

YOUR OPPORTUNITY

THE  
MAGIC VALLEY

MONEY

WILL

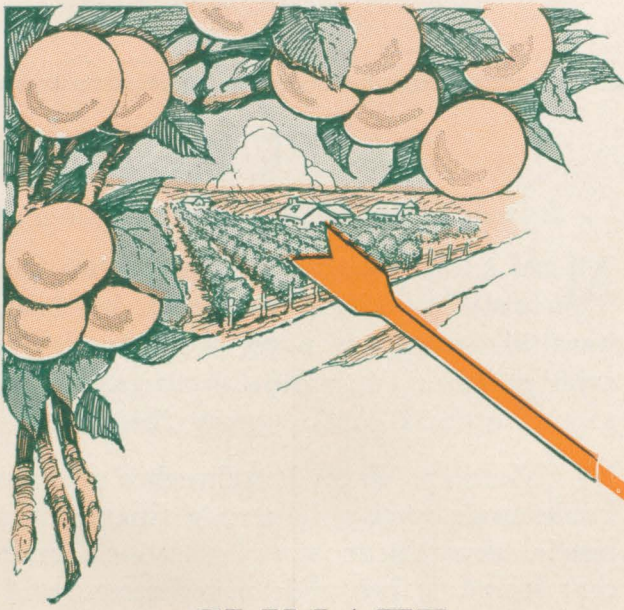
GROW

ON

TREES!

LEARN  
WHERE  
HOW and  
WHY /





## CLIMATE

CLIMATE conditions of the Lower Valley of the Rio Grande are ideal for the cultivation of Citrus Fruits and Winter Vegetables. The constant Gulf breeze of summer assures early maturity; the virtually continual sunshine perfects the fruit, while the best evidence of the winter climate is contained in the following statistics, taken from Texas Agricultural Bulletin No. 35, which quotes as its authority, the records of the United States Weather Bureau;

### WEATHER BUREAU:

FLORIDA: (Eustis, Lake County; Florida's finest Citrus district).

The records at this point over a period of thirty-one years disclose that a temperature of 32 degrees F., or lower, prevailed 159 times, which gives an average of 5.12 times per year.

CALIFORNIA: (Redlands, San Bernardino County, heart of Southern California's Citrus production.) The records at this point over a period of 16 years, disclose that a temperature of 32 degrees F., or lower, prevailed 218 times, which gives an average of 13.62 times per year.

LOWER RIO GRANDE VALLEY, TEXAS: Records at this point over a period of 28 years, disclose that a temperature of 32 degrees F., or lower, prevailed 101 times, which gives an average of 3.52 times per year.

The Lower Valley of the Rio Grande enjoys the distinction of never having had a hurricane or severe tropical storm.

# THINGS YOU SHOULD KNOW

*About Citrus Fruit Growing, Winter Vegetable Farming and Investment Opportunities in the Texas Tropics!*

THE Famous Valley of the Lower Rio Grande lies 275 miles south of San Antonio, Texas. It extends for about 10 miles from Rio Grande City on the West to Brownsville and Port Isabel on the south, and the east coast of the Gulf of Mexico. At its widest, it is about 50 miles across. It lies 450 miles south of Lower California, and some 200 miles further south than the Citrus producing section of Florida.

The Lower Valley of the Rio Grande contains more than 1,000,000 acres of irrigable lands. A few short years ago it was a veritable jungle of mesquite, underbrush and cactus. Today it has a population of more than 200,000 people, and seventeen flourishing cities line the "Longest Main Street in the World" from Rio Grande to Brownsville.

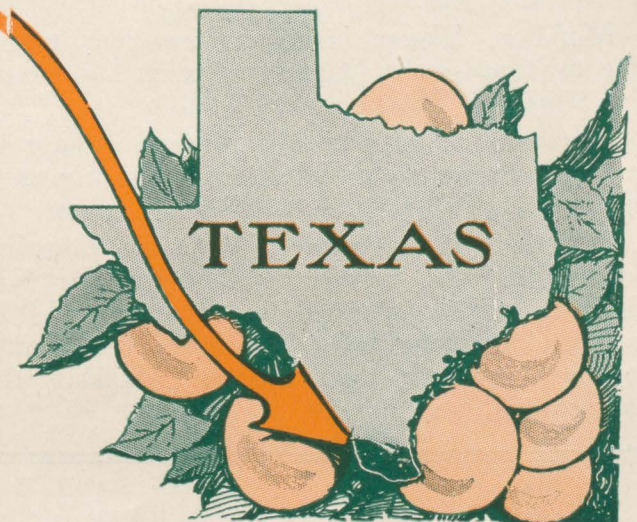
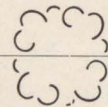
In an official booklet on the Lower Valley of the Rio Grande, just issued by the Missouri Pacific Lines, the editor says: "The Valley has arrived. It has left the experimental stage far behind, and although it is a now recognized going concern, its real development, growth and prosperity have only commenced. The opportunity it afforded years ago exists today—more pronounced and more brilliant in prospect than ever before."

It is estimated by competent experts that by the year 1930, the value of the Citrus crop alone in the Valley will amount to more than \$30,000,000.00. The cotton crop in the Lower Rio Grande in 1928 is estimated to put \$10,000,000 in circulation here with growing bank accounts of the growers in the Valley.

The soil of the Valley, which is a deep deposit of silt, humus and rich soil, is constantly added to by the rich plant-food carrying water of the Rio Grande, and carried to every irrigated acre by co-operative irrigation systems. These deposits of silt and humus over a period of many years, makes the soil of the Valley the richest in the world—even richer than that of the Valley of the Nile.

This land can be bought at lower initial cost per acre, and brought into commercial production quicker and cheaper, than can be done anywhere else in this country where similar crops are produced.

It is with the idea of bringing the facts about the Lower Valley of the Rio Grande and McAllen, Texas before the investing public—pointing to what has already been accomplished, and presenting what may be expected from a logical and uniform plan of development of the rich and potentially profitable lands lying within our boundaries, that the McAllen Development Company has been formed and is now functioning.





# COME TO McALLEN, TEXAS BUY A YEAR ROUND SELF SUPPORTING HOME SITE



McALLEN, Texas—  
"The City of  
Palms—Where Nature  
Never Sleeps!"

McAllen, Texas, a  
city of 14,000 happy  
people, is located on  
State Highway No.  
12, in Hidalgo Coun-  
ty near the Western  
end of the Famous  
Valley of the Lower  
Rio Grande.

McAllen, Texas,  
lies in the heart of the Citrus and Winter Vege-  
table Truck Lands of the Texas Tropics.

McAllen, Texas was incorporated in 1911.  
Three years ago (1925) it's total population  
numbered some 5,000. It is now a City of 14,-  
000 prosperous, contented people.

McAllen, Texas through the intensive de-  
velopment of its corporate territory—five  
miles wide and sixteen miles long—is destined  
to more than treble it's population in the next  
five years.

The slogan of the McAllen Development  
Company—which has just been formed by  
about forty of the leading bankers and busi-  
ness men of the city of McAllen—and it's ob-  
jective is "FIFTY THOUSAND POPULA-  
TION BY 1933."

McAllen, Texas is served by two trunk  
line railroads—the Missouri Pacific Lines and  
the Southern Pacific.

A net-work of paved highways radiate in  
every direction from McAllen, thus connect-  
ing practically every section by pavement.

McAllen, Texas is one of the main shipping  
points for the Lower Valley of the Rio  
Grande, which shipped more than 21,000  
carloads of winter vegetables and Citrus Fruits  
to the Northern and Eastern Markets the  
past season.

THE McAllen Development Company is an organ-  
ization of McAllen business and professional  
men—men who have their interests in and around  
McAllen. They have formed this organization for the  
purpose of developing and putting into actual pro-  
duction, the many hundreds of acres of rich fertile soil  
surrounding McAllen. In carrying out these develop-  
ment plans, the company will select and purchase such  
lands as it deems advisable. All soils will be carefully  
analyzed and each tract developed in accordance with its  
analysis. The Citrus lands will be developed as McAllen  
Suburban Citrus Groves, and all vegetable lands will  
be developed with overhead irrigation, making them pro-  
ductive twelve months of the year. In the Citrus lands,  
concrete irrigation systems will be installed, and all  
roads will be paved to connect with pavements of the  
McAllen road districts. The Company will also care for  
the trees planted until they reach the productive stage—  
this work being under the direction of the horticultural  
experts.

The paved road system which will be paid out of  
bonds already voted, will be a very important factor  
in the development plans of the company. Each North  
and South road in the McAllen district, and practically  
all the East and West roads will be paved. When this  
paving program is completed, no farm in the McAllen  
district will be more than a quarter of a mile from a  
paved highway.

The Winter vegetable tracts will be occupied by  
professional truck growers from practically every part  
of the United States. They will be assisted by the ablest  
farm and truck garden experts from the best Agricul-  
tural Colleges of the land. The entire energies of the  
McAllen Development Company will be devoted to the  
upbuilding of the Citrus Fruit and Winter Vegetable  
industries on a basis that will assure profitable returns.

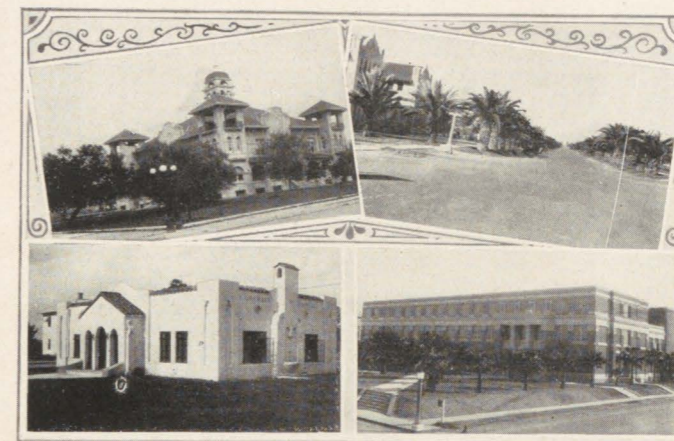
The sales policies of the McAllen Development  
Company will be a radical departure from the old coloni-  
zation systems heretofore used. No one will be solicited  
to purchase these lands who would not make a substan-  
tial citizen for McAllen and the Lower Valley of the  
Rio Grande. Prospects will be chosen with the great-  
est care—those who will enter into and become a part  
of that community spirit for which McAllen and the  
entire Lower Valley has long been noted. Purchasers  
can invest their funds in these properties with the full  
assurance that their interests are to be safe-guarded by  
a company of the leading men of this community—men  
who are vitally interested in the investor's welfare and  
prosperity. In organizing the McAllen Development  
Company, the McAllen business men are merely striv-  
ing to accomplish through organized effort, that which  
could never be accomplished through individual effort.

## FUNDAMENTAL FACTS

*In your favor in the Magic Valley of the Lower Rio Grande at McAllen, Texas.*

McALLEN, Texas is practically free from frost hazards. Its rich soil, made up of the al-  
luvial deposits from the silt-laden waters of the Rio Grande, together with an inex-  
haustible supply of water for irrigation purposes, all combine to make this section a veri-  
table paradise. It is possible to grow tropical, semi-tropical and staple crops all on the same  
acre of ground, and to grow these crops every month in the year.

McAllen, Texas has churches of almost every faith. It has the finest of schools. The  
banks rank among the strong financial institutions of the country. It has the most modern  
hotels, department stores, theatres, restaurants, general merchandise stores, five and ten-  
cent stores. It has wide paved streets and sensible traffic regulations. Its streets are lighted



MAIN STREET—McALLEN

McAllen, Texas is connected with Bus  
lines and Trunk Railroads to all parts of the  
Valley, and by telegraph and telephone and  
newspapers with all parts of the world.

McAllen, Texas is a city of beautiful  
palms, where Nature never sleeps, a City of  
Destiny in a modern Garden of Eden in a  
Land of Opportunity, where history is just in  
the making.

In opening our beautiful office on the "Longest  
Main Street in the World," We pledge our best ef-  
forts to the forwarding of the interests of McAllen  
citizens, both of today and those who will come from  
places far away

to join in making our community a  
**GREATER McALLEN**  
50,000 By 1933

**DON'T WAIT! DO IT NOW!**

Clip and mail  
Coupon on reverse  
side of this page for  
information as to how  
you can inspect Mc-  
Allen Texas,

Write any bank in  
McAllen, Texas or  
the McAllen Chamber  
of Commerce for ref-  
erences.

*THE LAND OF OPPORTUNITY.*



A YOUNG CITRUS  
GROVE

OVERHEAD  
IRRIGATION  
SYSTEM

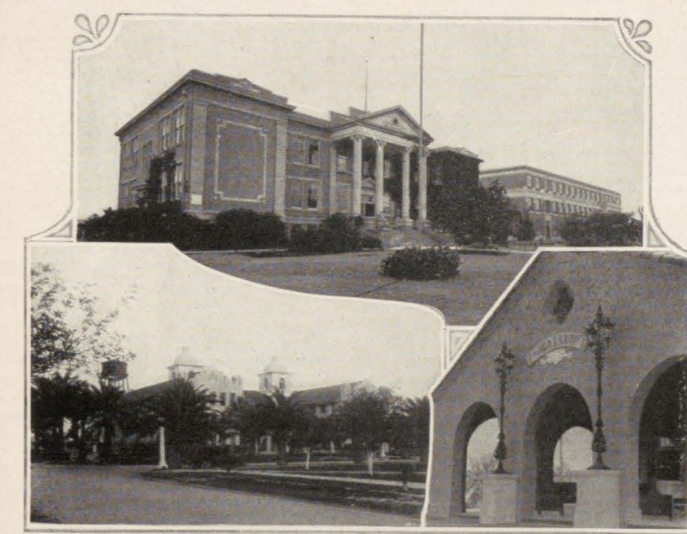
PALM LINED  
BOULEVARD  
McALLEN

DATE PALMS  
McCOLL RANCH  
ENTRANCE

HUNDREDS OF  
ACRES BEING  
EQUIPPED WITH  
THIS SYSTEM OF  
IRRIGATION

HARVESTING  
EARLY  
TOMATOES

with a brilliant "White Way" and it has one of the most modern fire departments of any city  
its size in the country. It has excellent swimming pools, and a wonderful country club with  
golf links. Just six miles south is our neighbor Reynosa, Old Mexico, rich in romance and  
tradition.



# A CITY OF DESTINY, McALLEN, IN A LAND OF OPPORTUNITY, TEXAS



## CITRUS COST

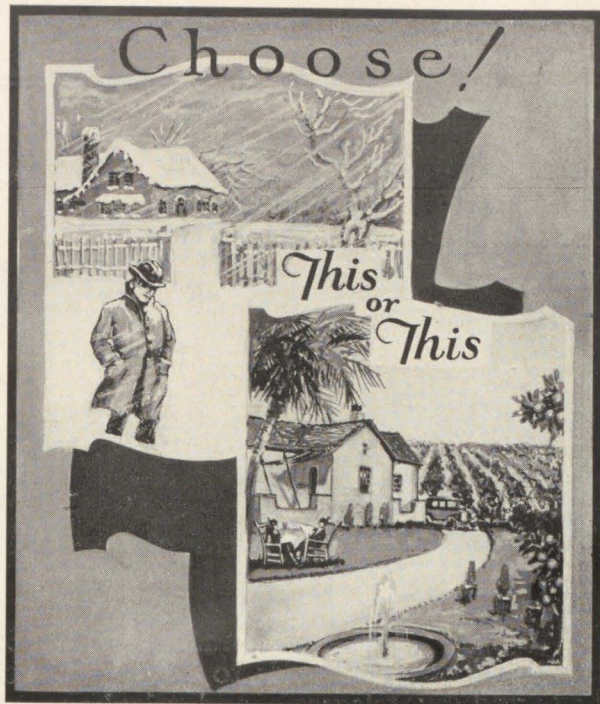
**FLORIDA:** A commercial fertilization expense, reaching in many cases in excess of \$100.00 per acre per annum, renders comparison of Florida with Lower Rio Grande Valley citrus conditions virtually unnecessary for the reason that the rich soil of the Valley, constantly renewed and fertilized by the river silt, rarely requires any artificial aid, and the resultant saving is obvious.

**CALIFORNIA:** Statistics from Redlands, center of the California orange district, show an annual production cost (exclusive of taxes, depreciation and interest on investment) of close around \$195.00 per acre. Something over 25% of this cost is for fertilization (which is virtually eliminated in the Valley): something like 16% is for irrigation, while the average charge for this item in the Valley, in dollars and cents, would not reach to one-half of this amount. In the matter of labor, the Valley has a marked advantage, in that competent Mexican labor is available, in quantity and at low wages. Then too, the spraying and fumigation costs, which reach to over 22% in California according to this report, constitute a very small item in the Valley.

Redlands, California, authority gives the average actual value of the groves as slightly exceeding \$2300 per acre and arrives at an average net return to the grower of just a trifle over \$800 per acre, after deduction of all charges, interest and overhead. On a conservative investment basis, this would give a sale value to the groves of around \$4000 per acre, or more. In the Lower Rio Grande Valley, properly developed and bearing groves are for sale only at prices relatively comparable to the above—figures which place the purchase of a sizable grove well beyond the reach of the average man. Obviously, the logical recourse under these conditions, and in fact in any event the sensible method, is the planting and bringing to maturity of a grove for yourself—all at cost per acre of approximately one-fourth the reasonable investment value as shown by California Statistics and at less than the cost of raw citrus land in the district.



No Oil Well, it has been said, produces wealth so steadily or for such a long time as a Citrus Grove after it has been brought to the productive stage.



\*—————\*

A. J. McCOLL LAND COMPANY,  
McALLEN, TEXAS.

Selling Agents for  
McALLEN DEVELOPMENT COMPANY

Please explain to me how I can visit McAllen, Texas, and the Lower Valley of the Rio Grande, at Special Reduced Rates. It is understood that this inquiry involves no obligation on my part.

Name .....

Street or Box No. ....

Town .....

State .....

\*—————\*