

K R G V
INCORPORATED
WESLACO, TEXAS

Jan.5th,1935

Mr.Kermit Geary
R.F.D.#2
Walnutport,Penna.

Dear Mr.Geary;

This letter will verify your
reception of our station on December 2nd,
1934.

Our D.X.Mail has grown to such huge
proportions,that we will verify all mail
in the future only by cards.

Thanks for your fine co-operation
and interest,and if you should visit the
Magic Valley of Texas be sure and drop in
to see K.R.G.V.

Sincerely yours,

K.R.G.V.Inc.Per.

John R. Alderman
John R.Alderman,Ann.

Retail Market Study Of The Lower Rio Grande Valley of Texas Including Cameron, Hidalgo and Willacy Counties. A Concentrated Rural Section

Population

	Native White	Foreign White	Negro	Other races	Total
Cameron	36,867	1,382	928	38,365	77,540
Hidalgo	33,617	1,316	491	41,580	77,004
Willacy	4,367	139	89	5,895	10,499
TOTALS	74,851	2,837	1,508	85,840	165,043

	County Seat	Urban Population	Rural Population
Cameron	Brownsville	44,898	32,642
Hidalgo	Edinburg	37,830	39,174
Willacy	Raymondville	2,050	8,449
TOTALS		84,778	80,265

Family Breakdown of Population

	Nat. Wb.	P. C.	For. W.	P. C.	Negro	P. C.	Others	P. C.	Total Fam.
Cameron	8,608	49.6	590	3.4	275	1.6	7,868	45.4	17,341
Hidalgo	7,873	45.6	615	3.6	176	1.0	8,609	49.8	17,273
Willacy	1,033	44.0	57	2.4	18	.8	1,243	52.8	2,353
TOTALS	17,516		1,262		459		17,720		36,967

Number of Automobiles in Area

	Costing under 1000	Costing over 1000	Total	Pop. per car
Cameron	9,577	2,561	12,138	6.3
Hidalgo	11,361	2,765	14,126	5.4
Willacy	1,259	240	1,499	7.0
TOTALS	22,197	5,566	27,763	

Population Served by Public Utilities

	Pop. served Nat. Gas	Homes with Elec. Ser.	Residence telephones
Cameron	46,492	7,544	3,046
Hidalgo	41,093	4,555	2,784
Willacy	2,050	335	136
TOTALS	89,635	12,434	5,930

Financial Facts

	Industrial Income	Farm Income	Total	Per capita
Cameron	\$17,989,000	\$3,921,000	\$21,910,000	282.56
Hidalgo	15,509,000	5,114,000	20,623,000	267.81
Willacy	2,443,000	217,000	2,660,000	253.35
TOTALS	\$35,941,000	\$9,525,000	\$45,466,000	

	No. Stores	Net Rt. Sales	Per Cap.	Wholesale Stores	Net WH. SL.
Cameron	933	\$23,930,000	308.61	149	\$20,340,000
Hidalgo	1,070	22,560,000	292.97	123	12,649,000
Willacy	104	1,990,000	189.56	10	504,000
TOTALS	2,107	\$48,480,000		282	\$33,493,000

CAMERON Net Sales exceed income by \$2,020,000.
HIDALGO Net Sales exceed income by \$1,937,000.
WILLACY Income exceeds sales by \$670,000.

The winter tourists left at least \$3,957,000 in the Valley.