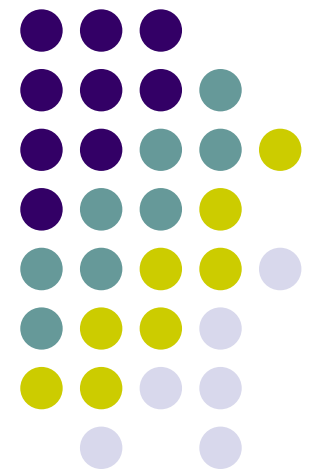


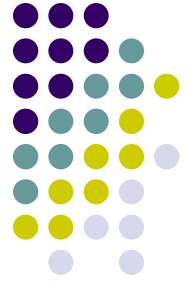
History of Elsa, Texas

“The Planned Valley Town”



Founder of Elsa

- William and Elsie George
 - Wealthy land owners from Scotland
 - Moved to San Antonio, Texas
 - Introduced to land in Valley, and purchased half of Delta Area in 1916



Valley Life for George Family



- George family
 - Cleared land and settled the area
 - Elsie George builds West Tract Store and becomes a helping hand to many nearby families
 - 1925 – She becomes very ill and spend remaining two years in hospital
 - Family moves to Weslaco

New Rail Ways



- Southern Pacific Railway Co.
 - Plan on building new line
 - Line will run from Edinburg to Harlingen
 - Banker, Landowner, and promoter William George lobbies for line to be built in his land
 - Railway company agrees to build in location

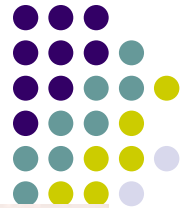


Rail Line Complete

- W. George begins to promote new town
- Names new town in honor of his wife
 - Elsie “Elsa” George
- Land sale set for March of 1927
- Rail line to run through middle of town



Elsa Land Sale -- 1927



OPENING SALE **ELSA** *The New S. P. Town*
At Mile 5 North and 16¹/₂ West

No Auction Sale—All Lots Tagged and Marked With Price—Select Your Lot, Pull Tag and TAKE TO OUR OFFICE on the Ground, PAY ONE-FOURTH CASH AND SIGN CONTRACT, Balance Payable 6, 12, 18 Months

MARCH 2ND

Prices
Business Lots, \$850 to \$150
Residence Lots, \$600 to \$75

Elsa Townsite Company
OWNERS AND DEVELOPERS

Red Tags On Business Lots
White Tags On Residence Lots
Green Tags In Mexican Colony

BUY YOUR LOT IN ELSA A GOOD INVESTMENT



First Big Business

- Cotton Gin
 - Local cotton growers process cotton at gin
- Currently stands in location of the Cotton Gin apartments

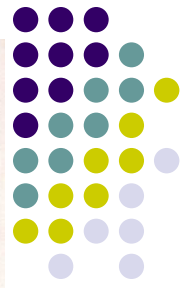


Edcouch-Elsa High School

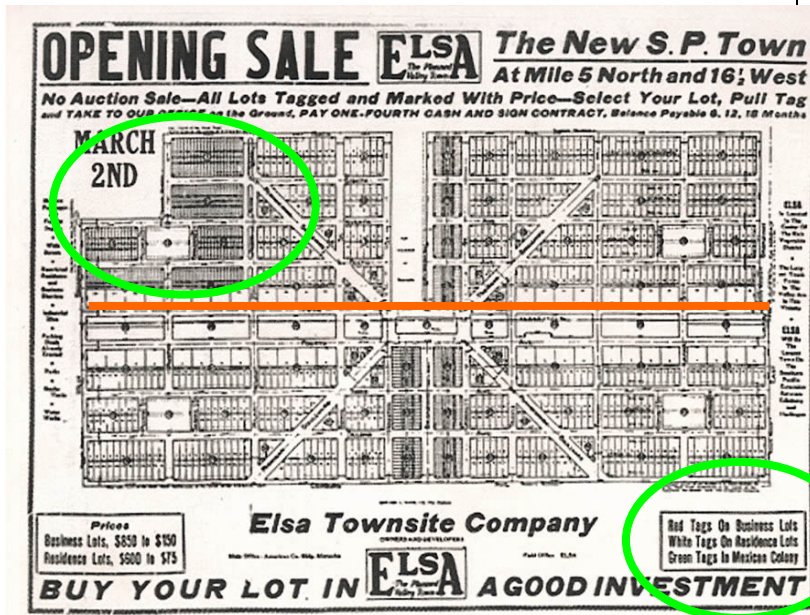


- Adolph Carlson
 - Donates couple acres on Mile 4 and Mile 17
 - Building becomes school, church, and community center
- Today, current location of S.A.I.L. Center (old jr. high)





North – South Segregation



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

Red Tags on Business Lots

White Tags on Resident Lots

Green Tags in Mexican Colony

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





Growing Community – 1940-1960s

- Rapid Growth
 - 1940s
 - Population – 1006
 - 23 Business
 - 1960s
 - Population – 3179
 - 65 Business
- Population and Economic growths decreases
 - Why?





Delta Area -- Demography

- 98.9% of population is Hispanic
- 90% of Households earn less than \$10,000 a year
- More than 50% of families are Migrant workers
- More than 50% of families are considered to be “Limited English” speakers
- 85.1% are considered Economically disadvantaged
- 7% of population have a college degree