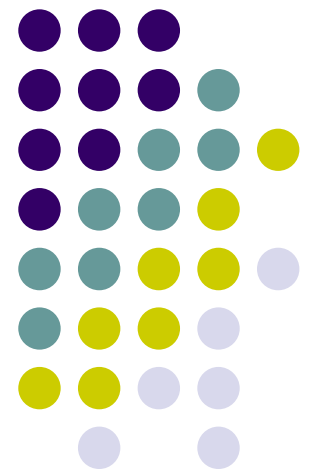


History of Edcouch, TX

“First New Town on Southern Pacific”





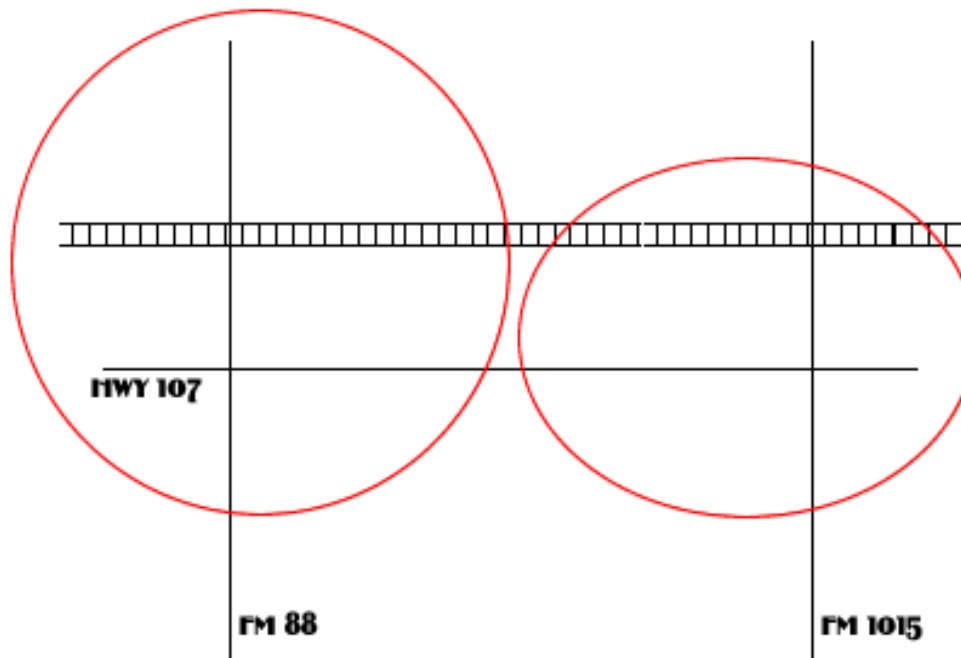
Founders of Edcouch

- Edward Couch and W.L. Forbes
 - A wise and fair man
 - Educated at UT in Austin
 - Moved to the Valley in 1920 and established the Guaranty State Bank of Weslaco
 - Tried to end corruption in local politics
 - Involved greatly in developing cities
 - Building stores, roads, and establishing the government





New Rail Ways



- Southern Pacific Railway Co.
 - Plans to build new line
 - Between Edinburg and Harlingen
 - Banker, Landowner, and promoter Ed Couch owned most of land
 - Lobbied for rail line to run through property
 - Railway builds in Northern part of property



Rail Line Complete

- Edward Couch begins to promote new town
- Names new town after himself
 - Edcouch, Texas
- New town to be built two miles away on same rail line (Elsa)
- Auction in Sept. of 1926



The First New Town to be Opened on the Southern Pacific Right of Way
Between Edinburg and Harlingen will be Named

EDCOUCH

And Be Located on Mile 3 W. at Mile 16½ and at the terminus of the Mo. Pac. R. R. Lots in the first unit in the new town of Edcouch will be

Sold at Auction Wed., Sept. 22

SALE WILL BEGIN PROMPTLY AT 10 A. M.

There has been more advance interest shown in the opening of this town than of any ever opened in the Valley. Thousands of people have been asking and watching for the opening of the first town on the Southern Pacific's right-of-way between Edinburg and Harlingen at the terminus of the Mo. Pacific. All indications are that the first unit will be sold out in a few hours.

Col. Rufus J. Lackland will be the Auctioneer. This means that every person bidding on lots will be given a fair and square deal

A Town's Location Means Success or Failure—

EDCOUCH is without doubt the best located town, new or old in the entire Valley. Draw a circle 6 miles in diameter with EDCOUCH in the center and you will encircle the most productive agricultural district in the irrigated portion of the Rio Grande Valley. Railroad and shipper reports will verify this statement.

EDCOUCH

Is located on Mile 3 W. at 16 1-2, 10 miles north and 2 miles east of Weslaco, 10 miles north and 3 miles west of Mercedes. Mile 3 W. and Mile 16 1-2 are both included in the county bond issue.

Railroads Build For Tonnage Only—

Their judgment should convince you that the EDCOUCH community produces the great amount of tonnage they want and must have. Two great trunk lines are after the EDCOUCH community agricultural tonnage. The Mo. Pac. system have their grade finished to EDCOUCH and it will be their terminus. A large crew of men are now laying track with a track laying machine as fast as they can lay it and promise to have trains into EDCOUCH in 30 days or less time. The Southern Pacific has bought its right of way through EDCOUCH. This will be the first town to be opened on the S. P. right of way between EDINBURG and HARLINGEN.

EDCOUCH SCHOOLS

will be second to none in the Valley. Nothing will be left undone to make EDCOUCH schools the very best.

EDCOUCH to Have a Bank

All the stock in a bank for Hills Corner has been subscribed. A large block of this stock was quickly subscribed by the local people of Hills Corner community which shows their faith in the future growth and success of

EDCOUCH On Mile 3 W. at 16½

Several Brick Blocks to Be Built at Once

A number of business men have signified their intention to buy lots in EDCOUCH at the opening lot sale and begin the construction of several brick business blocks as fast as material can be gotten on the ground—the new town of EDCOUCH on account of its logical location offers the business man, merchant and shipper locations for business seldom to be had in the way of unexcelled railroad shipping facilities and agricultural production.

To have hard surfaced roads Mile 3 W. and Mile 16½ are both included in County Road Bond issue.

Graveled Streets—The main streets of EDCOUCH leading to the business center will be gravelled.

Opening Auction Sale Day is Wednesday, September 22

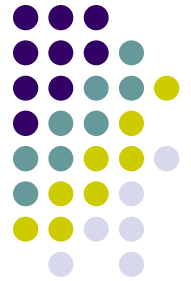
TERMS OF SALE—¼ CASH, BAL. IN 6, 12, 18 MONTHS. 5 PER CENT DISCOUNT ON DEFERRED PAYMENTS FOR CASH

New Ford Touring Car Given Away Free

COL. RUFUS J. LACKLAND, Realtor
AUCTIONEER
Weslaco, Texas

Dinner will be served on the Townsite by
Prominent Ladies Clubs

Ed. Couch and W. L. Forbes, the real town
builders of Weslaco, are the sole owners of
the new town of Edcouch, Hidalgo County.



**Edcouch
Auction --
1926**



Quick Growth

- Business built within one year
 - 2 feed stores, funeral home, box factory, 2 ice plants, 2 lumber yards, 11 packing sheds, theater, furniture store, variety store, 3 grocery stores, real estate office, telephone exchange, post office, bank community center, bank, drug store, café, barber shop, and a newspaper



More Businesses



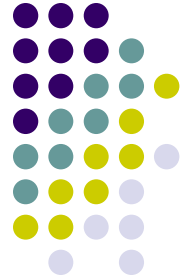
Edcouch-Elsa High School



- Adolph Carlson
 - Donates couple acres on Mile 4 and Mile 17
 - Building becomes school, church, and community center
- Today, current location of S.A.I.L. Center (old jr. high)



North – South Segregation



- Rail Line Divide
 - North was reserved for Anglo business and residents
 - Anglo side had well built homes, paved roads, and good sewer system
 - South reserved for all others business and homes, including Hispanic
 - Hispanic side had tin shacks, unpaved roads with outhouses

Hispanic Curfew



- Allowed to cross over to “shop” in Anglo business
- Must be back in Hispanic side before sunset
- Any Hispanic caught in Anglo side after dark would be arrested