

In the Valley also are practically all of the fraternal organizations, and Valley citizens are cooperating in organizing the Water Users' Association, citrus exchanges, press associations, farm bureau and other similar organizations.

One of the things that the Valley especially prides itself on is one of the finest school systems in the United States. The schools are not only large and commodious, but are of the very finest types and many hundreds of thousands of dollars have been voted for the continuation of these great schools. Cooperative high schools are found throughout the Valley in addition to the great number of grade schools affording adequate facilities at every point in the Valley.

Practically every variety of religious denomination is represented with handsome churches throughout the Valley. A great many non-denominational community churches have been established, which have proven very successful, in addition to the great denominational churches which are found in practically every community.

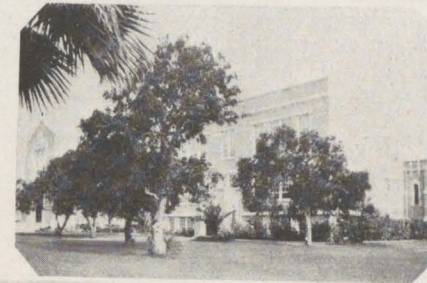
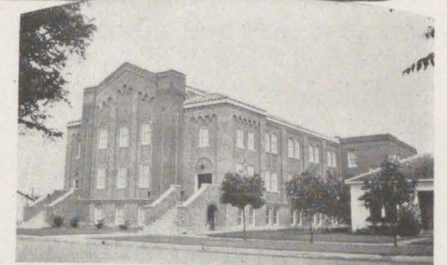
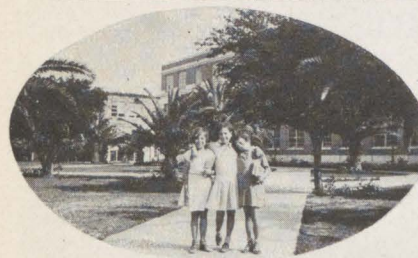
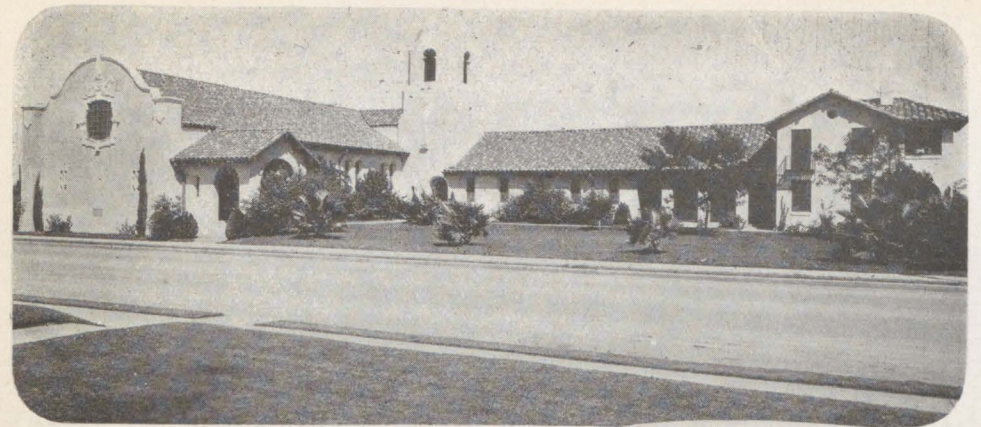
Possibly the three things that the Valley prides itself on most, as a place to live, in addition to its climate and other natural advantages, is its churches, its schools and its paved highways. A community that possesses these three factors as highly advanced as they are in the Valley, together with the climate which is healthy for man and beast, and productive for all growing things, with its very fertile soils, offers an opportunity for happy, successful lives that is seldom found anywhere else. Valley air is especially soothing and healing to persons suffering from diseases of the lungs. Every person who is not fully satisfied with where he is, whether it be a health standpoint, climatic standpoint, poor soil standpoint or whatever it may be, owes it to himself to fully investigate the wonderful opportunities offered in the Magic Valley of the Lower Rio Grande.

The Magic Valley is not booming and the citizens of the Valley are doing everything in their power to prevent a boom. The growth is rapid but on a firm foundation, for the Valley has the properties that will go to make it one of the most highly developed parts of the country.

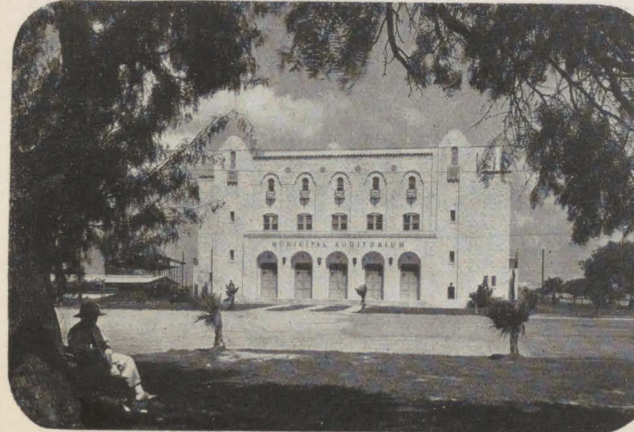
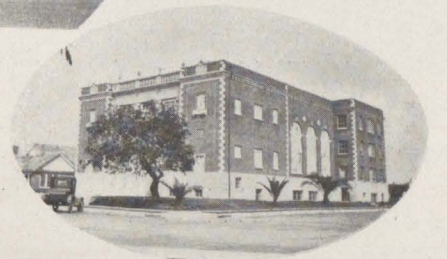
From a recreation standpoint the Magic Valley offers ideal conditions. Fishing, both salt and fresh water, is of the best and nearly every variety of fish found in subtropical waters is awaiting the angler. No better tarpon fishing is found anywhere than along the Texas coast, adjacent to the Valley.

The Valley and its surrounding territory is veritably a hunters paradise. It is one of the best deer hunting places in the United States. Wild turkey, javelin, or "wild hogs", quail, both bob white and blue tops, white wings, a wide variety of doves, about twice as large as the common dove, and many other kinds of game, keep the hunter well occupied and satisfied.

For those desiring other recreations, the Valley offers beautiful and well kept golf courses, bathing beaches, country clubs with their attendant amusements, and only a few miles away across the Rio Grande is Old Mexico, with its old world atmosphere and attractions.



Churches, schools and public buildings are of the most modern types throughout the "Valley."



Civic

Pride and Development extends throughout The "Valley"—Thriving little cities are closely related.

could almost be classed as one large city, developed around certain civic centers for it is almost impossible to tell where urban development ends and suburban development begins.

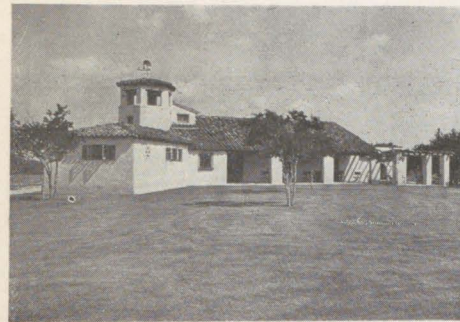
Edinburg, McAllen, Mission, Harlingen, and San Benito are the larger towns in the Valley and are growing larger every day. There is the keenest rivalry between all Valley towns for they are all wide awake and growing. Brownsville, the southernmost city of the Magic Valley, as well as of the rest of the United States, is the largest Valley town, having some 20,000 population. On the new Southern Pacific line from Edinburg to Harlingen, and from Harlingen to Brownsville, the following towns have been opened up:

<i>Stations</i>			<i>Stations</i>		
<i>Edinburg</i>	<i>From</i>	<i>From</i>	<i>Harlingen</i>	<i>From</i>	<i>From</i>
<i>to</i>	<i>Edin-</i>	<i>Harlin-</i>	<i>to</i>	<i>Browns-</i>	<i>Harlin-</i>
<i>Harlingen</i>	<i>burg</i>	<i>gen</i>	<i>Brownsville</i>	<i>ville</i>	<i>gen</i>
San Carlos....	6.7	25.7	Harlingen..	31.0	
La Blanca....	9.0	23.4	Lantana....	23.7	7.3
Elsa.....	11.7	20.7	Lozano....	21.3	9.7
Ed Couch....	13.4	19.0	Lacoma....	16.1	14.9
La Villa....	15.5	16.9	Cuates....	12.7	18.3
Santa Rosa...	22.8	9.6	Los Fresnos.	11.7	19.3
Primera.....	27.5	4.9	Tejon.....	5.3	25.7
Harlingen....	32.4		Brownsville		31.0

The table shows the distance these towns are apart and also the distance they are from Edinburg and Harlingen, and from Brownsville and Harlingen.

All the towns in the Valley offer exceptional opportunity for commercial and industrial development, and the new towns opening up along the Southern Pacific offer pioneering development in many lines. Again you are invited to visit this Magic Valley and to decide for yourself, after personal examination, the location that more nearly fits your needs and fulfills your desires.

HEAVY acre yields, due to the inherent fertility of the soil, intensive cultivation, sufficient irrigation water for growing crops, together with the natural limitation of the territory that possesses all these characteristics, combine to cause a higher order of intensive development. Farms are small in size and people live closer together. The entire Magic Valley



One of the Country Clubs with Golf Course in The "Valley"—year round play makes golf a favorite sport there.



Permanent highways connect practically all important Valley Points.



Duck Hunting is excellent during November, December and January.



A big one caught in the Gulf near Brownsville—there are lots of smaller ones there.



There are plenty of deer and other big game in The "Valley".



This view of the Famous Rio Grande was taken from the International Bridge which connects Brownsville with Matamoros, Mexico.

Seeing For Yourself

is the most satisfactory
method of choosing your
Investments.

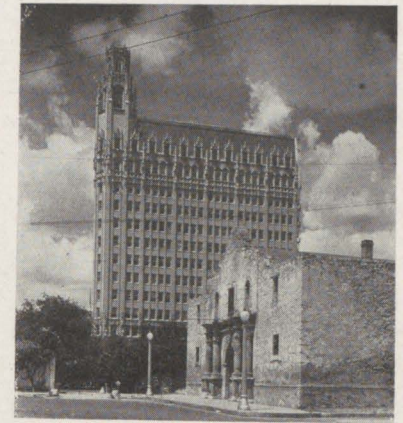
The descriptive matter in this little booklet is for your information in order to help you to decide whether you will be interested in such a country if the facts, as described, were borne out on careful inspection. Every prospective new citizen of this section is urged to come down and personally select his land for the Valley people are as desirous of selecting good citizens for their neighbors as new comers are of selecting good lands for profitable farming operations. Texas is a large State and consequently contains some land which is not desirable from an agricultural standpoint and unfortunately, unscrupulous promoters have sold land of this kind to buyers who did not take the trouble to find out what they were purchasing and for that reason we urge every prospective new-comer, whether it be to the Magic Valley of the Lower Rio Grande, or to any other section of this great state, which abounds in opportunity, to make a careful examination and selection before he invests money in Texas property. Texas lands and developments will stand such examination and inspection and by doing this the new-comer not only protects himself, but the good name of the state of Texas.

When it's winter elsewhere the weather is delightfully warm in the Magic Valley, consequently a visit during the winter months is especially enjoyable. Low fares prevail from most all points—or on your trips between the East and West you may have your ticket routed to include a trip thru this wonderful garden spot of America with stops at interesting Texas and Louisiana cities.

Your nearest Southern Pacific representative will gladly explain this service.



San Antonio is but a short overnight ride from The Lower Rio Grande Valley and offers a wonderful "closeby" Market for large quantities of Valley products. This picturesque city is noted for its historic Alamo, many old missions, Breckenridge National Park and government Army camps.



Alamo with modern Medical Arts Building in the background.



Houston is reached overnight from The "Valley" and with San Antonio comprises the two important gateways to the prolific "Valley" country. Houston has become famous as a man made port through the completion of the 50 mile Ship Channel to the Gulf.



Rice Institute, Houston; richly endowed educational institution.

Southern Pacific and its Part in the Develop- ment of Texas and the Lower Rio Grande Valley.

Such favored one has fought and conquered mountain and swamp and stream and ocean and air in the spirit of bringing all men and things within a common touch. His greatest service yet fulfilled lies in TRANSPORTATION—thousands and thousands of miles of railroads and steamship lines and air routes efficiently operated all over the world.

In the United States back in the sixties heroic minds conceived the plan and determination to bring East and West together. Men of indomitable will, courage, and skill persisted in the high vision, struggling under almost insuperable difficulties, sometimes halted because of devastating floods, ravages of epidemic in labor camp, or lack of capital, or failure of promised cooperation, changing management or ownership as necessity demanded.

Such was the early history of the construction of the several divisions of railroads now incorporated in the *Southern Pacific Lines*, more thrilling and varied than the story of The Covered Wagon, winding from the rising sun to the portals of the Golden Gate.

The first railroad built in Texas, construction beginning in 1851, is a part of the *Southern Pacific Lines*. The first railroad to reach Texas from Louisiana, known as "Bayley's Dream," is a part of the *Southern Pacific Lines*. The first railroad in Texas to cross the Great Divide to meet its mate at mid-continent on January 12, 1883, is the main artery of the *Southern Pacific Lines*, the Sunset Route.

Had the San Antonio and Aransas Pass railroad—a part of the Southern Pacific Lines—continued to its original destination at that time planned, namely, to the Rio Grande and to Brownsville, it would have been the first railroad into the Valley. For reasons well known to the railroad world, construction stopped at Falfurrias, although thirteen miles of original grading from Falfurrias south has stood from 1904 to the present day.

The original survey and construction of a railroad to the Lower Rio Grande country, now known as the MAGIC VALLEY of Texas, was accounted a wild and visionary undertaking, almost as much so as that of "Bayley's Dream."

Vision is the first requisite of accomplishment, the vital essence of all true success. Attribute of every pioneer soul, it sets him high above his fellows, starbound.

Southern Pacific

DEVELOPMENT, (Continued.)

And now, the coming of the Southern Pacific, which has more operated mileage than any other railroad in the United States, and which with its steamship lines reaches from New York on the Atlantic to Portland on the Pacific, gives the Valley transportation service reaching every market on the continent, and connecting with every principal world port by ships at sea.

The combined excellence of transportation facilities and service now provides assurance that the Valley will inevitably enjoy unlimited and uninterrupted progress and prosperity.

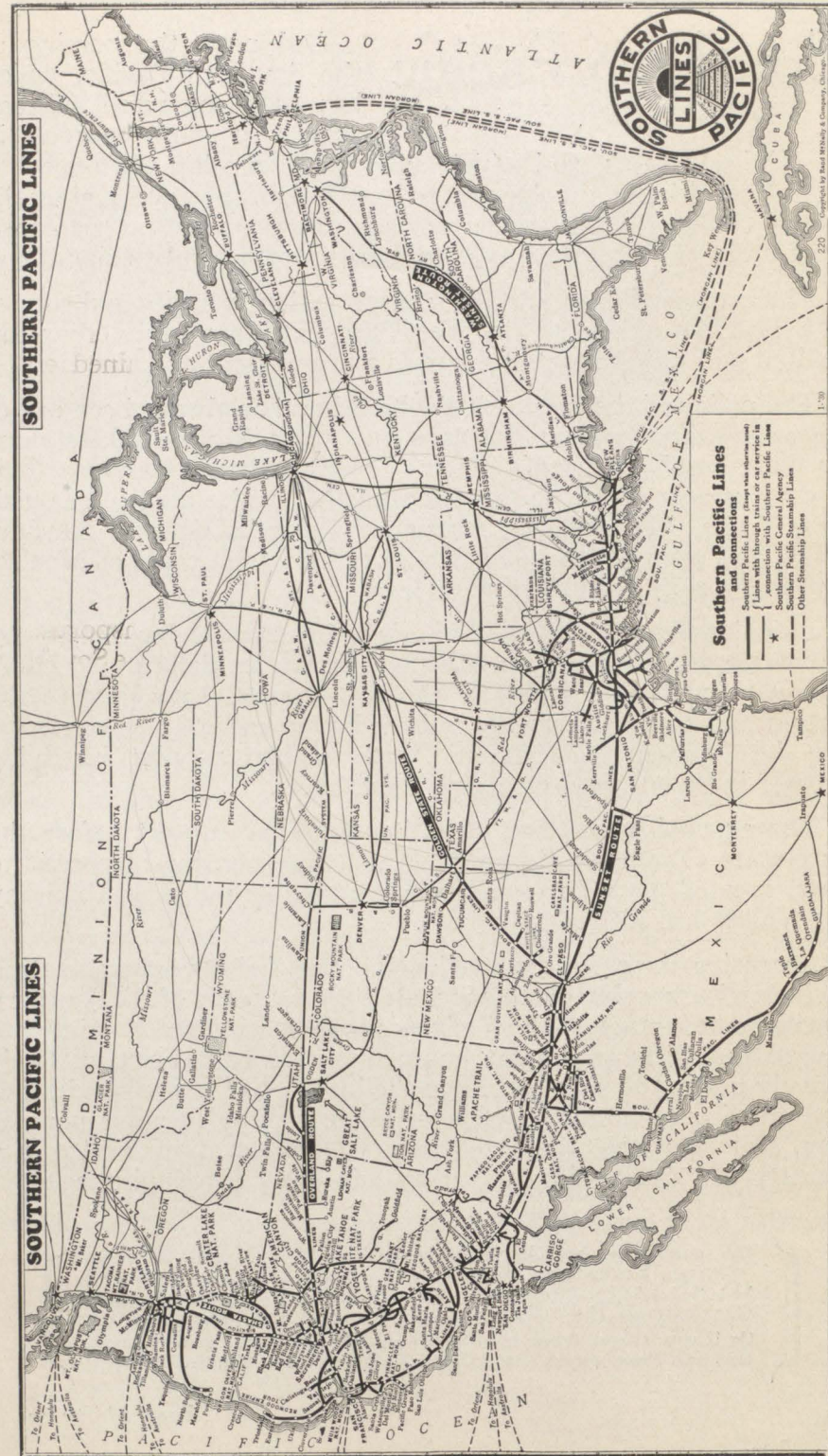
The policy of the Southern Pacific Lines has always been one of aggressive development. Its custom is to build up markets along its lines, employing every agency to develop new territory. This is conclusively shown in the unparalleled service afforded Louisiana, Texas, New Mexico, Arizona, California, Oregon, Nevada, Utah, and over eleven hundred miles of the west coast of Mexico, and every section touched by its lines.

Pursuing the present trend of railroad expansion favored by the Government, the Southern Pacific has, by its determined effort to enter the Lower Valley of the Rio Grande, broadcast to the nation and to the world the unique importance of this territory, the development of which has now reached a point justifying greatly increased transportation facilities.

The psychological effect resulting from the contest before the Interstate Commerce Commission and the granting of permit to enter created more far-reaching and favorable publicity than any the Valley has hitherto received.

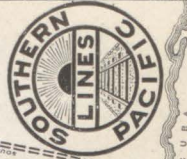
Accepting the premise that development follows transportation facilities, it is reasonable to conclude that the entry of the Southern Pacific at this stage of the Valley's progress will greatly stimulate investment of large capital, more intensive cultivation of lands already under the plow, promote the building of new communities and clearing of hundreds of new farms, rapidly increase population, and guarantee the excellence of transportation service in a country fast demanding the utmost in every developing agency.

On your trips between East and West, go over The Famous "Sunset Route" via New Orleans—then see Texas and the MAGIC VALLEY of the Lower Rio Grande. "Sunset Route" Gateways to the "Valley" are Houston and San Antonio. Or if you travel from the North or Middle West, enter Texas through those great Texas Cities Dallas and Ft. Worth.



SOUTHERN PACIFIC LINES

SOUTHERN PACIFIC LINES



Southern Pacific Lines and connections
 Southern Pacific Lines (heavy lines shown)
 Connections with other railroads (dashed lines)
 Southern Pacific General Agent (star symbol)
 Southern Pacific Steamship Lines (dotted lines)
 Other Steamship Lines (thin solid lines)

THIS BOOKLET WAS ISSUED BY

J. T. MONROE,
 Passenger Traffic Manager,

SOUTHERN PACIFIC LINES
 HOUSTON, TEXAS

Who solicits requests for further information about The Lower Valley of the Rio Grande, The Magic Valley of Texas, or you can address your request to any of the following offices:

- J. H. DESHEROW, G. A.,**
 Passenger Dept.,
 33 W. Jackson Blvd.,
 Southern Pacific Building,
 Chicago, Illinois
- H. H. GRAY, General Eastern**
 Passenger Agent,
 535 Fifth Ave.,
 Uptown Ticket Office:
 531 Fifth Ave.
 Downtown Ticket Office:
 165 Broadway,
 New York, N. Y.
- S. C. CHILES, General Eastern**
 Freight Agent,
 165 Broadway, New York, N. Y.
- E. S. LEAVITT, G. A.,**
 209 Old South Bldg.,
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- A. J. POSTON, G. A.,**
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- L. L. MASON, Commercial Agt.,**
 613 Reynolds Tobacco Co. B'dg.,
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- F. W. SEDGWICK, G. A.,**
 112 Railway Exchange Bldg.,
 Kansas City, Missouri
- C. A. BEVIS, G. A.,**
 716 Exchange Bldg.,
 Memphis, Tennessee
- ROBT. K. SMITH, G. A.,**
 1020 Metropolitan Life Bldg.,
 Minneapolis, Minn.
- J. A. EADS, G. A.,**
 924 Perrine Bldg.,
 Oklahoma City, Oklahoma

