

Things To See, Places To Go In The Tropical Tip Of

ALAMO: Named for the Spanish word for cottonwood tree. Good tourist accommodations. Fruit, vegetable shipping plants. Outstanding field of bluebonnets, the Texas state flower, along Highway 83 in March.

BROWNSVILLE: Seaport and port of entry to Mexico. Fort Brown, established by Gen. Zachary Taylor in 1846, now site of Texas Southmost College, civic center, auditorium, city offices, hotel, shopping center. Old Stillman home, Washington and E. 12th, built by the city's founder in 1848. Church of the Immaculate Conception, started in 1856. Miller Hotel, one of the oldest in Texas. Mercy Hospital. Parks and homes on winding resacas (old river beds). Two golf courses. Many good hotels, motels, restaurants. Charro Days fiesta the week before Lent. Nearby: Palmetto Hill Battlefield, scene of last major battle of Civil War. Resaca de la Palma and Palo Alto battlefields of Mexican War. Santa Rita, first settlement in Cameron County. Boca Chica beach. Port Brownville. Shrimp fleet basin. Petrochemical industrial plants. Across Rio Grande is Mexican city of Matamoros, with shops, restaurants, bars, night clubs, bullfights, many historical points of interest. Two international bridges.

DONNA: Attractive town plaza. Tourist facilities. South Texas Lamb, Sheep and Shetland Pony Exposition.

EDINBURG: County seat of Hidalgo County. Attractive courthouse and plaza. Modern motels, hotels, restaurants, shops. City park has Little League and Pony League fields, shuffleboard and tennis courts. New swimming pool. Pan American College. Ebony Hills Country Club.

EDCOUCH-ELSA: The "Delta Area." Fishing at Delta Lake and Bucy Lake. Black bass, crappie, channel cat, blue cat, yellow cat, gaspergon, bream, perch, bluegill. Swimming, boating, picnicking. Rio Farms project at nearby Monte Alto.

HARLINGEN: Manufacturing, financial, medical center. Many good hotels, motels, restaurants. New Casa del Sol tourist center with shuffleboard courts, game rooms, auditorium, kitchen facilities. Lon C. Hill Park with large swimming pool, baseball diamonds. Eighteen-hole municipal golf course is site of Life Begins at 40 Golf Tournament in winter. More than 200 acres of city parks with good recrea-

tional facilities. Valley Baptist and State Tuberculosis hospitals. Auction of nation's first bale of cotton each year. Fiesta Turista in winter. Port Harlingen, barge port on Intracoastal Canal.

HIDALGO: Small town across Rio Grande from Reynosa, Mexico. First county seat of Hidalgo County. Dates back to Spanish Colonial days.

LA FERIA: Legion Memorial Park available for dances, square dancing, meeting, etc. Adjacent to park is double shuffleboard court lighted for night play. Tennis courts in Central Park.

LA VILLA: Agricultural community. Strawberry harvest in early December.

LOS FRESNOS: Home of nationally famous Charity Horse Show. Nearby is Bayview, with beautiful homes of wealthy industrialists, writers, artists on resaca.

MCALLEN: Famed as the "City of Palms" with exceptional tourist accommodations. Big tourist center downtown. New Civic Center. Fishing, hunting, swimming, bowling, golf, tennis, shuffleboard. Nearby is Reynosa, Mexico, with wild game dinners, night clubs, shops, bullfights. American Legion Fourth of July celebration is major Valley summer event. Mid-Valley Community Concerts. Conducted tours to Mexico, Falcon Dam, Padre Island, King Ranch available.

MERCEDES: Unusual new civic center. Santa Maria Church on Military Highway south of city. Old Rabb ranch house, Spanish hacienda type. Toluca Ranch, south on Military Highway, has secret rooms built during bandit days. Sunrise Hill, site of Easter services. Llano Grande lake and golf course. Rio Grande Valley Livestock Show in March.

MISSION: Old Mission, for which city named, is short distance from city. Falcon Dam is 65 miles upriver. William Jennings Bryan home. Nearby Penitas said to be the oldest town in Texas, founded prior to 1700. Shary Memorial Chapel. Shary Municipal Golf Course, Lions Park. St. Peter's Novitiate. Novel manpower ferry across Rio Grande at Los Ebanos. Anzalduas Dam on Rio Grande short distance southwest. Texas Citrus Fiesta in January.

PHARR: Pretty homes, rich citrus and vegetable area. Valley-wide Vegetable Show in December. On U.S. Highway 281 to Mexico. Important highway junction.

PORT ISABEL: First settled by Spanish gold seekers in 1526. Favorite rendezvous of pirates. Supply base for Gen. Taylor during Mexican War. Important shrimp center. Shrimp Fiesta in summer with colorful parade of boats during Blessing of the Fleet Ceremony. Boats for bay, deep-sea fishing available. Good hotels, motels. Old lighthouse, now State Park.

SOUTH PADRE BEACH: Southern end of fabulous Padre Island, the nation's newest National Seashore. Connected with Port Isabel by Queen Isabella Causeway. Accommodations range from luxury hotels to fishing camps. County park has overnight shelters, bath houses, cabanas, trailer park. Superb beach, with surf fishing, seashell collection, hunting for buried treasure, swimming. Brazos Santiago Jeties extend out into Gulf a mile. New fishing pier available on Gulf side. Coast Guard station at southern tip. National Seashore entrance a few miles to the north. In process of development by National Park Service.

RAYMONDVILLE: Agricultural center. Annual Onion Fiesta. Good hotels, motels, trailer parks. City Park. Municipal golf course. La Sal Vieja (old salt lake) is 12 miles west, onetime source of salt for South Texas, Northern Mexico. To the east is **PORT MANSFIELD**, on Redfish Bay. Excellent salt water fishing. Good motel. Fourth of July Redfish Fishing Tournament.

SAN BENITO: Attractive city with fine homes on resaca. La Palma electric power plant. Whalen Park with picnic grounds, barbecue pits, playground Freshwater fishing on 1,000-acre reservoir. Site of Thornton's Skirmish, first military engagement of Mexican War. Gateway to Laguna Atascosa Federal Wildlife Refuge. Tourist tours through vegetable, fruit processing plants. Tourist fishing tournament in winter. Community centers.

SAN JUAN: Lions Park, community building for tourists, lighted for night use. Shuffleboard courts, horseshoe pitching courts, square dancing. Famous San Juan Shrine, with \$2,000,000 plant on 10-acre tract attracts thousands of pilgrims each week. Shrine

has pilgrim house, cafe, picnic in February. Federal

WESLACO: Texas A&M, C Texas A&I College Citrus. Many citrus, vegetable Valley Shuffleboard Tour party in December. Tourist vember through April. So greso, Mexico, farming the struction of new bridge; s

STARR COUNTY: Noted for ing. Typical western scenery visible to south. Main once a steamboat landing ranch center, and Rome, c set by Hollywood company of the best bass fishing in Guerrero, at Mexican end

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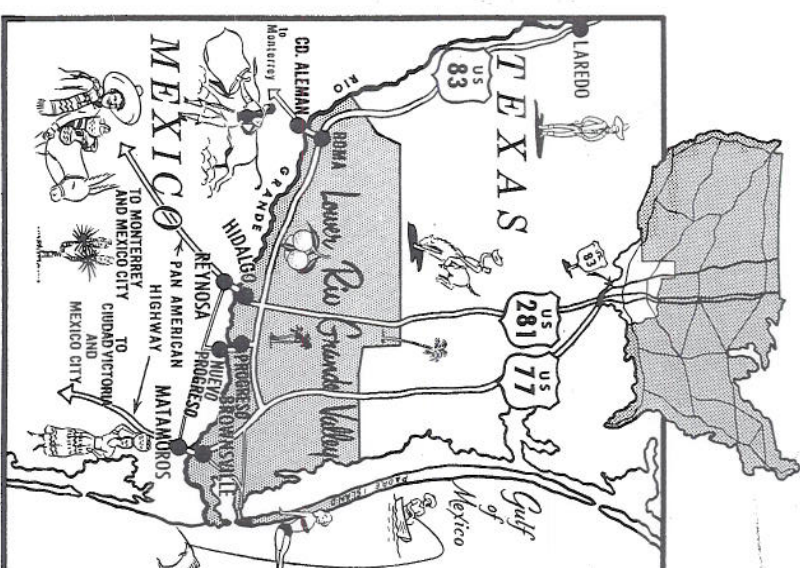
has pilgrim house, cafeterias. Valley-wide Tourist Picnic in February. Federal wildlife refuge to south.

WESLACO: Texas A&M College Experiment Station. Texas A&I College Citrus & Vegetable Training Center. Many citrus, vegetable processing plants. All Valley Shuffleboard Tournament. Annual birthday party in December. Tourist clubhouse available November through April. South of city is Nuevo Progreso, Mexico, farming town established after construction of new bridge; shops and restaurants.

STARR COUNTY: Noted for oil production and ranching. Typical western scenery with mountains of Mexico visible to south. Main cities are Rio Grande City, once a steamboat landing on Rio Grande, now farm, ranch center, and Roma, colorful town used as movie set by Hollywood companies. Lake Falcon, with some of the best bass fishing in the country; nearby Nuevo Guerrero, at Mexican end of dam.



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Rio Grande Valley
of Texas

TRAVEL And
PLEASURE MAP

Published By
THE LOWER RIO GRANDE VALLEY
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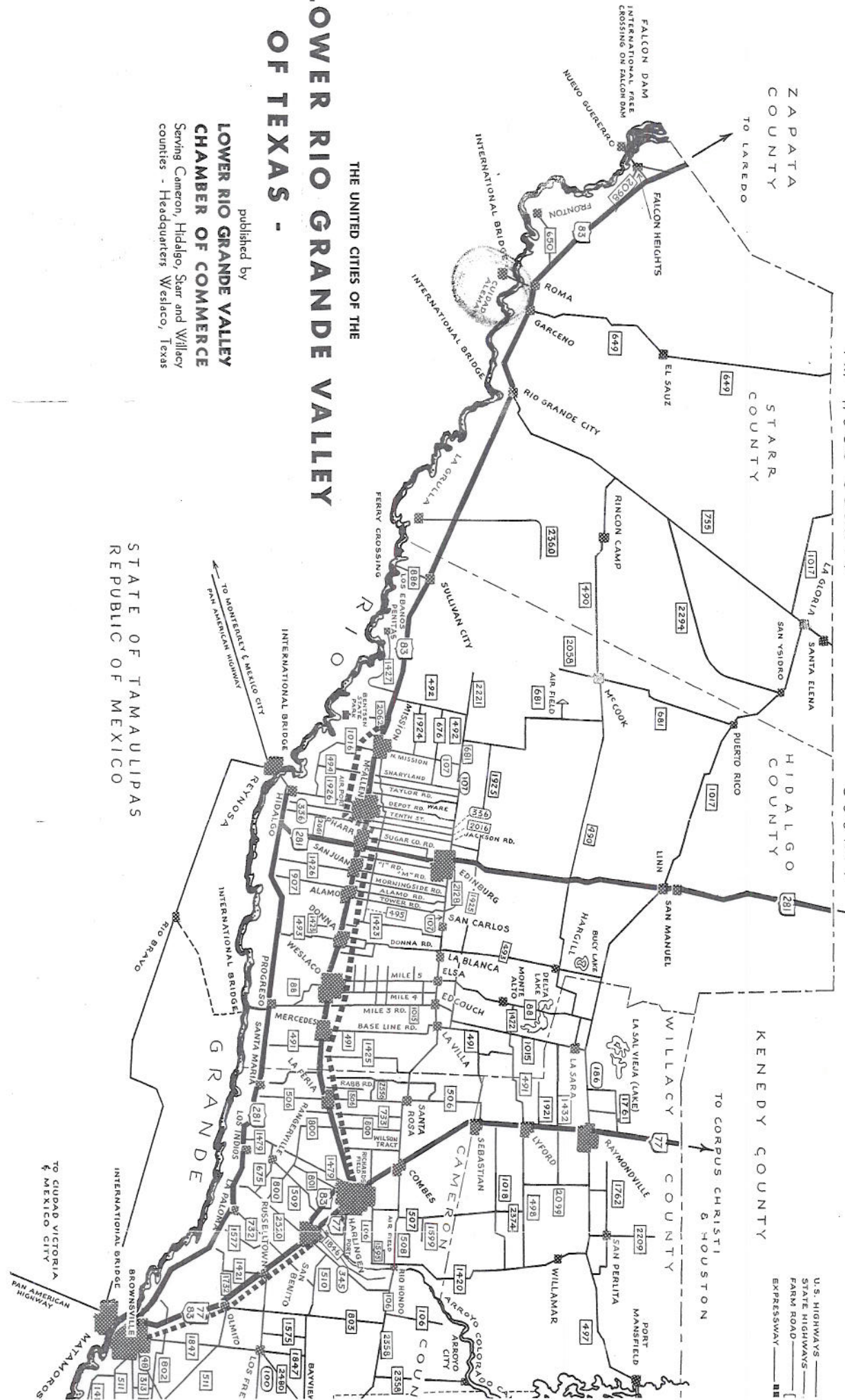
ZAPATA COUNTY
 STARBUCK COUNTY
 HIDALGO COUNTY
 BROOKS COUNTY
 KENNEDY COUNTY

FALCON DAM
 INTERNATIONAL FREE
 CROSSING ON FALCON DAM

LOWER RIO GRANDE VALLEY OF TEXAS -

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**LOWER RIO GRANDE VALLEY
 CHAMBER OF COMMERCE**
 Serving Cameron, Hidalgo, Starr and Willacy
 counties - Headquarters, Weslaco, Texas

STATE OF TAMULIPAS
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U.S. HIGHWAYS
 STATE HIGHWAYS
 FARM ROAD
 EXPRESSWAY

Highways and Byways

Fabulous Beauty

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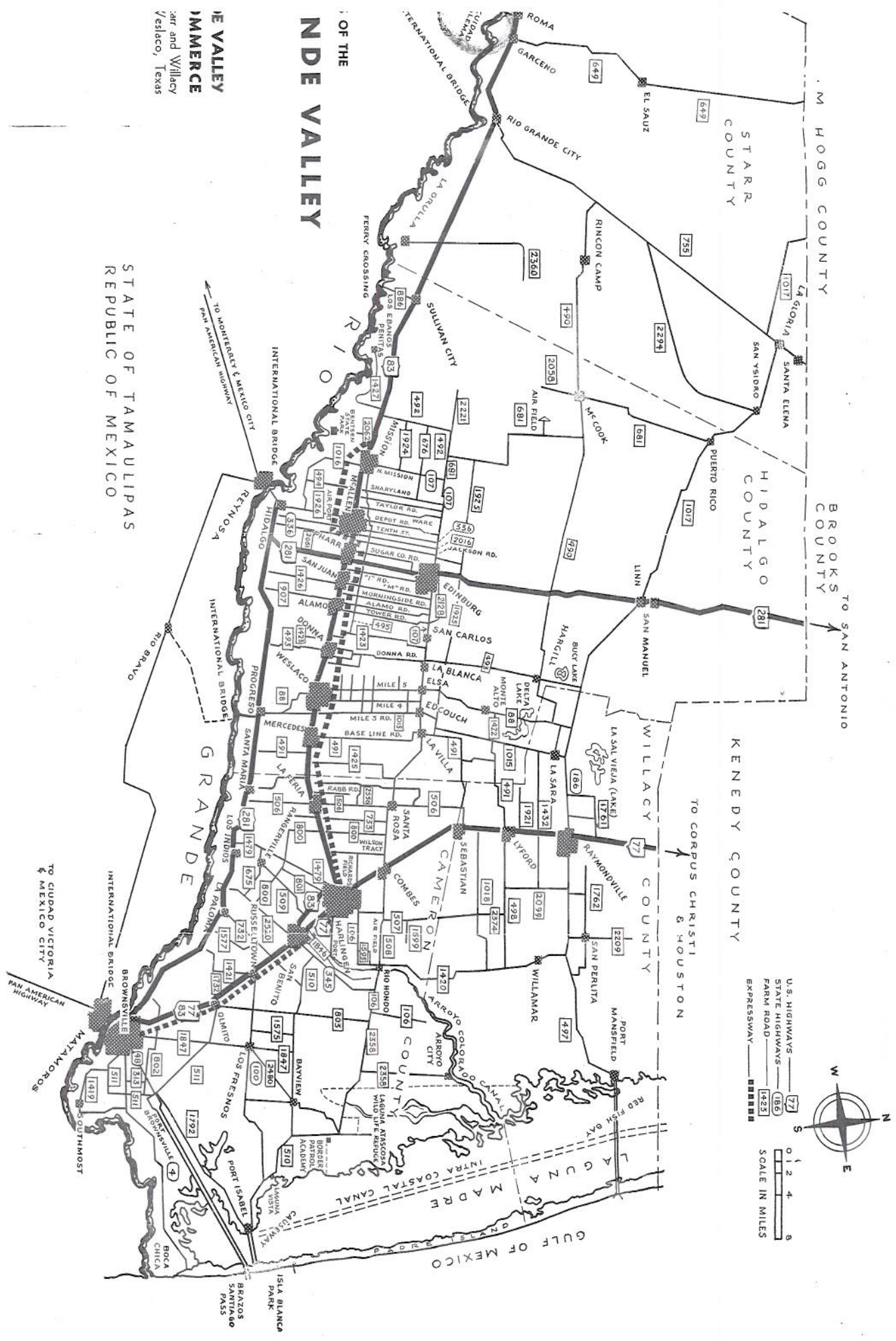
The Lower Rio Grande Valley of Texas—the four southernmost counties in the state, Starr, Hidalgo, Starr and Willacy—is a land of year-round beauty and pleasure. This map shows not only the main highways and expressways, but the many scenic back roads. On these well-paved back roads the visitor will see the Valley at its best... emerald-green citrus orchards and vegetable fields, pleasant small towns in tranquil, semi-tropical settings.

The Valley Cities

Outlined briefly on the opposite side of this map are some of the attractions of Valley cities and towns. Listed below are the latest population estimates for Valley communities.

POPULATIONS

Alamo	4,121
Brownsville	50,106
Combes	606
Donna	7,611
Edcouch	2,814
Edinburg	20,101
Elsa	3,884
Ganula	1,436
Hearlingen	43,700
Hidalgo	1,076
La Feria	3,041
La Villa	1,261
Laguna Heights	351
Laguna Vista	141
Los Fresnos	1,286
Lyford	1,556
McAllen	33,600
Mercedes	33,600
Mission	11,000
Omito	14,081
Pharr	606
Port Isabel	14,106
Primera	3,576
Raymondville	1,066
Rio Grande City	9,388
Rio Hondo	5,836
Roma	1,344
San Benito	1,496
San Juan	16,600
San Perita	4,371
Santa Maria	281
Santa Rosa	348
Westlaco	1,576
	17,006



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THE VALLEY
IMMERSE
yourself in the
beauty and history
of the Lower Rio
Grande Valley,
Texas

STATE OF TAMULIPAS
REPUBLIC OF MEXICO