



*The
Magic
Valley*



Valley orchards like the one above produce the only Ruby Red and Red Blush Grapefruit in the world. Valley farms grow cotton, grain, 35 different kinds of vegetables, and livestock. Farm cash income in 1958 was \$150,000,000.

A PLAN FOR THE FUTURE

Many fabulous stories have been told about the Lower Rio Grande Valley in Texas. It has been called the land of the "Big Rich." It is better known as the "Magic Valley," because it is a place where dreams become fact, and where the fantastic is true.

These fantastic stories have their basis in fact. When these facts are understood, the stories no longer appear to be fantastic—but logical.

Be you a farmer, professional man, or investor, what is your plan for the future? Will you have security during those years after you have worked hard all your life?

Marshall Field has said, "Buying real estate is not only the best way, the quickest way, and the safest way, but the only way to become wealthy."

Inflation and depressions come and go, but a high producing citrus grove or vegetable farm will always retain its relative value, and provide its owner with security through good times or bad.

To the first-time visitor to the Valley, as he approaches by car, rail or plane, the first thing that impresses him is the thousands of stately palms which rise up suddenly out of the rolling plains of South Texas like a mirage. As he enters that part of the Valley irrigated by the Rio Grande River (about 650,000 acres), he finds his imagination is not playing tricks on him as he comes upon endless groves of beautiful citrus fruit and vegetables, bougainvillea and countless other flowers—in the middle of

winter. He finds, instead of four separate counties as indicated on the map, one great metropolis (over 400,000 people) subdivided only by the names of some 70 communities and linked together by a common spirit of "what's good for one is good for all." The Valley's bustling Main Street—from Roma east to Brownsville on U. S. Highway 83—is the last 100 miles of the longest highway in the State—(more than 1,000 miles long). It is a community of Smiths and de la Garzas, of Spanish and American culture, of farms and factories, of work and fiestas.

The palms, standing with their heads in a sky that is bluer than sky has any right to be, look down like sentinels upon rows of orange trees. Beyond the citrus groves, green flat acres of vegetables stretch to distant horizons. Among the citrus trees and vegetable tracts, muddy water from the Rio Grande pour through irrigation ditches to make an Eden out of one barren scrubland. This oasis is today one of the most important and interesting areas in the United States, if not the world.

THE MAGIC VALLEY is not a Valley at all, but a fertile delta formed by centuries of overflow near the mouth of the Rio Grande River, and is located at the Southernmost tip of Texas where the river enters the Gulf of Mexico. It is comprised of four small counties covering an area about 90 miles long and 20 miles wide. It is an area rich in beauty, history and economic prosperity.

THE NATIONAL GEOGRAPHIC magazine has said that the soil is "almost as rich as a natural soil can be." In their article of January, 1939, they compare it with the Valley of the Nile in Egypt which has fed the people of Africa and the Near East for thousands of years. "The climate permits the growth of some commercial crop in every month of the year, making it possible to keep the soil busy.

"Dominating everything else in the Lower Rio Grande Valley, at least on the surface, is citrus fruit. Orchards extend along the main highways for miles, almost always edged by tall, slender Washingtonia Palms, or bushier, darker, ornamental date palms. And among the citrus fruits, far out in front is grapefruit.

"Horticulturists say the soil has just the texture and plant food the roots demand, and that the air and sunshine and other climatic factors, plus irrigation, seem almost exactly to meet the needs of this particular type of tree . . .

" . . . Because it lies so far south, most vegetables wanted on dinner tables of the United States can grow in its soil while most of the rest of the country is in the grip of winter.

" . . . The solid trains of vegetables actually have the right-of-way over some passenger trains, which must wait on sidings while the freights go thundering by.

"This country, which has sprung from brush to tidy orchards, huge, neatly cultivated vegetable fields, and busy canning factories in three decades could not have made its remarkable progress but for millions of dollars of capital poured in from outside.

"For hundreds of centuries the stream has been tearing away soil from the Rocky Mountain Region. Such material, ground into silt, has created the orchard-and-field covered delta."

The Valley's farm land is largely in small holdings; the 18,809 members of the irrigation Districts average twenty acres each, hardly a good-sized backyard by Texas standards.

Most people are interested in the Valley either as (1) A Place to Retire, (2) A Place to Farm, or (3) As an Investment that will pay a high rate of return. It is the purpose of this brochure to discuss the Valley from each of these points of view.



Deep sea vessels call at the Valley ports at Brownsville (above) and Port Isabel. Two other ports, Harlingen and Port Mansfield, are on the Intra-coastal Canal, which connects the Gulf Coast with Mississippi River ports.

A PLACE TO RETIRE, should have a healthful, pleasant and moderate climate with plenty of opportunities for diversion and recreation. The cultural and spiritual aspects of life should be varied and readily accessible. The cost of living shouldn't be very high in comparison with other areas of the country, and it should have beautiful surroundings.

The average mean temperature for the Valley is 74 degrees, and due to the cooling breezes from the Gulf of Mexico, the average temperature in August, the warmest month, is only 86 degrees.

There is always ample opportunity for deep sea fishing in the Gulf, and excellent fresh water fishing in our lakes. Or, if you prefer hunting, we have deer, turkey, dove, geese, ducks, etc. A beautiful beach bathed in sunshine at our Eastern tip, or to the south, mile high mountains.

The readily available, vast quantities of fresh fruits and vegetables and meat products provide Valley residents with a low cost of living index. An abundance of cheap labor from our Latin-American friends from South of the Border enables builders to construct beautiful, masonry homes, well-landscaped, for much less than in other localities.

As far as beautiful surroundings are concerned, what is more lovely than a lush sub-tropical yard beneath tall stately palms and flowers that bloom 365 days of the year?

"Men are born full of hope, but many die with regrets because they do not prepare for retirement." Dr. Boyd S. Gardner, retired Rochester Dentist, told members of the Southwest Oral Surgeons Society in the Shamrock Hotel in Houston.

Dr. Gardner, former head of the dental section of the Mayo Clinic, now resides on a five-acre fruit and vegetable ranch near Mission, Texas, in the Lower Rio Grande Valley. He and Mrs. Gardner grow hundreds of gardenias, thousands of cannas, and now have their second crop of sweet corn this season.

"My own interest," he told the Dentists of the Southwest, "is in land and growing things." He said he had these things in Minnesota, but weather is too cold. "I do not like to shovel snow, and I do not think sub-zero weather is good for older people." As a result, Dr. Gardner sought a warmer climate which gives more freedom for outdoor life.

"I have it in the Valley of the Rio Grande where I can be with what I have planted. As the peaceful days and heavenly nights pass, my trees grow in size and value. From where I sit, I look across the swimming pool where, perhaps, my wife is swimming about in one of her daily dips."

"Whatever I have done, my health has improved over the last ten years. I like the life, and life itself. It's a great world."

"Successful retirement has two aspects. One deals with dollars and the other with health. In the Magic Valley one can enjoy both."

(From the Rochester, Minnesota POST-BULLETIN, Thursday, May 19, 1949.)

A PLACE TO FARM. "A haul of \$100,000.00 has been possible from a 200-acre tomato crop in the Magic Valley along the Rio Grande." (FORTUNE & SEPTEMBER, 1948 Readers Digest.)

"The Valley is one of the bright economic spots in the nation." (Col. Rob't R. McCormick, Chicago Tribune.)

"The Valley stands at the threshold of a great era of expansion . . . our Company has already loaned \$4,500,000.00 on its sections, farms, ranches, businesses and residences, and is anxious to pour millions more into the Valley." (Carrol M. Shanks, President, Prudential Life Insurance-Co. of America).

"Secretary of Interior Oscar Chapman said today the population of the United States is increasing even faster than teeming India. As a result, he said the nation must have six million more acres of irrigated land within the next 20 years if Americans are to continue eating as well as they eat now." (Lubbock, Texas, EVENING JOURNAL, Monday, June 16, 1953).

The FARMER-STOCKMAN Magazine, November, 1952, describing the immense productivity of Valley soils, closed by stating: ". . . an area which has been able to produce ONE-SIXTH of the State's agricultural cash income on ONE-SIXTIETH of its land area."

Looking at it from a national point of view, the Texas Valley normally produces the first sweet corn, strawberries, tomatoes, potatoes, onions and other vegetables grown in the United States, due to the fertility of the soil and the warmth of the winters. The San Antonio Express, December 18, 1953, states: "South Texas this winter will supply practically all the nation's fresh beets, 85 per cent of its broccoli, 78 per cent of its carrots, 57 per cent of its cauliflower, 55 per cent of its cabbage, 20 per cent of its lettuce, and over 20 per cent of its citrus fruit. The Valley also produces more than 4 per cent of the world's cotton. All this from an area of less than two tenths of one per cent (.02) of the nation's cultivated lands. These United States Department of Agriculture figures reflect the special importance of this area at this season in the nation's fresh vegetable supply—an importance that is both a result and a cause of the great change in fairly recent years in the nation's winter menu. Not too long ago, fresh vegetables in winter were something of a luxury. Now they are commonplace. Development of this area as a producer of winter vegetables has done much to make it so."

The towns all bear the stamp of the predominant agricultural economy of the Magic Valley. Most have packing sheds, ice factories, canneries, dehydrating or quick-freeze plants, cotton gins and cotton oil mills. (Over \$150 million cash farm income annually.)

The growth of several other industries gives the Valley an even healthier economy: Manufacturing and processing—\$180,000,000. Oil and Gas—\$60,000,000. Tourism—\$40,000,000. Shrimp and Commercial fishing—\$25,000,000. National defense installations provide an additional \$40 million payroll, not to mention trade with our Mexican friends from South of the Border which brings in approximately \$20 million each year.

On Sunday, June 21, 1953, the VALLEY EVENING MONITOR of McAllen, Texas, gave these figures: "Randy Blankenship of McAllen sold 26 acres of onions in the field for \$26,000 cash. And he didn't do so bad on 20 acres of cantaloupes which brought him \$15,000, or \$750 an acre.

"Some growers are known to have grossed around \$1,000 per acre on cantaloupes, but the biggest authenticated price that has come to light was the return of \$1,500 an acre on cantaloupes grown by Shig Nahara.

"Packers predicted last week that T. B. Waite, Jr., Mission farmer, former McAllen mayor and former County Judge, would make \$1,000 an acre from his tomatoes. Recently he picked \$400 worth of tomatoes an acre from his field, and that was not the first nor the last picking.

"Roy Lepovitz paid \$25,000 for 400 acres of tomatoes, cantaloupes and cotton. He has sold \$43,000 worth of cantaloupes, and estimated \$20,000 worth of tomatoes, and still has cotton to sell.



Fontana Motor Hotel, Mission, Texas

"Nelson Parkhill, Mission packer, predicts his 300 acres will make two bales of cotton per acre. At \$170 for the lint and \$30 for the seed, or a total of \$200 per bale, the 300 acres will produce \$120,000, according to present indications."

The reason for this high income per acre is that the farmers are raising their produce at a time of year when prices are the highest. In addition to very favorable growing season and prices, the Rio Grande Valley farmer enjoys an abundance of good Mexican labor that can be had for 50c per hour.

For a farmer to earn a 100 per cent profit on his investment isn't at all infrequent. In fact they quite often do this on one crop, and since there are as many as 2 to 4 crops a year, one can readily see the possibilities.

The U. S. Department of Agriculture's annual reports of vegetable acreage, production and prices make interesting reading, and the one for 1952 is no exception.

The 1952 report shows some of the changes that have been going on in Texas commercial vegetable production. Since the Valley grows about all these vegetables in considerable quantities, the statewide figures are fairly applicable here.

Take onions, for example, in the upset of the year. They topped all other Texas commercial vegetables in 1952 and ranked third below only watermelons and tomatoes, in acreage. The average Texas acre of early spring onions grossed \$388, which is pretty fair money.

Or take broccoli, the USDA doesn't even have complete Texas reports on it for the years 1941-50. But last year broccoli production was worth almost as much as carrots and beets together, producing an average of more than \$600 per acre. Cauliflower, another newcomer, was worth around \$400 an acre, compared with \$240 for cabbage, which did better than usual.

During the first three or four years of a citrus grove's life, before the trees are ready to produce commercially, it is common practice to make full use of this valuable soil by planting garden crops among the rows of trees. On non-citrus acreage, two crops a year are normal, three crops frequent, four crops not unheard of. Since the sun shines so bountifully on the Valley, there is not a month in the year in which farmers are not planting and harvesting. With such fast crop turnover, farmers, in one recent year, on Class I land—which Federal Agents classify as the best—earned \$288 an acre for one crop of tomatoes, \$348 for citrus, \$395 for green peppers. Those are averages. Individual owners recorded as high as \$1,800 an acre for bell peppers, and they still had one or two other crops that year on the same land.

Or, especially, lettuce, which the USDA didn't consider worth keeping Texas books on before about 1946. It averaged more than \$500 an

acre in 1952 and ranked third, below only onions and tomatoes, in value among Texas commercial vegetables.

All of which doesn't prove much for 1954-55-56, etc., except that some important changes are going on in the vegetable business, and that growers who are shrewd or lucky enough to predict them won't have too much to be unhappy about at market time.

It must be borne in mind, too, that prior to 1954, Valley farmers were dependent upon the erratic flow of the old Rio Grande River for their irrigation water. Since irrigation in the Valley is done by pumping water from the river through some 5,000 miles of cement canals to each of the farms, the availability of water was directly geared to the flow of the river. Once water passed the pumps and poured into the Gulf, it was lost forever.

This loss has been tremendous. From river flow gauges, we have records of the amount of water entering the Lower Rio Grande Valley at Rio Grande City, and the amount of water which passed Matamoros, at the lower end of the Valley. The difference between these figures indicates the total amount of water used from the river in the Valley. The rest is lost forever.

AVERAGE ANNUAL RUNOFF, Acre-Feet

Rio Grande City, 28 years	4,635,415
Matamoros, 28 years	3,218,497
<hr/>	
Valley Use.....	1,416,918

Only by some method of conserving this water, and controlling the flow of the river to provide farmers with an assured water supply in amounts and at times he required it could the Valley's farmers feel secure. This insecurity, the fear of a shortage of water, has held the prices of land down. It has been said, "Valley land is the cheapest irrigated land in the world."

Since the Valley plays such an important part in supply the entire nation with its winter vegetables, citrus, and fibre, it was deemed logical that the Federal Government should undertake construction of the necessary facilities to provide this area with a means of conserving this valuable water.

FALCON DAM

The first International Dam in North America was formally dedicated by President Eisenhower of the United States and President Ruiz Cortines of Mexico on October 19, 1953, and represents the growth and development of good neighborliness between these two countries over a period of 105 years.

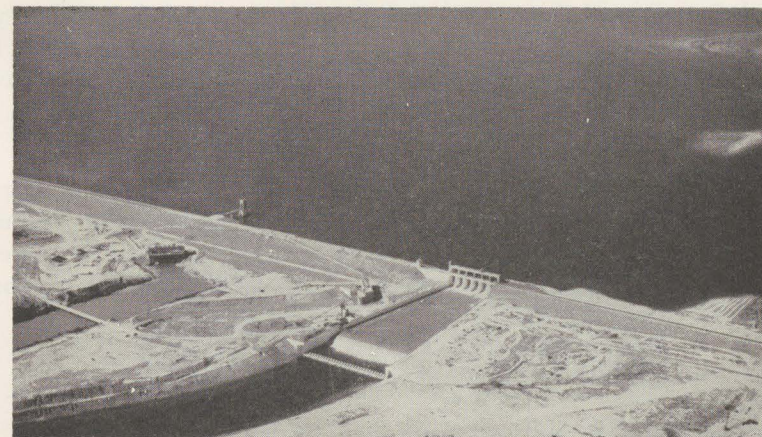
The reservoir will hold 4,085,000 acre feet of water and gives the Valley an assured water supply, according to L. M. Lawson, U. S. Commissioner of the International Boundary and Water Commission (IB&WC), builders of the dam.

The following is taken from a statement by the IB&WC: "Briefly, the treaty provisions relating to the Rio Grande provide for conservation in International reservoirs, and equitable distribution between the two countries of the entire flow of the river below Fort Quitman, including an average of more than three million acre feet which would otherwise continue to waste annually into the Gulf of Mexico largely in the form of floods. The conservation storage space is divided on the basis of 58.6 per cent to the United States and 41.4 per cent to Mexico."

In his annual report, the Honorable Lloyd M. Bentsen, Jr., Congressman from the 15th Congressional District, writes:

"The year just passed witnessed the completion of a long-sought project, the construction of Falcon Dam.

"Coming events cast their shadow before them—and the shadow of Falcon Dam looming large on the Rio Grande foretells the great *mañana*



The giant International Falcon Dam in the western part of the Valley can impound 4,085,000 acre feet of water. It protects the Valley from disastrous floods, and provides irrigation and industrial water for booming Magic Valley.

when there'll be a solution to the problem of water on the border. There will be water. No longer will emergency measures have to be taken. There'll be no more wells sunk with a drill and a prayer.

"Mighty Falcon is the harbinger of that day. The stage was set for that day back in 1944 when the Water Treaty divided the waters of the Rio Grande between the United States and Mexico. The United States was allotted all of the flow from certain tributaries arising within Mexico, and one-half of all other water reaching the Rio Grande. It is one thing, though, to agree upon a division of water and something quite different to divide the flow physically and use it so as to provide the maximum benefit. It is for the purpose of making the best use of the water that construction of the reservoirs authorized under the treaty is necessary.

"Falcon is the first of these reservoirs—big dams full of assuring water for all of us. The Falcon structure, over 26,000 feet long and rising 150 feet above the river bottom, will store 4 million acre feet of water and create a lake with a surface area of approximately 114 thousand acres. This tremendous lake will be something new and different for the Valley. It will provide a huge recreational area where boating, fishing and water fowl hunting may be enjoyed. These benefits, however, are only the by-products of the real purpose of the great structure.

"Studies indicate that over such a period such as, for instance, 1900 to 1945, Falcon Dam, operating alone, would provide an average annual yield of about two million acre-feet of water for irrigation purposes without irrigation shortages.

"But this is only the beginning. With the construction of the authorized upstream reservoirs the yield from all storage would be far and beyond that. One of these dams may be as high as 500 feet. When you stop to consider that Boulder Dam is only 700 feet, these proposed Rio Grande structures are not small by any means. Therefore, Falcon's construction is the first major step. These other dams must, according to the treaty, be built to complement Falcon."

Anzalduas Dam is now completed south of Mission, Texas, storing an additional 1,500,000 acre feet of water, and at the recent Acapulco conference President Eisenhower and President Mateos of Mexico agreed, with a handshake, to do everything necessary to expedite the proposed Diablo Dam above Del Rio, Texas.

VALLEY FARMERS ARE RAISING CATTLE ON HIGH-PRICED LAND

This story was written from the Lower Rio Grande Valley

By HARRY FOEHNER

Correspondent, the Farmer-Stockman

LIVESTOCK CAN be made to pay on high-priced citrus, vegetable and cotton land, although cattle raising is sometimes thought of as being best suited to marginal lands which won't grow anything much except grass.

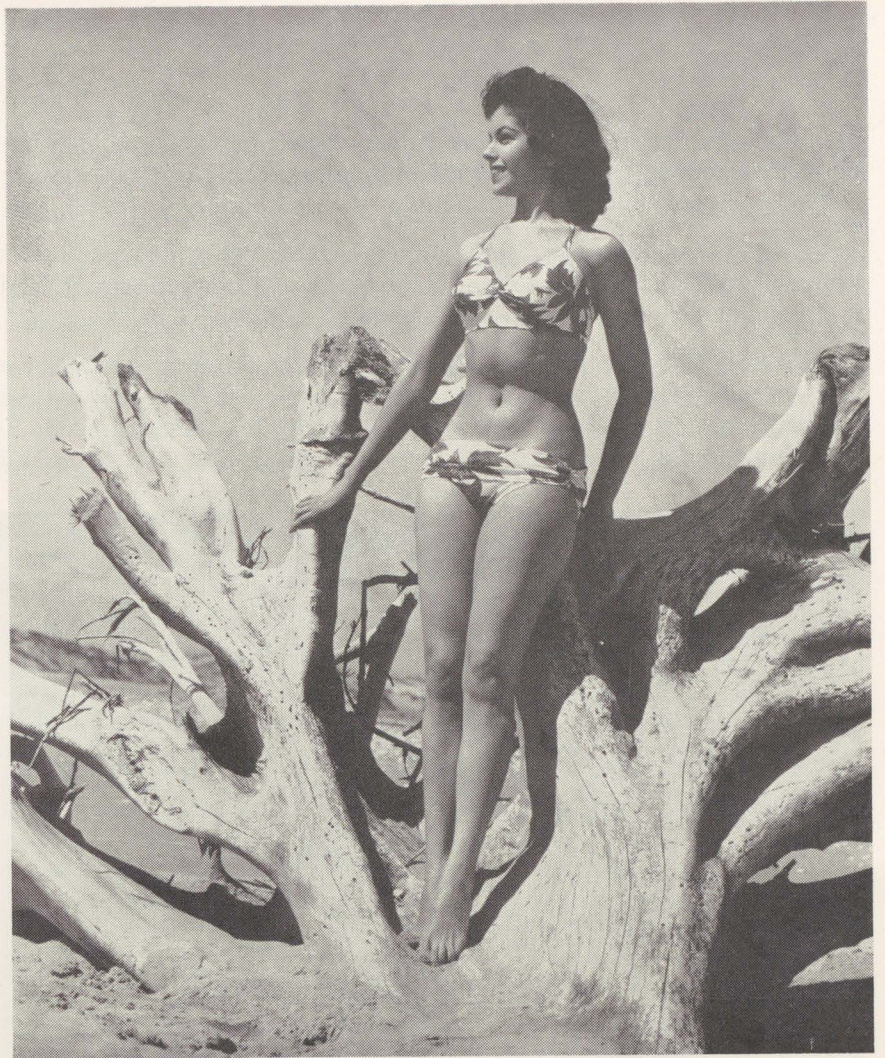
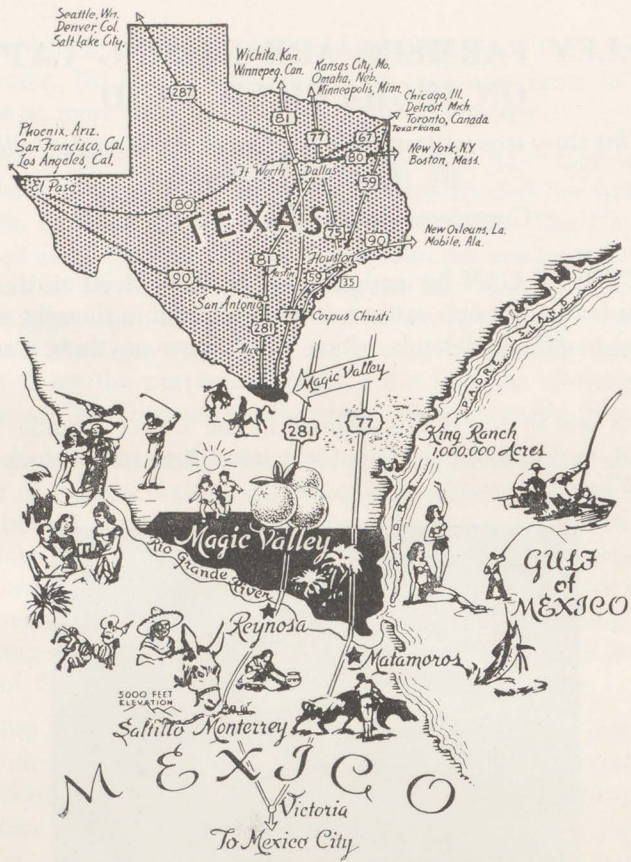
This is one of the things farmers in the Lower Grande Valley are finding out, and accounts in part for a trend toward livestock raising in the Tip O'Texas.



A Valley beauty rests in the soft sand of Padre Island (above) which is now linked with the mainland at Port Isabel by the multi-million dollar Queen Isabella Causeway (below).



However, owners of this land are not losing sight of the fact that their less productive acreage can be reclaimed through livestock raising. The bulk of cattle in the Valley are still on this type of range, especially in the dry land areas.



Frank C. Brunneman, County Agent at San Benito, gives a prime example of good land going into cattle raising as practiced by W. H. Speer of the Lantana community on 36 acres.

On this land Speer has been producing cotton and winter vegetables valued at \$600 an acre. Some folks thought it was a joke putting such land to grass, but they have changed their minds.

This acreage was planted to Buffel grass in October, 1951. Not a seed germinated and so on Thanksgiving Day, Speer started setting Coastal Bermuda, finishing Dec. 3. He had water for irrigation every 10 days, but the day after Christmas his water played out. This grass had



no more water until a 6-inch rain on May 24. However, by February the Coastal had covered over and Buffel started sprouting and coming through.

By May 1, Buffel had matured seed and Speer decided to harvest it for his own use. He found that he had hundreds of pounds beyond his own needs and sold it for a good price.

By June 1, the Bermuda was getting rank and really needed grazing so he turned 90 cows on a 12-acre block. Ten days later they had made little headway so he added 25 more cows and by then there were some calves. Three weeks later they went into the second field and 4 weeks later to the third.

With this kind of meat production, the high priced land was really paying off not only in Cameron, but in Hidalgo and Willacy counties as well.

Other Valley farmers with not so good land are planting it to grass not only in hopes of making an income in the absence of other cash crops, but of improving the land.

The trend in the Valley is toward the Santa Gertrudis cattle, a breed developed at nearby King Ranch.

There also is increasing interest in feeding out cattle, both on pasture and in feed lots. There is a good deal more feed lot activity than there has been in years, mostly with locally produced cattle although some are being brought in from Mexico since the hoof and mouth disease ban has been lifted. Self feeders are gaining in use.

Another thing that Valley people like about cattle raising is the fact that it does not require so much labor. The matter of farm help is becoming more pressing from year to year and some growers are inclined to run from this problem by raising cattle.

Although producers would like to see the price of beef remain high, recent drops in the market have not discouraged livestock raisers in this area. They figure that with 12 months grazing and other advantages they will be able to make some money, come what may. (From February 1953 Texas "the FARMER STOCKMAN")

TEN YEAR AVERAGE OF PRODUCTION AND MONETARY RETURNS FOR TEN VARIETIES OF CITRUS, 1940-50

Variety	Average Return per box in dollars	Average Production per acre in boxes	Average Return per acre in dollars
GRAPEFRUIT			
Marsh White	1.08	366	\$395.28
Marsh Pink	1.52	410	623.20
Foster Pink	1.62	337	545.94
Ruby Red	2.16	135*	291.60
Duncan	.78	310	241.80
ORANGES			
Hamlin	1.36	259	\$352.24
Pineapple	1.32	326	430.32
Navel	1.74	173	301.02
Temple	1.64	198	324.72
Valencia	1.94	300	582.00

* The first red plantings were not made in the Lower Rio Grande Valley until 1938. These early plantings of red grapefruit were just coming into full production in 1950, the end of this survey. Statistics concerning production and return per acre for these red strains, therefore, pertain only to young trees and cannot be compared directly with other grapefruit varieties. However, W. H. Friend, Associate County Agent—Citrus, states, "There appears to be no difference in the yielding capacity of Ruby grapefruit trees as compared with comparable trees of the Pink Marsh and Marsh varieties."

This would then place the Ruby grapefruit average production over a similar ten year period of about 388 boxes per acre, or an average return per acre in dollars of \$838.08, if the Ruby trees had averaged the same ages as the Marsh White and Marsh Pink varieties.

The above chart taken from Bulletin 742, December, 1951, of the Texas Agricultural and Mechanical College Experiment Station, Weslaco, Texas, D. C. Alderman, Associate Horticulturist, compiled from information obtained from records of packing plants, canning companies, grove management concerns, nurseries, individual owners, and the Bureau of Agricultural Economics, U. S. Department of Agriculture.

WHAT SHOULD I EXPECT FROM AN INVESTMENT IN A 10 ACRE GROVE?

Good, irrigated citrus land in the Lower Rio Grande Valley has been selling for \$500 per acre. Trees for each acre, planted, run about \$135.00. The care and taxes amount to approximately \$90.00 per acre per year. The table on the preceding page gives an average return per box of \$2.05 for Ruby grapefruit and Valencia oranges.

According to Mr. Friend at the experiment station, "Where good grapefruit trees on good land have suffered no set backs, they should

start in at four years with about two tons of fruit per acre, and yields should increase during the next eight year period at the rate of about two tons per acre. Yields usually begin to 'level off' at this stage, and may start 'falling off' when the trees are twenty years old."

Using the above as our basis, the following chart gives the estimated cost, production, and net earnings expected:

Ten acres bare citrus land, irrigated	\$5,000.00
Cost of trees and planting	1,350.00
Care and taxes, 3 years before production	2,700.00
Total investment before production	\$9,050.00

	Gross	Care	Net
4th yr., 2 tons/acre	\$ 1,024.00	\$ 900.00	\$ 124.00
5th yr., 4 tons/acre	2,048.00	900.00	1,148.00
6th yr., 6 tons/acre	3,072.00	900.00	2,172.00
7th yr., 8 tons/acre	4,096.00	1,000.00*	3,096.00
8th yr., 10 tons/acre	5,120.00	1,000.00	4,120.00
9th yr., 12 tons/acre	6,144.00	1,000.00	5,144.00
10th yr., 14 tons/acre	7,168.00	1,000.00	6,168.00
11th yr., 16 tons/acre	8,192.00	1,000.00	7,192.00
12th yr., 18 tons/acre	9,216.00	1,000.00	8,216.00
13th yr., 20 tons/acre	10,240.00	1,000.00	9,240.00
14th yr., 20 tons/acre	10,240.00	1,000.00	9,240.00
15th yr., 20 tons/acre	10,240.00	1,000.00	9,240.00

* Care costs increased to provide for additional fertilization.

\$65,100.00	TOTAL NET RECEIPTS, 15 years
20,000.00	Estimated Value of Grove
85,100.00	
Less: 9,050.00	Original Investment
\$76,050.00	

The average return per year, even including the first three years of non-production, would be \$4,340.00.

The life of a citrus tree depends more on the care it gets than anything else. There are a few trees in California and Florida which are over 100 years old. Some in Italy and Spain are supposed to be several hundred years old.

AS AN INVESTMENT that will pay a high rate of return, we offer the following study made by the Wharton School of Finance, of Pennsylvania:

CITRUS ORCHARDS HAVE THE ATTRIBUTES OF A GOOD INVESTMENT.

1. SAFETY OF PRINCIPAL. Land has always been considered fundamentally safe.

2. Reasonably LARGE AND CERTAIN INCOME. Citrus orchards in the Rio Grande Valley have produced an above average income over the past 20 years—now more certain than ever.

3. STABILITY OF VALUE. Citrus orchards increase in capital value as they approach maturity, and today an orchard of late variety citrus fruit will bring between 4 and 5 times the original capital investment.

4. AVOIDANCE OF MANAGERIAL CARE. Citrus orchards require a minimum of personal management through reputable care organizations who look after the orchards, and cooperatives who pick and market the fruit.

5. APPRECIATION. Yearly, as the young citrus orchard grows to maturity, it increases in capital value, and as the public purchasing power and demand continues to increase, the end is not yet in sight.

6. Possibility of SPECULATIVE GAIN. Experts predict the only boom in the history of the Rio Grande Valley with the completion of the new International Falcon Dam, insuring a constant plentiful supply of water.

7. CONVENIENT PURCHASE PAYMENTS. A large local development company makes possible the purchase of its orchards with low down payments and years to pay the balance.

8. No REINVESTMENT OF PRINCIPAL Problem. No mortgage ever matures, no stocks or bonds are ever called in, no bank or other investment house quits paying interest, with a citrus orchard, because the land is always there and there is adequate income so that it is not necessary to reinvest the principal at a time when good investments may be difficult to obtain.

9. NON-INFLATIONARY. There has been no inflation in the citrus industry in the Valley. Labor costs and land values are approximately the same as ten years ago, and have kept inflation out of the Rio Grande Valley citrus industry.



Well attended Churches of all denominations are found in the many cities and towns throughout the Valley.

IS IT NECESSARY FOR ME TO LIVE IN THE VALLEY?

No. Large Care Companies and cooperatives are the secret to absentee land ownership. There are many reliable care organizations in the Valley that do nothing but care for their client's groves. Even small resident grove owners find the retaining of a care company the most economical method of handling their groves.

The care company business is highly competitive, and they know that they must care for their client's groves or go out of business. The cost of care is approximately \$6.00 per acre per month.

The pride which these caretakers take in their work is evidenced by the fact that they place signs in front of the groves which they care for, giving the name of the caretaker as well as the owner's name. The appearance of the grove is the best advertisement a care organization can have, and it is usually the source of most of their new business.

Cooperatives and Associations are marketing organizations, which belong to the members, and at the end of the season, all profits, except a small amount needed for operation and maintenance until the next season, is divided up on a pro rata basis among all of its members.

PADRE ISLAND

A year round playground located on the southmost tip of the nation just next door to Old Mexico where the silvery Rio Grande slides lazily into the sparkling blue waters of the Gulf of Mexico. It is bordered on the north by the famous 1,000,000 acre King Ranch. Its west side is lined by one of Texas' largest oil fields. On the south is romantic Mexico with its bullfights and mysterious jumping beans. On the east are the enchanting blue waters of the Gulf with beaches unsurpassed. And in the center of this amazing area is the "Magic Valley"—the nation's southernmost mixture of sunshine and tropicana—a year round vacationland for tourists, and a bonanza for the investment-minded.

SOUTH PADRE ISLAND . . . Where the desert meets the sea.

TOMORROW . . . Another Fabulous Resort Area.

America's last undeveloped, sub-tropical beach area. A magnificent sweep of 32 uninterrupted miles of white sand and blue waters lies off the southernmost tip of Texas. It has the same development potential that created the Florida miracle thirty years ago, with these advantages: It is all above water and has no costly jungles to clear. More than 50 per cent of the United States lies closer to South Padre Island than to Miami Beach. And South Padre Island beach property is available now at pre-development prices.

The beauty, climate and low living costs make South Padre Island ideal for retirement. Low taxes, lower land cost, easy accessibility, unparalleled recreational opportunities, excellent growing conditions and central location are extremely attractive to the retirement and the vacation groups.

HELP YOURSELF TO AN OPPORTUNITY!

Do you dream of a tropical estate? A strip of warm sunny beach all your own? A home by the sea for your retirement years? Your own business near the best hunting and fishing in the world? A real "spread"—Texas style? A new land of limitless opportunity? A frontier with the enormous potential of inexpensive land? A cool water front home near your own citrus groves?

HELP YOURSELF TO A REALITY!

Dreams of resort areas and future developments have a way of materializing, and opportunities become realities when substantiated by facts.

Stretching along the Texas Gulf coast for 110 miles—from Corpus Christi on the north to Brownsville on the Mexican border—lies Padre Island, with the longest firm sand beach in the world. It is similar to the island formations found along the Eastern seaboard; is approximately five miles off-shore and from one-half to three miles wide. It is only 20 miles from Brownsville to Padre Island via the new Queen Isabella Causeway.

Every inch of Padre Island is south of St. Petersburg, Florida. Only the southern sub-tropical part of the island, or SOUTH Padre Island is



considered ideal for all year beach development. All of South Padre Island is south of Palm Beach, Florida and is directly opposite the Gold Coast of Florida. It is 250 miles south of San Antonio and 600 miles farther south than Los Angeles. South Padre Island's climate, except for its dryness, is strikingly similar to that of Florida. It lies in the subtropical center of the United States, and is equal distance from New York and San Francisco.

THE BEACH

The white capped surf breaks on the long Gulf beach, covered with dunes 10 to 40 feet high. The island slopes gradually from these dunes toward the peaceful blue of Laguna Madre Bay.

The beach is wide, with gentle slopes perfect for bathers. Beyond the beach, in the Gulf, are great outer-submerged bars that insure a gentle rolling surf.

NO MOSQUITOES!

Only on very rare occasions, when the wind blows off the mainland, have any mosquitoes or sand flies been seen—or felt.

Hundreds of Texans sleep on the beach during summer nights without nets or other protection.

HISTORY

Exploring Spaniards knew Padre Island as early as 1519. They named it "Isla Blanca" because of its beautiful, broad, white sand beaches. They, and later explorers, used Padre's hard packed beaches for a roadway going West.

It was also a favorite hunting ground of the fierce cannibalistic Karankawa Indians who preyed on castaways. In 1553 three hundred shipwrecked Spaniards, including a daughter of Ponce de Leon, met this fate.

Jean LaFitte, the famous Gulf pirate, knew Padre too. He is said to have buried much of his treasure there and, actually, several troves have been found over the years.

In 1810 it was given by Royal Spanish Grant to Padre Nicolas Balli, a Priest of the Rio Grande Valley. During the Mexican war, General Zachary Taylor and his men camped there, and during the Civil War, Federal troops camped on Padre Island.

In modern times Padre Island became a cattle ranch whose owner built his house and cattle pens of Honduras Mahogany that washed up on the beach. The owner had such a strong preference for privacy that,



The Famous Shary Home Near Mission, Texas.

even though Padre's beaches and fishing were locally famous, no one dared set foot on this island empire except by invitation.

So, Padre Island was cut off from the world by its owner, and by the enormous ranch interests around it and through which, for many years, there was not even a roadway.

Then came the possibility that there might be oil and gas deposits on the Island, resulting in a mad legal scramble and a series of lawsuits which culminated in a claim, to the entire Island, by the State of Texas. Finally, after World War II, the United States Supreme Court decided in favor of private ownership and only then could title insurance be obtained on Padre Island.

However, the people of the area had been eagerly waiting and watching, and two years ago HISTORY ended and MODERN DEVELOPMENT began. Since then, things have been happening fast on South Padre Island.

YOU BE THE JUDGE

Various methods are used by advertisers to extoll the virtues of their merchandise: Singing Commercials, Radio, Newspapers, Magazines, Television, or High Pressure.

Still, YOU alone are the one who decides how YOU will invest YOUR money . . . THEREFORE,

We want to show you:

1. An investment that is tangible.
2. An investment that increases in value.
3. An investment with increasing returns.
4. An investment considered safe and sure through good times as well as bad times.

To advertise this beautiful Valley, we extend invitations to be our guests for a three-day excursion of the Magic Valley, entirely at our expense. Besides an entertaining visit down in gay, romantic Old Mexico, we provide a nice room with private bath and excellent meals at our guest facilities, and an agricultural expert to guide you from the huge Falcon Dam to the Padre Island playground in the Gulf. Then, after investigating the opportunities in the Valley, if you so desire, we will show citrus groves or farm lands which we have for sale.

Acceptance of this invitation places the guest under no obligation whatever, and they are never high pressured to buy. Those who desire to make an investment are invited to investigate our TIME PAYMENT plans which have enabled many young people to get a start toward security.

Take time to investigate this once-in-a-life-time opportunity.

Literature and additional information may be obtained by writing or calling:

Jack D. Walters

P. O. Box 1894 — Phone MU 6-3984

McAllen, Texas

