

1940

## "Greetings from the Lower Rio Grande Valley of Texas " Souvenir Folder [postcards]

Curtis Tech & Company (Chicago, IL)

C & H News Company (Harlingen, TX)

Follow this and additional works at: <https://scholarworks.utrgv.edu/lrgv>



Part of the [Advertising and Promotion Management Commons](#), and the [History Commons](#)

---

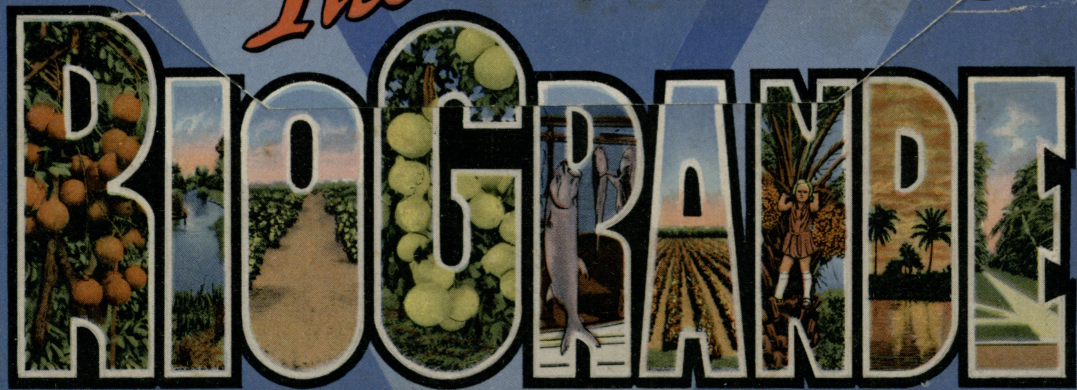
### Recommended Citation

RGV Promotional Literature Collection; Curtis Tech & Company (Chicago, IL) and C & H News Company (Harlingen, TX), "Greetings from the Lower Rio Grande Valley of Texas " Souvenir Folder" [postcards], 1940. ELIBR-0151. University Library, Special Collections and University Archives, University of Texas Rio Grande Valley, Edinburg, TX. <https://scholarworks.utrgv.edu/lrgv/29>

This Book is brought to you for free and open access by the Special Collections and Archives at ScholarWorks @ UTRGV. It has been accepted for inclusion in Lower Rio Grande Valley Curated Material by an authorized administrator of ScholarWorks @ UTRGV. For more information, please contact [justin.white@utrgv.edu](mailto:justin.white@utrgv.edu), [william.flores01@utrgv.edu](mailto:william.flores01@utrgv.edu).


Greetings from  
The

LOWER



VALLEY TEX.

# Rio Grande Valley of Texas Facts

 THE LOWER RIO GRANDE VALLEY OF TEXAS is a fertile delta built up by silt deposits of the Rio Grande River. The irrigated area is approximately 100 miles long, and from 15 to 30 miles wide. This famous Texas Valley is admitted by scientists to be richer than the Nile, the soil in some places being 1,600 feet deep.

## A VACATION SPOT

More than 20,000 tourists from every state in the Union spend their winters in the Rio Grande Valley, where it seldom frosts or freezes. Flowers bloom every month in the year and some of the Valley's largest crops are harvested in the winter. The average minimum winter temperature is 64.4 degrees. Thousands of tourists also visit the Rio Grande Valley in the summer, as the Valley is much cooler in the summer than the Middle-West and the East, except in mountains or northern lake resorts. Cool gulf breezes blow night and day. Electric fans are not needed at night. The average maximum temperature is only 82.6 degrees.

Summer and winter tourists are entertained at the nearby Gulf beaches; amusement clubs, nearby alluring, romantic Old Mexico, historic sites, travel among the fragrant orange and grapefruit groves on 700 miles of paved roads; 150 different places to fish; white-wing, deer, quail, duck and bob cat hunting, and the usual city pleasure spots.

## CROPS

Texas Valley oranges and grapefruit by actual physics test have more juice than any others grown in the United States, and by actual chemical tests have the highest sugar content of any grown in the U. S. The Rio Grande Valley produces in abundance all citrus fruits (8,211,000 trees), corn, cotton broom corn, cabbage, carrots, English peas, beans, peppers, turnips, tomatoes, onions, potatoes, and practically every other vegetable grown in the North Temperate zone.

Annual citrus shipments run over 30,000 carloads, and combined fruit and vegetable shipments will run over 50,000 carloads.

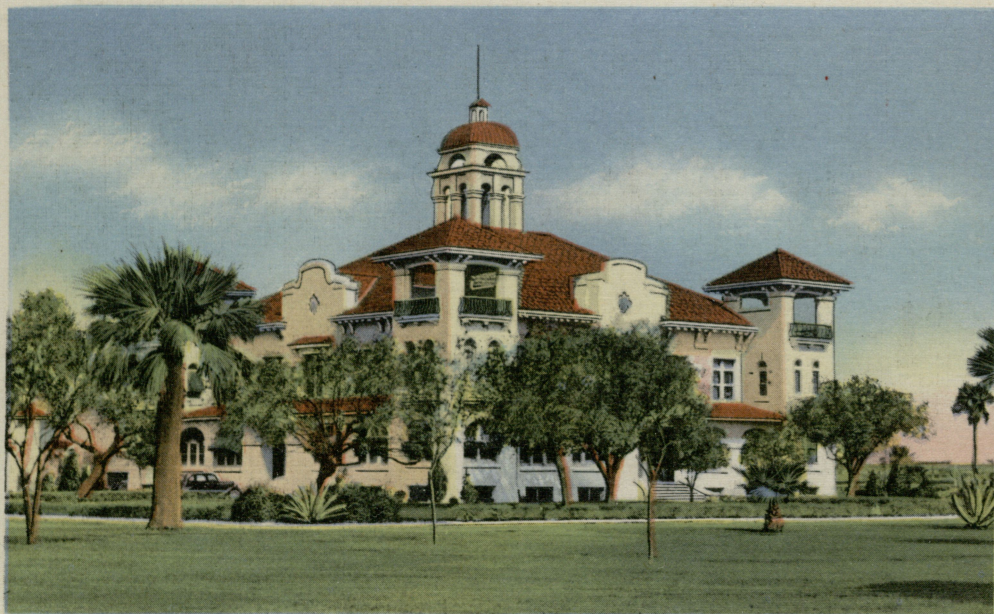
## LIVING CONDITIONS

Life is better in the Lower Rio Grande Valley of Texas. It is nature's best air-conditioned region. Fort Brown, in the Valley, won the reputation of being the most healthful army post in the U. S. The Valley is cool in summer and warm in winter. Schools in a dozen cities of the Valley are accredited by leading Universities of the Nation. All of the usual churches are well represented. Cities are modern, with unlimited natural gas available. The Valley is an ideal place to live - fine for the young who seek opportunities and beyond comparison for the elderly who wish to retire to a farm with city conveniences. The Valley is an ideal place for a summer or winter vacation. The Valley is inhabited by 205,000 contented people. Valley people bid travelers and settlers a warm welcome to their charming, beautiful land.



*Charro Days on the Rio Grande*

A. ROGERS PHOTO



*Hidalgo County Court House, Edinburg, Texas*

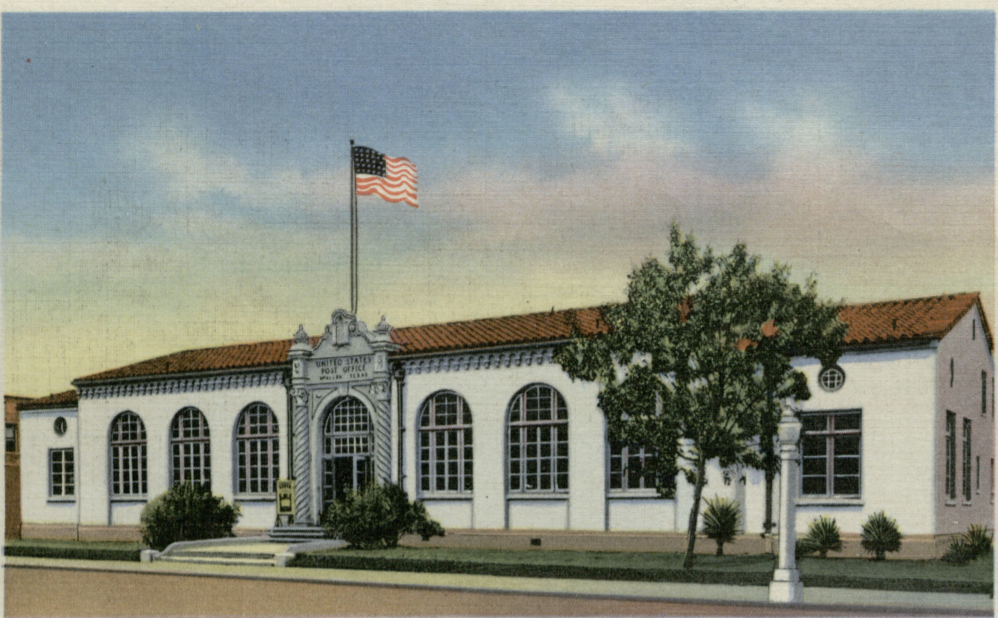
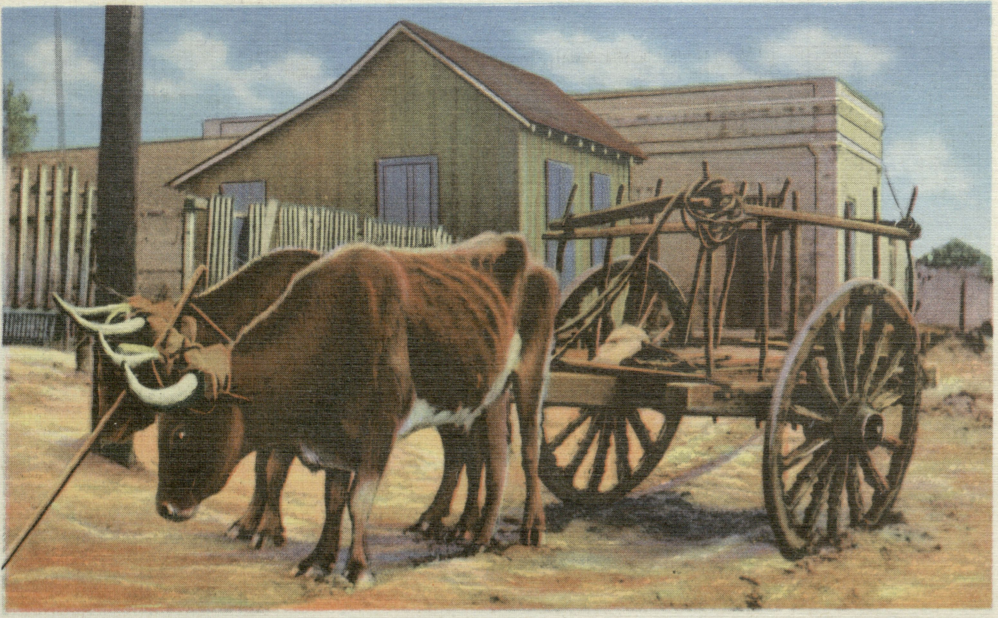
PHOTO BY ELLISON



*Bluebonnets — The State Flower of Texas*

ture is only 82.6 degrees. Summer and winter tourists are entertained at the nearby Gulf beaches; the average maximum tempera-

Ox Cart in Old Mexico



U. S. Post Office, McAllen, Texas

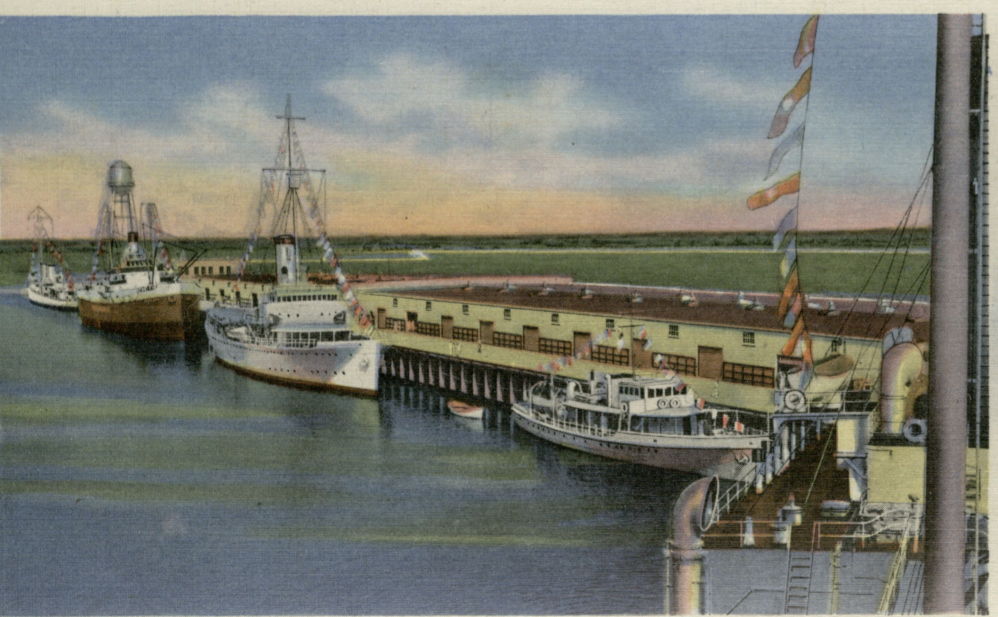
With his Sword the Matador Thrusts the Blade into the Bull's Shoulder, Piercing his Heart



Municipal Auditorium, Harlingen, Texas



PHOTO BY HOLBROOK



Port Brownsville, Brownsville, Texas

A. ROGERS PHOTO



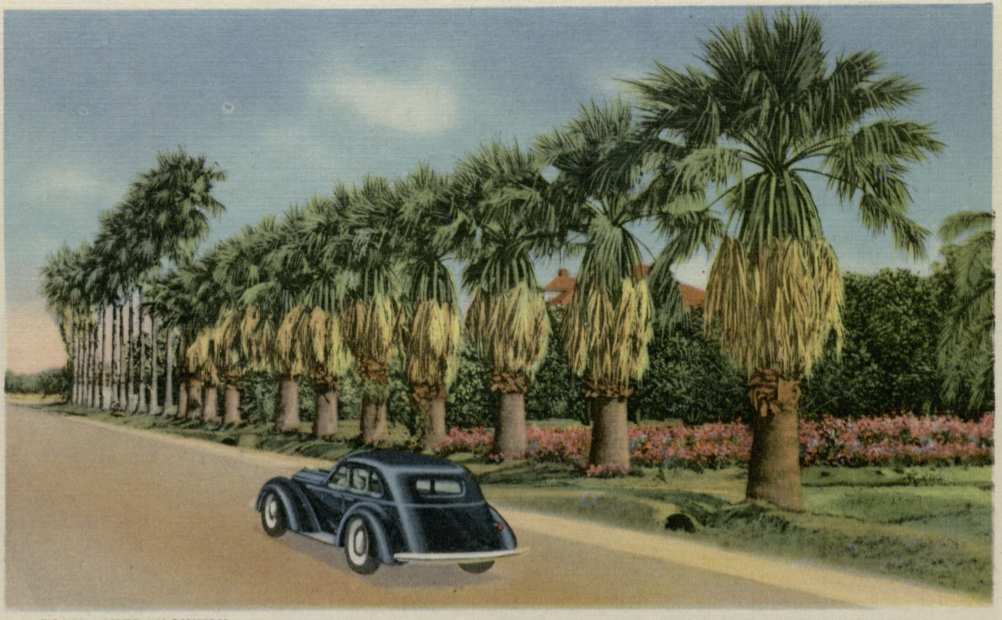
Typical Mexican Water Wagon

© GARDNER'S STUDIO

Greetings from

LOWER RIO GRANDE VALLEY OF TEXAS

Grapefruit Cluster, 64 on One Limb



PALM LINED HIGHWAY.

Orange Cluster



Irrigation Canal and Citrus Grove.



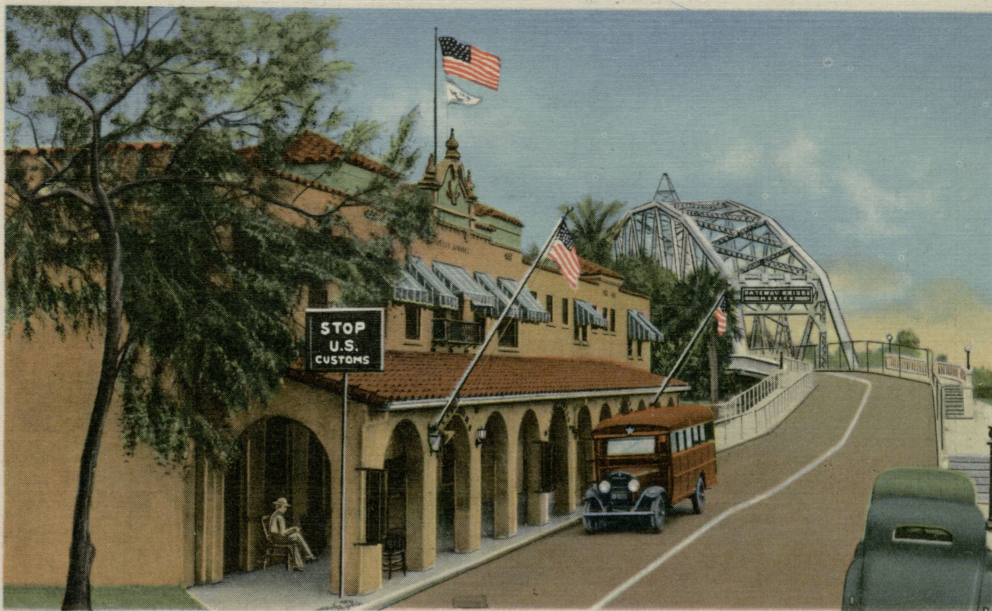
Sunset on the Rio Grande River

A Home in Tropical Setting.



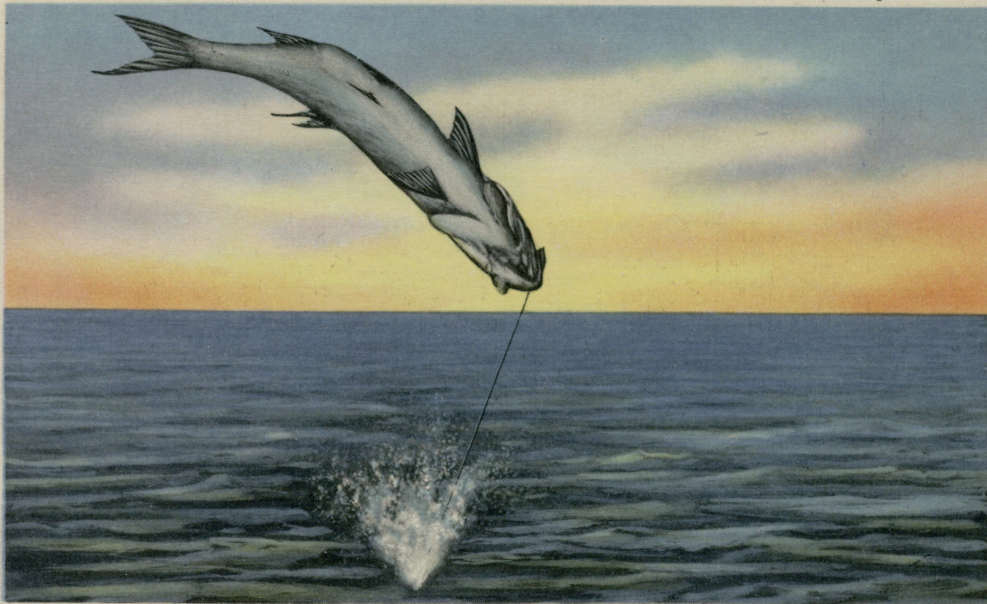
Greetings from

LOWER RIO GRANDE VALLEY OF TEXAS



U. S. Custom House and Gateway Bridge, Brownsville, Texas, Looking towards Mexico

Tarpon in Mid-Air, Hooked off Port Isabel, Texas in the Lower Rio Grande Valley



To Hook a Tarpon is a Thrill to all Fishermen



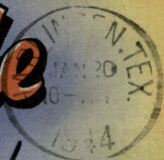
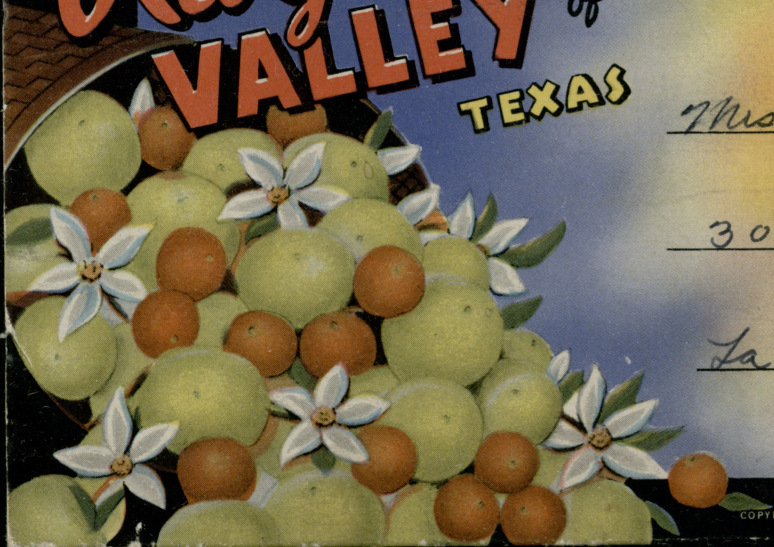
Beautiful Palm Drive, Lower Rio Grande Valley of Texas

SOUVENIR FOLDER of the

LOWER

Rio Grande

VALLEY of  
TEXAS



*Mrs. Harry C. Brazier*

*302 Berry St.*

*La Porte, Indiana*