

### The Brownsville Herald.

By Brownsville Herald Publishing Co.

Mrs. Jesse O. Wheeler, Editor  
M. J. Slattery, Manager

Official County and City Journal.

Consolidated in 1893 with the Daily Cosmopolitan, which was published in Brownsville for sixteen years.

Entered at the Postoffice, Brownsville, Texas as second-class matter.

#### TERMS OF SUBSCRIPTION.

Day—Published every evening except Sunday, daily by mail postpaid to any point in the United States, Mexico or Cuba, or delivered by carrier to any part of Brownsville, Texas, or Matamoros, Mexico.

One copy one year . . . \$6.00

One copy six months . . . 3.00

Weekly—Published Saturday, by mail postpaid to any point in the United States, or Mexico.

One copy six months . . . .75

One copy one year . . . \$1.50

One copy three months . . . .50

Subscriptions invariably due and payable in advance.

Advertising rate on application.

THURSDAY, MARCH 25, 1909.

### "THE LOWER RIO GRANDE VALLEY."

A publication which is doubtless destined to do a great work in promoting the development of this valley of vast possibilities is "The Lower Rio Grande Valley." This is the appropriate title of the handsome booklet just issued by the Lower Rio Grande Valley Commercial Club. As a literary work the booklet is all that could be asked. In language necessarily concise, on account of limited space, yet chosen with rare discrimination and judgment, the main facts relative to the valley, its varied resources of soil and climate, the wide opportunities which it offers to home-seekers or other investors, its present substantial development and its great future, are set forth. Especially deserving of praise is the artistic work shown in the illustrations. These include twenty-five full page half-tone engravings, besides the four pages of the beautifully designed cover. Views of various places of interest throughout the valley and its great staple field and garden products make excellent showing. The beautiful palm grove pictured on the front cover, the stately date trees laden with fruit, roses of rare beauty, the fresh vegetable display from the Brownsville midwinter exhibit, fields of broom corn, onions, cabbage, cauliflower, cotton, corn peanuts and alfalfa, banana groves, sugar-cane plantations, orange orchards, vineyards showing vines of a year's growth bearing grapes and fig trees of the same age laden with fruit, are pictured in all their beauty to show what soil and climate here will do when combined with irrigation and industry. Irrigation canals in course of construction, and also completed and filled with water, effecting the wonderful transformation of the wilderness into a garden spot, form attractive illustrations. Not least in importance are those showing the fruits of a day's fishing in the Gulf of Mexico and a day's hunting in the valley. Surf

bathing at Tarpon Beach in midwinter also furnishes a most attractive page.

The work of securing and preparing the data and illustrations for this excellent piece of advertising literature was accomplished by Jeff McLe-more, formerly industrial agent of the St. Louis, Brownsville and Mexico railroad and editor of the Gulf Coast Magazine, and Secretary R. N. Magill of the Lower Rio Grande Valley Commercial club. The first five hundred copies of the booklet were brought by Secretary Magill from Houston several days ago, in order to have them for distribution on the occasion of the Houston business men's visit here. They were hurried through the press for this purpose, and show some crudity and imperfections which will be eliminated in the later issues of the booklet. This edition will number 100,000. It will be distributed free and any who wish to send out copies may secure them by application to the club.

The expense of publishing this work is about \$4000. To the credit of the large land owners of the valley he it said, this expense has been borne by them. With characteristic enterprise and liberality, they have taxed themselves one cent per acre for every acre owned by them, and presented this work to the valley, for the impartial benefit of every portion and of every person whose interests are identified with any part of the valley.

### TELEPHONE EXCHANGE OPENED AT HARLINGEN

By Brownsville Telephone Company—Also Putting In New Long Distance Circuit.

The progressive little city of Harlingen is enjoying the benefits of a local telephone exchange, which was installed recently by the Brownsville Telephone Company. The system already has 29 subscribers and is growing in popularity. Mrs. W. F. Hoffman presides over the new Harlingen system as "Central."

The Brownsville Telephone Company is also putting in a second long distance copper wire circuit between here and Harlingen, the present circuit being entirely inadequate to handle the business up the line. Manager Stegman of the telephone company, in speaking of the Harlingen exchange, said the company had found it necessary to have an exchange at that point even though it was not strictly a paying proposition just now. The necessity arising on account of the long distance service, which has grown to such proportions north of here along the main line of the St. L., B. & M., road and on the Hidalgo branch as to require an intermediate station.

Will Build Soon.—Among the movements of realty reported today are two sales of lots in Brownsville. The purchasers were W. H. McDonald, who acquired two lots located on Central Boulevard, West Brownsville, and John E. Rutledge, who bought two lots, also in West Brownsville. Both will make improvements in the near future.

A big company has been formed in London to exploit a new form of chrome leather, which, it is claimed, is made water-proof by working a rubber solution into its pores after it is tanned.

### We Extend to the Patrons of this Bank

The fullest accommodation that their standing and responsibility warrant. We endeavor to conserve their interests and to handle with the utmost fidelity all matters entrusted to us. We invite the business of all who desire good banking service.

### Brownsville Bank & Trust Co.

Accounts large and small solicited.

**J. S. & M. H. CROSS,**  
WHOLESALE DEALERS IN  
**GROCERIES**  
Canned Goods, Flour, Etc.  
Winchester Arms and Ammunition  
BROWNSVILLE, TEX. MATAMOROS, MEX.

Screen Doors, Galvanized Wire Cloth, Bronze Wire Cloth, 16 Mesh  
**PAINT BRUSHES**  
FINE VARNISHES  
**Frontier Lumber Co.**

Opp. Miller Hotel **FRANK RABB** Brownsville, Tex.  
Owner and Dealer in  
**RIO GRANDE VALLEY & MEXICAN LAND**  
Small or Large Tracts **LOW PRICES**  
**SIX MILLION ACRES OF MEXICAN LAND**  
"IF YOU TRADE WITH ME WE BOTH MAKE MONEY"

**CUNNINGHAM & ERNEST**  
Offices Brownsville and Harlingen, Texas  
Lower Rio Grande and Gulf Coast lands, improved farms under irrigation, colonization tracts any size. We have 41 acres at Chicago Gardens, partly improved, at a bargain. Also 200 acre farm near Brownsville, under irrigation, all in cultivation. "The price is the Thing."

**YOU WILL LIKE**  
**WEST BROWNSVILLE**  
Ask any Real Estate Dealer to Show You  
**J. B. SCOTT, Sales Manager**

**The National Bar and Cafe**  
Corner 11th and Washington Sts.  
OPPOSITE CITY HALL  
**Regular Meals 25c.**  
SHORT ORDERS A LA CARTE  
Phone 227

**Brownsville Grocery Company**  
Staple and Fancy Groceries

Fancy Domestic and Imported Goods	Premium Depot for American Tobacco Co. Save Your Tags We Redeem Them See Our Premiums	Full Line High Grade Cigars and Tobaccos FRESH STOCK FANCY CANDIES
-----------------------------------	---	--

**The Model Laundry**  
is now in good running order and prepared to produce any kind of laundry work in an efficient manner. We launder your household linen at very low prices and do the work better than you can do it at home. Ask for Special Linen List Goods called for and delivered the same day when desired.  
**Phone No. 1.**

**McAllen Hotel**  
O. P. ARCHER, Proprietor  
Every Thing New. Hot and Cold Baths  
First-Class Service. Rates \$2.00 per day  
McALLEN, TEXAS

We Are in Business for Your Health  
**Eagle Pharmacy**  
G. C. MILLER, Proprietor  
A Complete Line of Drugs and Toilet Articles, Cigars and Soda Water.  
Prescriptions Carefully Compounded  
NEAR POST OFFICE

**Wholesale Groceries**  
Cheap for Cash  
**Frank Alcedo**  
Celaya Building.  
**Mrs. Wm. Horne**  
Furnished Rooms  
Cafe in Connection  
ALL MODERN CONVENIENCES  
CENTRALLY LOCATED  
716 Chaparral St.  
Corpus Christi, - Texas

Luis Ramirez B. A. Morris  
**Ramirez & Morris**  
REAL ESTATE AGENTS  
We have some choice lands for sale in the Rio Grande Valley of Texas, also some choice town property at bargains and prices to suit purchaser. We can locate you at most any point in three counties—Cameron, Hidalgo and Starr. We also clear, plow and do fencing. Give us a bid on your work—Any information in regard to the Valley. You may call and see us or write us at  
SAN BENITO OR CHAPIN, TEXAS  
Correspondence Solicited

**Brownsville Transfer Compnay**  
Livery, Feed and Sale Stable  
One Block Northeast of Miller Hotel  
PHONE No. 6  
PEDRO TURNER  
PHYSICIAN AND SURGEON  
Office at St. Joseph's Pharmacy  
Phone No. 150  
Brownsville, Texas

Try that Want Ad Now  
**Eureka Plumbing & Sheet Metal Works**  
**SANITARY PLUMBING**  
Gas Fitting, Architectural Sheet Metal Work, Tanks, Cisterns, Etc.  
P. O. Box 123. Brownsville, Texas.

Advertise in The HERALD

**Here and Coming**  
The New Spring Stock of Furniture and Vehicles of  
**HANCOCK=LAMB FURNITURE CO.**  
GARLAND STOVES STUDEBAKER BUGGIES

**Coleman Land & Improvement Co.**  
Will Clear, Fence, Cultivate and Develop Sugar Cane and Citrus Fruit Lands Under Contract for a Series of Years at a Stipulated Price Per Acre Per Year.  
San Benito and Brownsville, Texas

**300,000 Brick for Sale**  
Kilns Constantly Turning out  
**FINE BRICK**  
Manuel Barreda, Brownsville, Texas

SEND BROKEN WATCHES TO  
**R. L. LACKNER**  
All Work Guaranteed Prompt Delivery  
Also a Complete Line of  
Watches, Clocks, Spectacles, Jewelry, Etc.  
BROWNSVILLE, TEXAS

**UNION BAKERY**  
John Thielen, Manager  
Bread, Biscuit, Cakes Etc., Made From the Choicest Brands of Flour  
Elizabeth Street, Brownsville, Texas

**Bargain in Real Estate**  
133 Acres of Land, two (2) miles from city--on canal--partly cleared--within one (1) mile of Ohio-Texas Sugar Mill--Will sell all, or half. Suitable for cane or truck. Apply to,  
**E. H. Goodrich & Son.**

## La Donna Canal Co., Hallam Colonization Co., Sales Agents, \$50 Per Acre.

ALSO FURNISHING TRANSPORTATION DIRECTLY FROM THE FARMER'S DOOR FOR ALL HIS PRODUCT. OUR CANAL IS CO-OPERATIVE.—A SHARE OF CANAL STOCK WITH EVERY ACRE, ENTITLING THE LAND TO WATER AT COST AND PAYING ONLY FOR EXACT AMOUNT USED. OUR PUMPING PLANT IS THE BEST ON THE RIVER; COMPOUND CONDENSING ENGINES DIRECT CONNECTED TO PUMPS HAVING AN EXTREME LOW WATER LIFT OF LESS THAN ELEVEN FEET, WHICH, WITH ORDINARY STAGES OF WATER IN THE RIVER, MAKES THE COST OF PUMPING VERY LOW. OUR CANAL IS