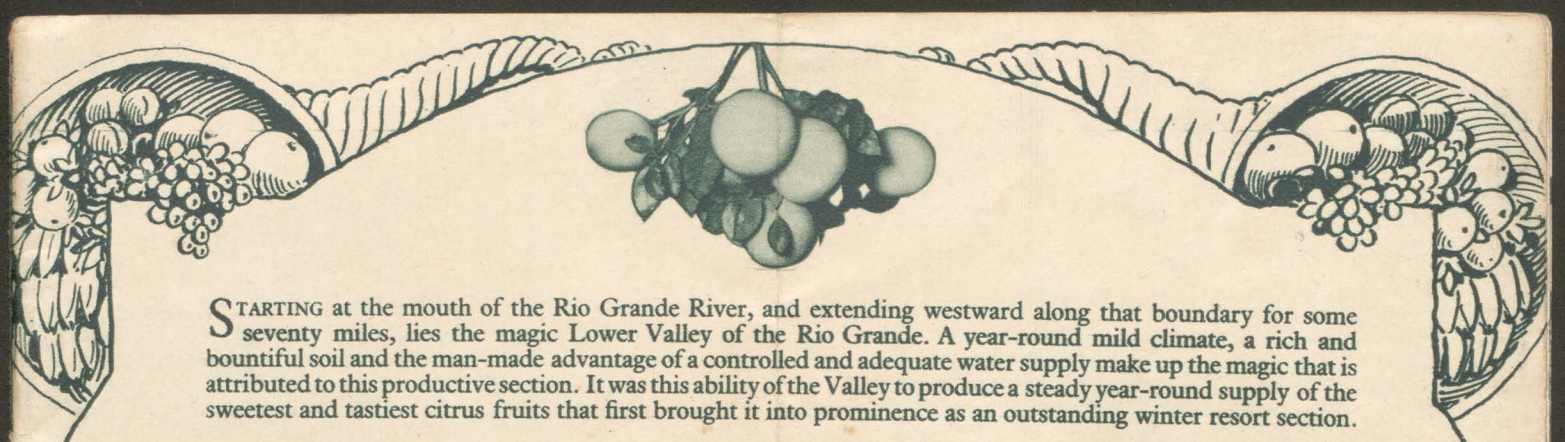


THE LOWER
RIO GRANDE
VALLEY
OF TEXAS



"A Service Institution"



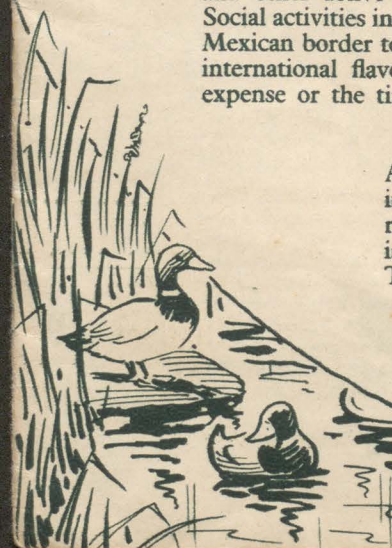
STARTING at the mouth of the Rio Grande River, and extending westward along that boundary for some seventy miles, lies the magic Lower Valley of the Rio Grande. A year-round mild climate, a rich and bountiful soil and the man-made advantage of a controlled and adequate water supply make up the magic that is attributed to this productive section. It was this ability of the Valley to produce a steady year-round supply of the sweetest and tastiest citrus fruits that first brought it into prominence as an outstanding winter resort section.

Northern farmers, limited by extremes of weather to seasonal crop production, heard of the transformation that irrigation had wrought in this land of mesquite and cactus, they heard of the fortunes that were being made in the cultivation of citrus orchards, and they moved their families and their homes to this fertile valley in the South. The influx of new settlers, in a remarkably short time, sped to the proportions of small cities the growth of the towns that dot the Valley. Paved roads appeared, cementing the isolated communities into a unified whole; churches, schools, hospitals, country clubs and mercantile establishments sprang up to care for residents and visitors alike . . . and the visitors began to arrive. Letters from delighted new settlers, to friends and relatives back home, praising the climate and boasting of the opportunities for sport and pleasure in a matchless setting of sun and sparkling sea air, brought others down to marvel and join their voices to the swelling chorus. Thus was spread the gospel of this new winter playground.

Today the Valley is solidly established as a favored resort among winter vacationists. Its hotels, in the various cities that are so closely knit that they seem almost as one single community, provide comfortable and elegant accommodations at reasonable cost. Visitors find excellent facilities for golf, tennis and other active outdoor sports in all of them. Social activities in the evening usually center in the Mexican border towns across the river, lending an international flavor to the vacation without the expense or the time necessary for a trip abroad.

There are, of course, shows and other diversions to be enjoyed on the American side. The hunter will find that he has at last located the ideal place that he has been looking for. Mexican lions, wildcats and other big game furnish many of the thrills that could be experienced in a jungle expedition into Africa or India. At the same time wild duck, geese, quail, white wings and other small game are plentiful and furnish exciting sport. The fisherman will be delighted with the Valley. Out on the Gulf he can go after the big, fighting, deep-sea game fish; in the Pass, the bay or the channel at Port Isabel he can catch fish much larger and sportier than in the inland rivers and lakes. Or, if he prefer, he can surf-cast on the eastern beach of Padre Island and find sport to keep him there all day.

In addition to all of these things the visitor will find the Valley's agricultural activities of exceptional interest. The magnificent groves of citrus trees, the seemingly endless expanses of rich vegetable fields, the sturdy growths of grain will all impress him with the importance of the Valley's contribution to his own dinner table. The extensive irrigation system that has brought an ample water supply to every farmer, and that has turned a sandy desert waste into one of the most productive agricultural areas in the world, cannot fail to stir the visitor's imagination and win his deepest admiration for the courage and the ingenuity of the men who made all of this possible. The Valley is one of the country's object lessons of what perseverance can accomplish.



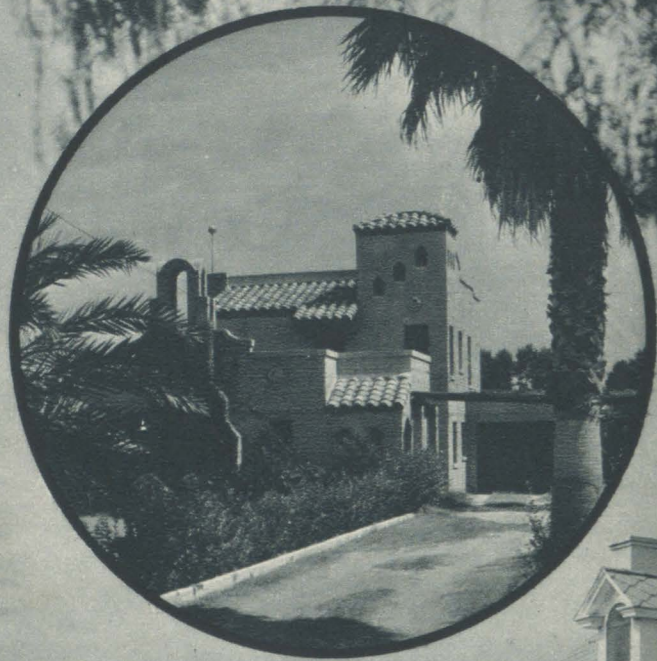
Ask the Missouri Pacific representative in your city for complete information about fares and schedules. He will be glad to make hotel reservations for you and help you in any other way possible. If there is no representative near you write to P. J. Neff, Assistant Chief Traffic Officer, 1601 Missouri Pacific Building, St. Louis, Mo.

For Further Information Communicate with:

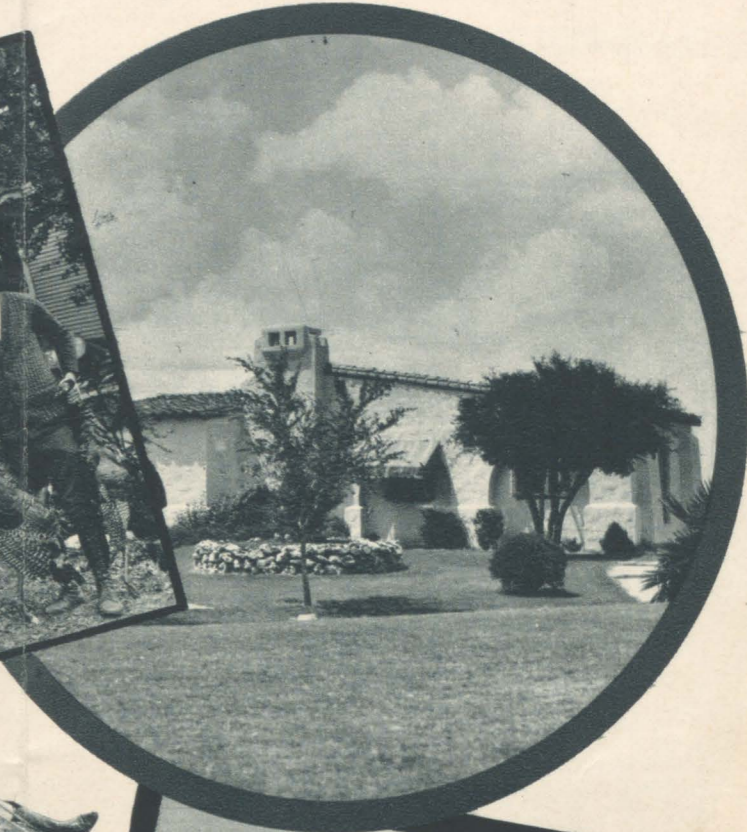
Al Parker, La Feria, Texas



"A Service Institution"



THE Valley has many homes, both city and farm, of which it is very proud. They range, in town, from mansion to bungalow; on the farm from manor house to cottage, but all, alike, whether humble or palatial are clean and neat and home-like. Flowers grow in profusion to turn the plainest home and lawn into a magnificent picture of rioting colors. Houses follow no set style of architecture, although the proximity to the Mexican border and the use of stucco and other light-toned and mobile materials is probably responsible for a predominance of the Spanish style. Many white-columned plantation homes, however, lend an atmosphere of the old pre-Civil War South to this new and thriving section. The large number of fine homes seen here is a gauge of the prosperity that intelligently applied agricultural methods have brought to this entire community.



VALLEY people appreciate the many opportunities for enjoying outdoor life. The country clubs, with attractive club houses, provide such sports as golf, tennis, badminton and others that require courts and courses. The wide fields and deep resacas are splendid hunting grounds abounding with game of all descriptions. The hunter may also make arrangements for expeditions into Mexico. Rifle ranges and skeet clubs are available for the enthusiastic gunners who want constant practice. Motor-boating, sailing, swimming and other water sports are another part of the vacationists' outdoor life that the Valley fills to perfection. Down on the Gulf shore all of these sports are actively followed, as is every kind of fishing. Porpoise, sea turtles, the giant ray fish and other huge denizens of the deep lend an added thrill to fishing. The ardent fisherman will be interested to know that each year the Valley holds a fishing rodeo at Port Isabel that is of national proportions.



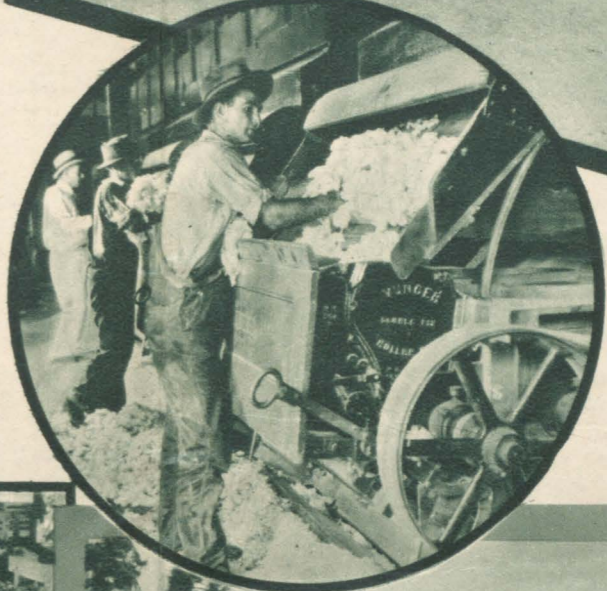


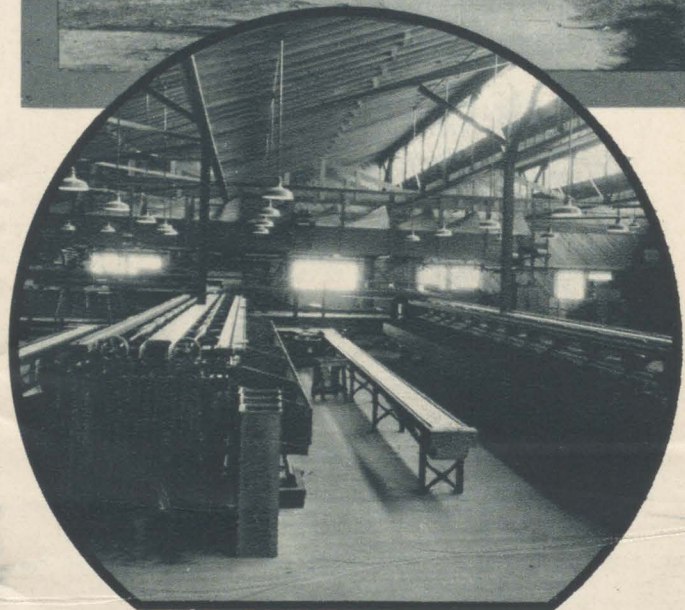
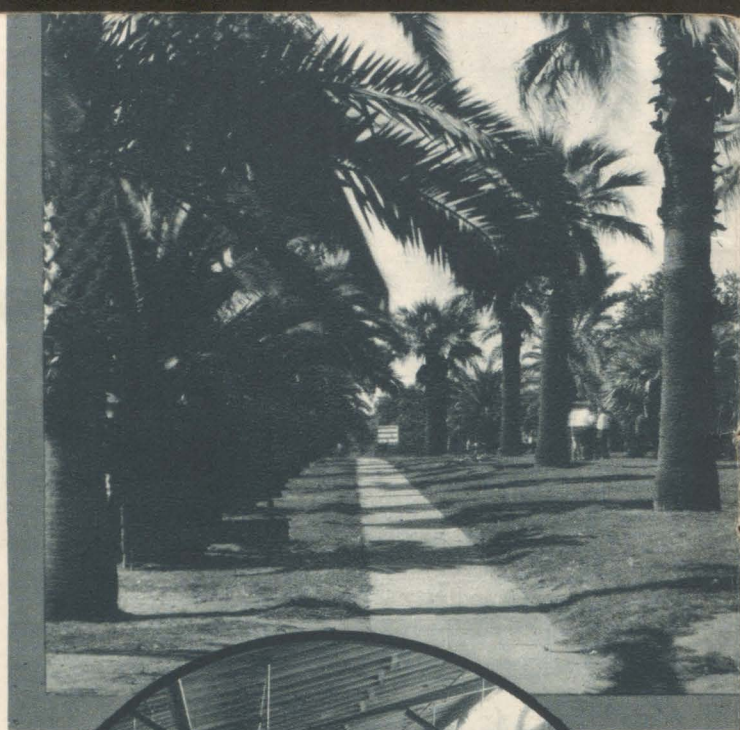
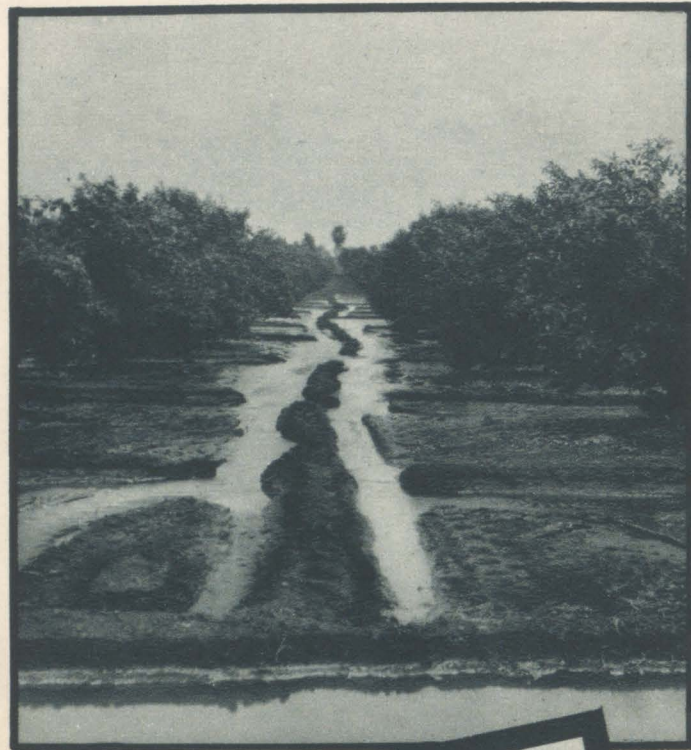
THE Valley is an agricultural paradise—vegetables, fruits and grains all find the friendly sun and the soil, whose richness has been brought out by constant and controlled moisture, excellent parents assisting in their growth. Corn, cabbage, tomatoes and other vegetable products are grown in such quantity that the Valley has gained the name "the Nation's truck farm," sending to the markets of the North, East and West a constant flow of fresh vegetables during the months that they are out of season in those areas. In addition to these staple crops the Valley is also a heavy winter producer of such fancy vegetables as asparagus, celery, parsley, dandelions, escarole, broccoli, anise, romaine, savoy, English peas, shallots, egg plant and many others. Although the Valley is famous principally for its grapefruit and other citrus crops, all of these other crops are evidence that this section does not devote itself exclusively to specialized farming, but goes in extensively for farming of a general nature.



COTTON is one of the principal Rio Grande Valley crops, and is known locally as the "velvet crop." The reason for this is that much of the acreage that has been harvested of its fall vegetables is available for cotton planting, and, when the cotton is off, is set to vegetables again. Because of this the Valley cotton is usually the first in the market, the first bales appearing as early as June. Oftentimes this early arrival in the market has brought a premium for Valley cotton. The heavy production of this crop has necessitated the establishment of gins and compresses to prepare it for shipment, and thereby brought about a lucrative industrial development furnishing employment to many local wage-earners. Another outgrowth, along industrial lines, of the rich cotton crop has been the building of plants where cotton is spun into thread and wound on spools. There are several of these plants in the Valley that are growing into a prosperous industry.

In spite of the fact that the major activities of the Rio Grande Valley are agricultural, and the most of its land given over to these pursuits, farmers are not isolated. As has been said before there are many towns in the Valley, all connected by fine, paved highways, making it only a matter of a few moments' time to reach any one of them. A typical two-lane highway, lined with waving palm trees and with a cement-lined irrigation ditch down its center, is shown on this page.





GRAPEFRUIT, and the other citrus products have brought fame to the Rio Grande Valley where the sun-warmed air, the quality and controlled quantity of irrigation water and the rich soil seem to inject something into the citrus fruits that no other section of the country can match. Valley grapefruit are sweet and juicy, and it is here that the delicious pink meat and the Marsh seedless have been developed. Irrigation, of course, has made all of this possible, and Valley residents are proud of their efficient system, two views of which are shown here. They are equally proud of their producing date palms, a crop that brings them profit and stately beauty at the same time. Bananas are also grown in this semi-tropical section.



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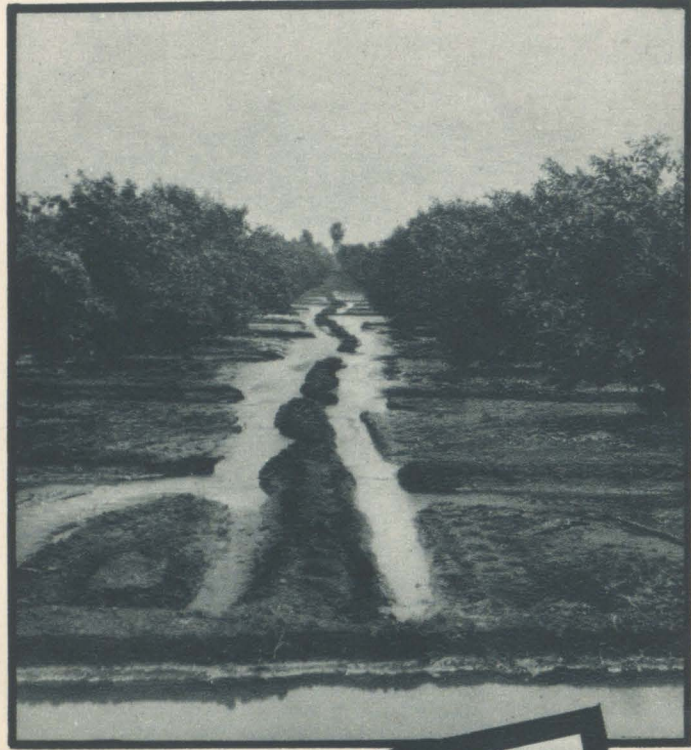
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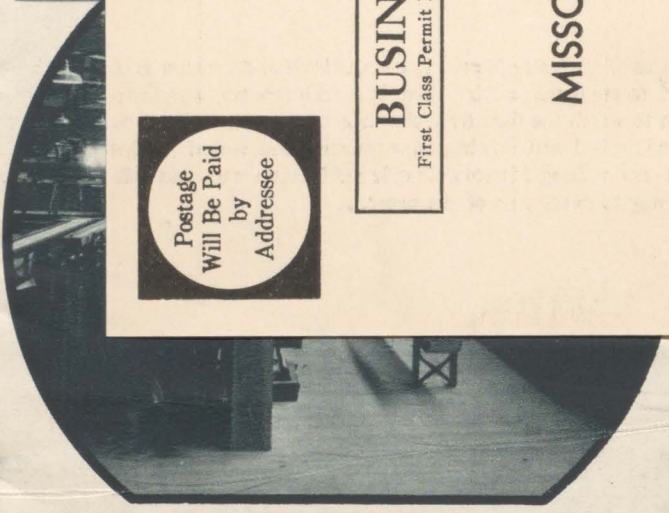
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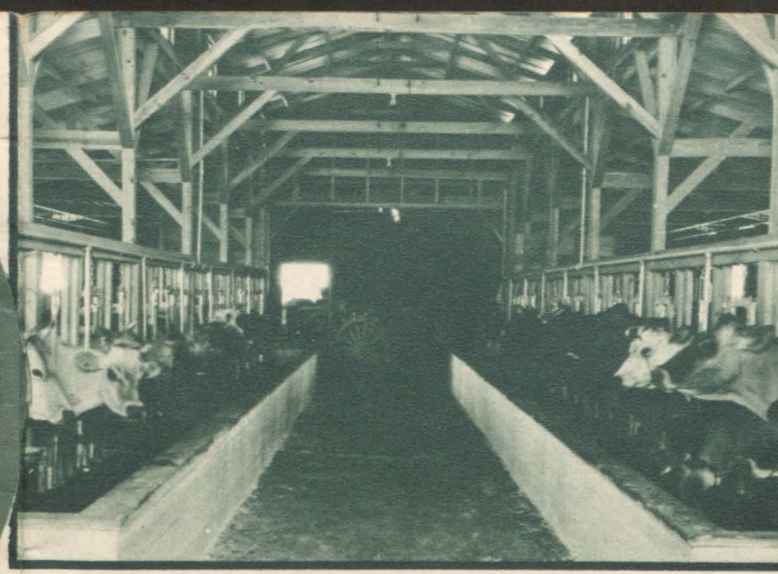
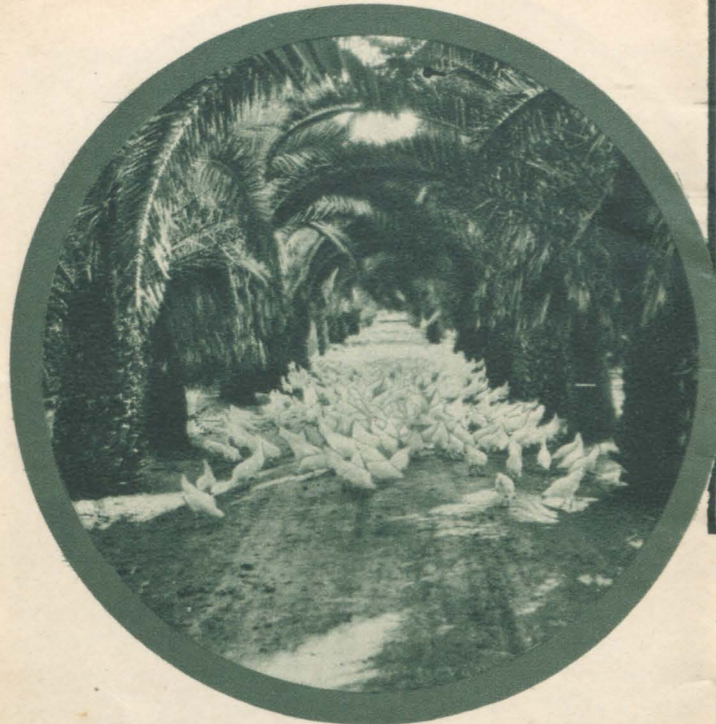


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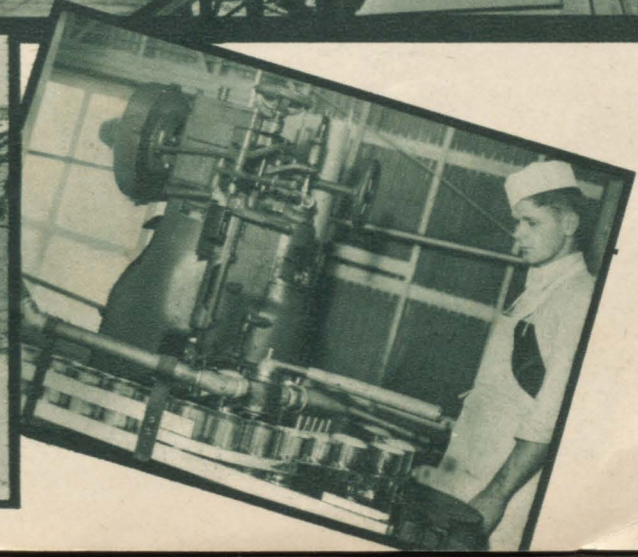
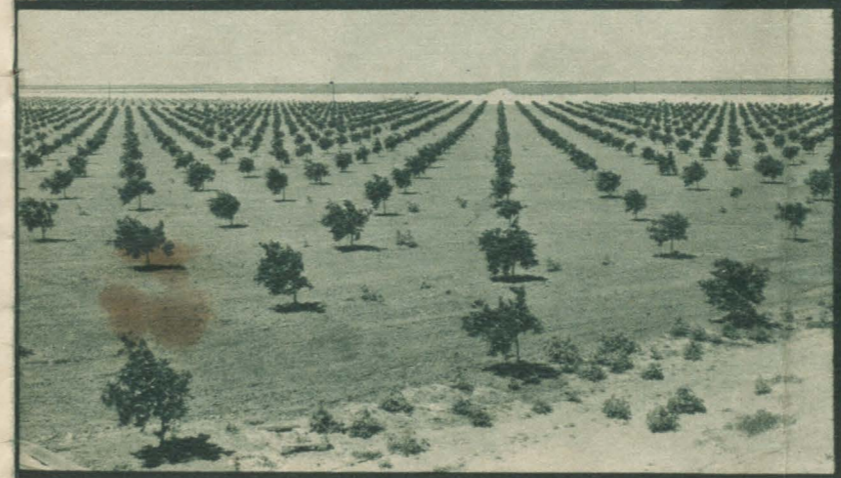
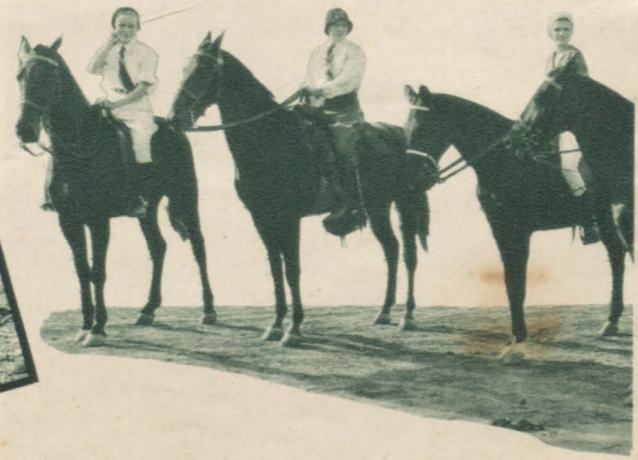
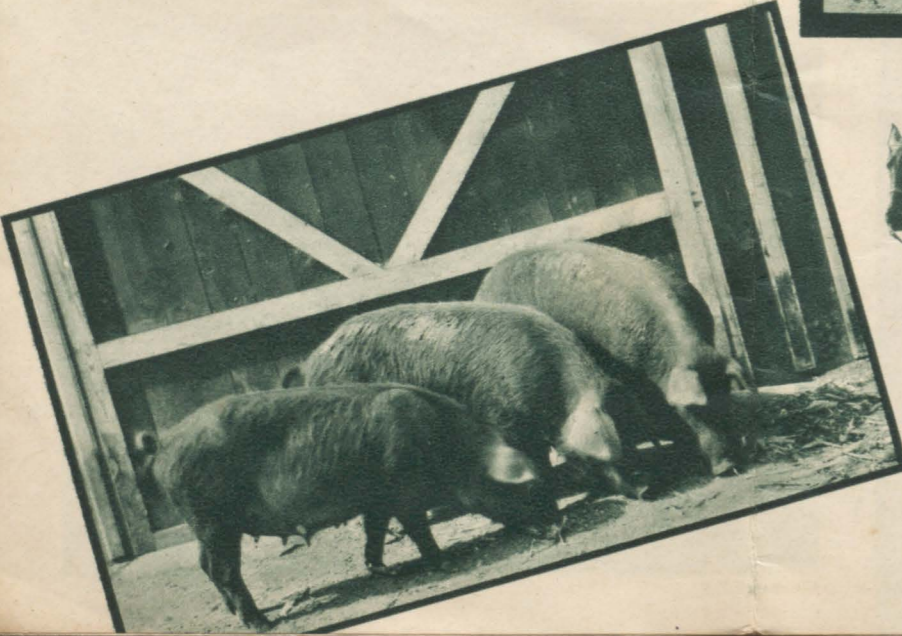


ONE of the Valley's principal activities that the visitor is always pleased to see is the packing shed. It is an interesting and instructive operation to watch the fruit from the time it arrives in bulk, at the door of the packing shed until it is loaded at the other end, sorted, graded and packed, into the waiting Missouri Pacific refrigerator cars that will speed it on its way to every part of the country.





DAIRYING and livestock and poultry raising are followed extensively on Valley farms. Cattle of all types are bred, even including the picturesque Texas Longhorn, and dairies that are models of efficiency, equipped with the most modern housing, feeding and milking devices, are maintained on many of the farms. Other livestock are raised with ample grazing ground all about for feeding purposes. Poultry is found to be profitable and almost every farm has its chicken yard. Because the Valley is essentially a Western community the horse is still one of the very important pieces of property, and is bred widely. For that reason there are many fine mounts available and horseback riding is one of the most popular sports.



IN RECENT years several of the companies specializing in the canning of fruit and vegetable juices decided to locate their plants right in the area where their materials originated. As so much of it came from the Rio Grande Valley it was thought that it would be more practical to have the plant there than it was to ship the fruits a long distance before juicing them. Today there are several of those plants in the Valley, equipped with the most modern of squeezing, treating and canning machinery. This has become one of the Valley's most important and flourishing industries. Visitors to the Valley are welcomed in the plants and are escorted through them so that they may see each operation.

Much of the Valley's fame as an abundant producing area of fruits, vegetables and other farm products is owing to the services of the Missouri Pacific Lines. The fast freight service maintained by this railroad has enabled growers to rush their products to the markets of the country so that every section is now familiar with them. The railroad, through its Agricultural and Industrial departments, assists farmers in the successful raising of their crops and locates packing sheds and other related industries at strategic points nearby. The railroad has also built, and now operates, modern icing docks for the refrigerator cars so that shipments can be safely and quickly iced before departure. The Missouri Pacific Lines have played, and are still playing, an important part in the development of the Rio Grande Valley.



RIO GRANDE VALLEY *Easily, Quickly Reached via Missouri Pacific Lines*

MISSOURI PACIFIC *Trains Are Modern, Luxurious and Comfortable — Completely Air-Conditioned*



THE Missouri Pacific Lines serve the states of Missouri, Illinois, Kansas, Nebraska, Colorado, Arkansas, Oklahoma, Texas and Louisiana, and enter into Tennessee and Mississippi. In addition through service is provided to Utah, Arizona, New Mexico, California and Mexico City. Automatic block signals assure the traveler complete safety. Coach passengers on many trains are now carried in complete comfort in new, deluxe coaches in which towels, soap, drinking cups, ice water and pillows are furnished without charge. Exceptionally low-priced tray meals from the dining car kitchen are served at the seat, and in some cars at lunch counters at the end of the car.

LOUNGE cars, where much of the passengers' leisure time aboard train may be spent, have been given special attention by the Missouri Pacific. Built in the railroad's own shops and designed and furnished by the country's leading interior decorating specialists, they are the most comfortable, and at the same time, the most attractive traveling equipment in the West and Southwest. Beamed ceilings, plaster walls, tiled floors, Spanish light fixtures, tapestry, upholstered chairs and couches, soda fountain, cozy radio nook with booths for card players, and shower baths for both men and women are a few of the appointments that make the lounge car a popular place to read and rest. The dining car is finished in light, cheerful tones, the tables set with snowy white linen and glistening glass and silver ware. The meals are prepared from carefully selected materials by talented chefs and served by courteous and well-trained waiters. Both cars are, of course, completely air-conditioned as are all passenger cars in Missouri Pacific Lines' trains. These two cars correspond to the public rooms of a fine hotel or club, and, from the point of view of elegance and service, they are comparable to the best of them.

Pullman cars on Missouri Pacific trains are modern and comfortable. Upper and lower berths are wide and roomy and are made up with soft mattresses and pillows. Drawing rooms and compartments are available in most cars for those who want the privacy of room travel.



THE LOWER
RIO GRANDE
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**MISSOURI
PACIFIC
LINES**

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