

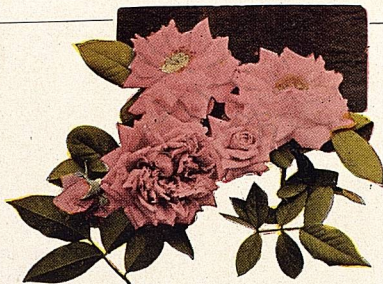
THE CITRUS TREE

FACTS AND POTENTIALS

of

THE LOWER RIO
GRANDE VALLEY'S
GREAT INDUSTRY.

Supplement to **MONTY'S**



Greetings from—

C. D. HOFFMAN
IRRIGATED FARMS

331 THE ARCADE

CLEVELAND, OHIO



THE LOWER RIO GRANDE VALLEY
OF TEXAS



1922

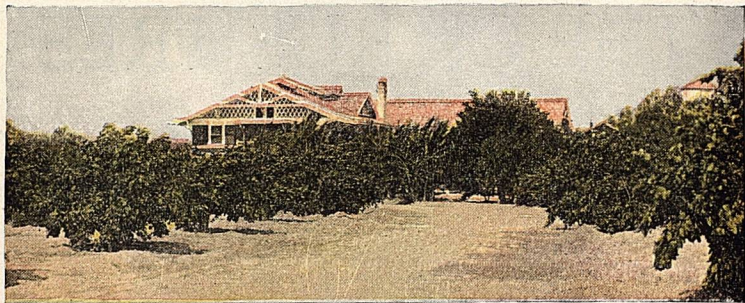
THE CITRUS TREE

SUPPLEMENT TO MONTY'S

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JULIA CAMERON MONTGOMERY, 1922.
BUSINESS MANAGER MONTY'S
BROWNSVILLE, TEXAS



Fifteen Acres of Orchard Surround This Mercedes Home.

THE leading features which have contributed materially to the steady growth of the Lower Rio Grande Valley and have been the cause of its fame being broadcasted throughout the United States and some foreign countries, have been soil and climate.

The first consideration to be thought of in any agricultural or



"The Citrus Tree" (on cover page also), Evergreen Farm, Mercedes,
A Twelve-Year Old Duncan Grape-Fruit.



Las Palmas, Brownsville. Some of These Stately Palms Are More Than Five Hundred Years Old.

horticultural sub-division, is soil. The verdict of all of the authorities who have examined the soils of the Magic Valley, is that there is no section of the known universe where our soils are excelled. Even the far-famed delta of the Nile, the ultra rich sections of tropical Mexico, India, and Brazil, have no better soils than those found in the long narrow strip of land known as the Magic Valley of the Lower Rio Grande.

The soils of the Valley range from a medium sandy loam to black waxy lands. The latter are not without much sand however, which



Frank Rabb, Owner, Offers Las Palmas, More Than Two Hundred Acres of Palm Jungle, to the Government to be Preserved as a National Park.



Hotel Mission Follows the Approved and Adaptable Valley Style of Architecture.

assures its friableness and productivity. Generally speaking, the sandy loams are on the second and third benches of the river bottom.

The second and third lifts are lands made by the depositing of silt from the river in pre-historic times. The Rio Grande is an erratic stream, changing its course from time to time and slicing off territory from either side to suit its whims. Evidences of its one time occupancy of at least the second lift section of the Valley may be seen in many places. The course has gradually shifted southward during the countless centuries that have intervened since its beginning. The leaving of its old beds, made the wonderful soils found in the Magic Valley.

There is almost nothing that is grown in the southern part of the United States that does not thrive in this section as in no other region.

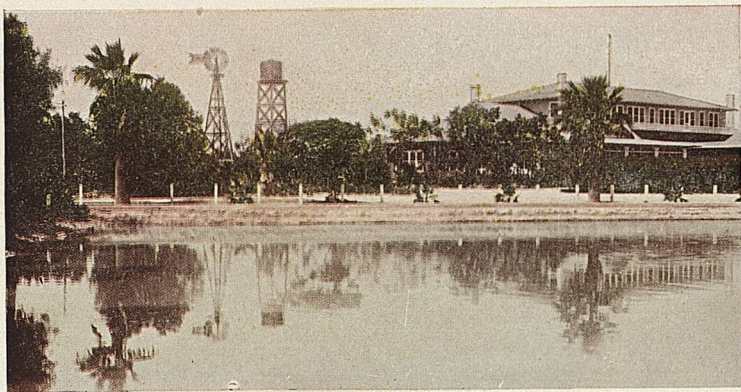


A Row of John Shary's Grape-Fruit Trees in His Mission Orchard.

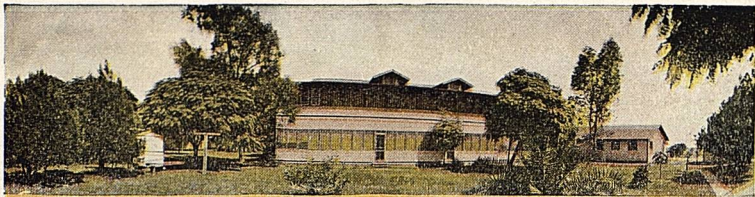


A Little Street in "Mission, Home of the Grape-Fruit."

The equable climate of the Valley is probably talked of and written about as much as the soil feature. Tourists who have spent their winters in this section, compare it with the balmy climates of the most noted winter resorts of the world. There is just enough crisp weather to break the monotony of warm days. The occasional frosts do a minimum of damage to growing crops and none at all to orchards which are fully protected by regulation heaters. The thermometer rarely goes more than two or three degrees below the freezing point, nor does it stay at those low levels more than a few hours at a time. As a comparison between the climate of the Valley and that of California's citrus section, we cite that it was only necessary to light orchard heaters in the Valley the past season on three nights, whereas a very large percentage of the citrus crop of the Golden State's orchards were frozen and lost. Not a dollar's worth of protected fruit or trees was lost in the Valley. The small damage done in this



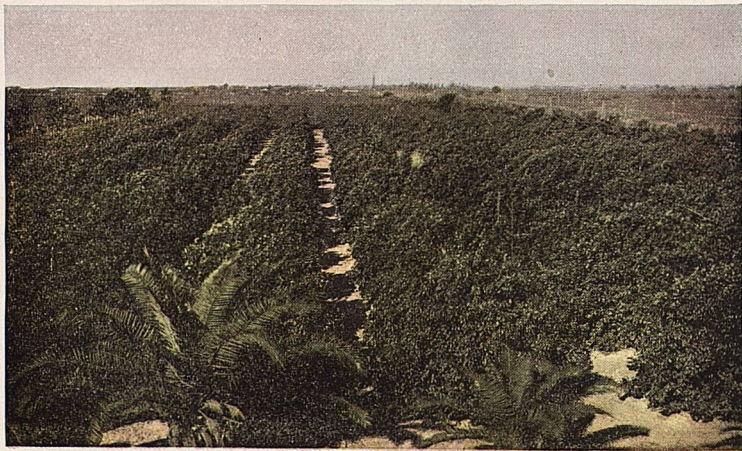
Beautiful Shary Club Home Near Mission, Showing the Great Swimming Pool, Where Valleyites Frequently Gather, and Strangers Are Entertained.



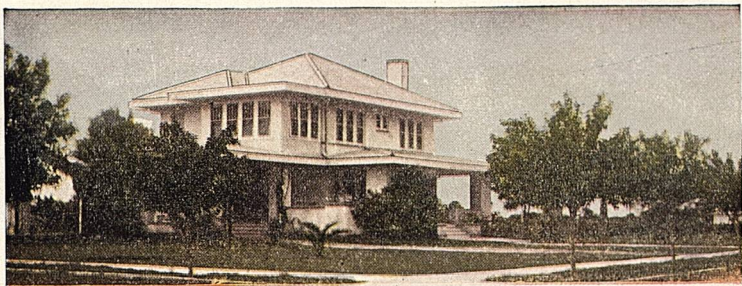
Club House on McColl Ranch (Pharr Tract), Where Hundreds of Settlers
Were First Introduced to the Valley.

section by the frosts was occasioned by the failure of the growers to light their smudge pots and where there had been no heaters provided. The average number of nights that it is necessary to smudge Valley orchards is two. The typical Texas norther visits the Valley with about the same degree of regularity that it comes to other sections of Texas, but by the time it reaches here its teeth have been extracted in a large majority of cases. Climatically, the Valley is eminently suited to the growing of citrus fruits, there being little danger of severe enough frosts to freeze groves to the ground.

Brownsville is the southernmost city in the United States, located on the mainland. Only Key West, Florida, is further south. Its location is about 25 miles south of latitude 26, whereas Miami, Florida, is about 25 miles north of the same. San Diego, California, the southernmost city of the Golden state, is eight degrees further north than Brownsville. Thus it will be seen from the location that the Magic Valley compares favorably with the balmiest climates of the world. Tempered by constant gulf breezes, the heat of the long summers is



The A. J. McColl Orchard, Between Pharr and McAllen, Which Produces
As Perfect Grape-Fruit and Oranges as Were Ever Grown.



R. E. Horn's Residence on the Main Boulevard of McAllen Has a Fine Young Orchard Bordering Right on the Side Walk.

ameliorated to the extent that the average temperatures of the Valley are much lower than in Central Texas and other north-central points of the United States. The climate is idyllic for either summer or winter, and the touring public is fast awakening to the advantages of making the Valley its year around playground.

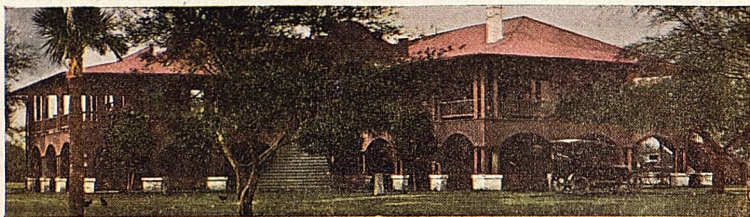
The average annual rainfall in the Lower Rio Grande country is 23 inches.

The location of the Valley as to convenience to the larger markets of the United States, is admirable. We are 2,000 miles nearer to Eastern Seaboard points than is California, and 1,000 miles nearer to Chicago, and other central-western cities.

With the completion of deep water at Point Isabel, and the consequent water transportation to eastern seaboard points, and through



Looks Like That California One, Doesn't It? It Lacks Mountain Background, But It's Grape-Fruit is Sweeter, and it is in McAllen's City Limits.



Brownsville's Country Club, Having One of the Best Golf Courses in the South.

trans-shipment at New Orleans reaching Mississippi river points, Valley growers will benefit materially in greatly reduced freight rates.

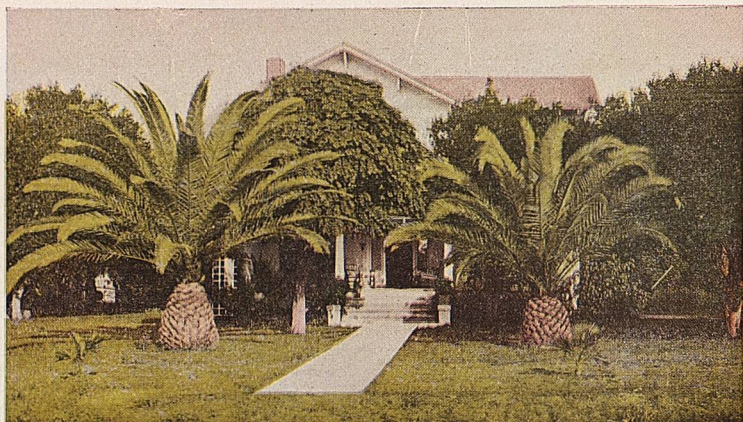
However, it will be several years before Texas and nearby markets can be more than supplied by Valley citrus growers.

The isolation of the Valley from the rest of Texas will be a thing of the past with another railroad coming into this section from San Antonio.

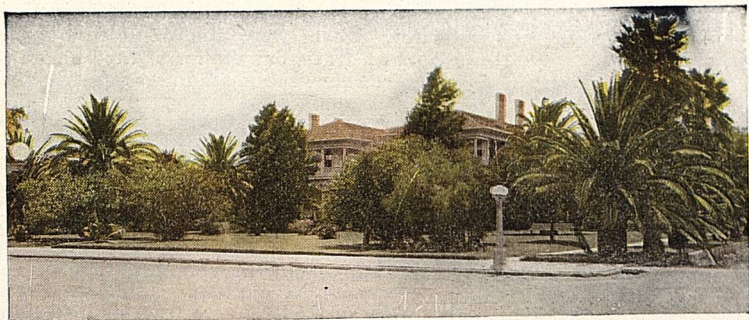
This, it is believed, will be consummated in the not distant future.

With one water and two rail outlets, the Valley will come into its own, from the standpoint of adequate transportation and competitive freight rates.

There is no accurate data on the date of the first planting of citrus trees in the Valley. On some of the old ranches near Brownsville and at Rio Grande City, there are trees that are known to be more than 30 years old. The first plantings consisted of only a tree or two in private yards and came from seed of Mexican oranges and lemons. No effort was ever made to plant a grove of either oranges or grape-



H. H. Banker's Orchard Can't Be Seen for the Palms and Ebony Trees, but It is Brownsville's Main Source of Fruit Supply in Valley Season.



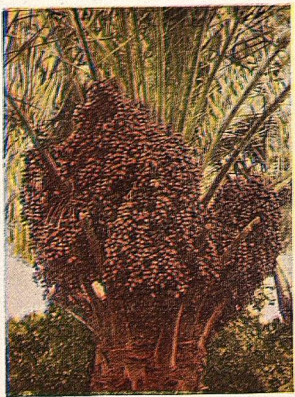
The Mercedes Hotel is a Beauty-Spot as Well as a Famous Hostelry.

fruit until Captain W. A. Fitch, a promoter (now of San Antonio), came to the Valley and saw the possibilities of this section as a citrus producing district. He bought a farm just east of Mercedes, and in 1909, sent to Florida and bought trees enough to plant six and a half acres to oranges, grapefruit, lemons and tangerines. This orchard was the beginning of the industry on a commercial scale, and has since become famous as the Kalbfleisch orchard. It was so thoroughly demonstrated that citrus trees would thrive in the Valley that two years later orchards were set out at McAllen and Mission. An eleven acre grove was planted at McAllen and two or three smaller groves at Mission.

Importations of trees from the nurseries of Florida and California



The Mercedes Park is the Most Beautiful of Any Valley Park.



Rio Grande City Commercial
Dates.

soon created a thriving business in their line. There were at that time no home grown trees, but the far sighted began to order sour orange seed and to plant their own nursery stock. And thus it was that the industry grew to be of some importance. It did not, however, take on any marked impetus until the opening of Sharyland. While there were a number of orchards in the western end of the Valley eight years ago, about this time there came into the industry a man who startled the natives by the big program of development he outlined. John H. Shary, owner of a 50,000 acre tract of land joining the Mission tract on the east, announced that he would set out orchards and take care of them up to three years of age, at the then unheard of price of \$1,000 per acre. The public was utterly amazed at the man's audacity. But this was the day before the awakening of

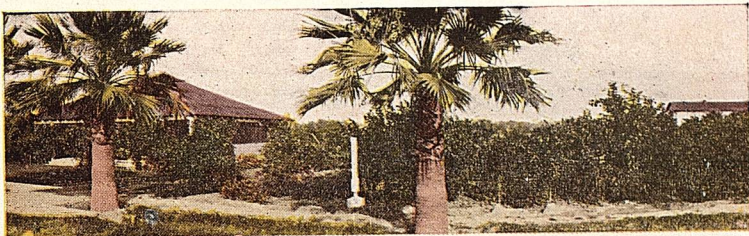
the people to the importance of the citrus industry and the true value of a developed orchard. The intervening years have proven conclusively that the price obtained for the early planted orchards were not only not exorbitant but reasonable. Two year old trees were planted by Mr. Shary and the three year period of caring for them, brought the grove up to the producing stage. As a further and more conclusive proof that the \$1000 per acre charge for developing an orchard was not exorbitant, there are no bearing groves for sale at anything like that price. In fact, with only one or two known exceptions, there are no orchards for sale at all. Those that are on the market include with the purchase the taking of a whole farm at a price, which makes the orchard part of the deal considerably higher priced per acre than \$1000.

Mr. Shary proved himself a great benefactor to the Valley by getting the citrus industry on a commercial basis. Had it not been for the initiative he took in planting groves by wholesale, the industry might have been in its infancy until this good day.

On the Sharyland tract there are now many acres of orchards ranging in age from one year to eight or nine. It, with the Mission



J. A. Hickman's Orchard, Rio Hondo. A Reward is Offered to Any Body
Who Can Find a Single Scale or Insect in This Four-Year Old
Product of the President of the Citrus Exchange.



W. H. Briscoe's Mission Nursery Trees Are Literally Home-Grown Beside His Residence—All You Can See, and Many More, Are a Two-Years' Growth.

tract, is now the principal producing section of the Valley. Mr. Shary himself owns about 600 acres of orchards, the largest being forty acres. He also has one of the two lemon curing plants in the Valley and ships lemons of his own growth in carload lots.

The many beautiful groves of Sharyland make it a show place for all tourists and home seekers.

In the Mission district, which has very appropriately been sloganized as the "Home of the Grapefruit," there are several orchards about eleven years old. The most famous of these is the Chas. J.



They Prop Up the Orange Trees in the Raymondville District. Fifty Acres of Grapefruit, Lemons and Oranges in One Grove Within the City Limits.



Eighty San Juan Grape Fruit
In Two Clusters.

Volz grove of eight acres, which has been one of the show places of the Valley for several years.

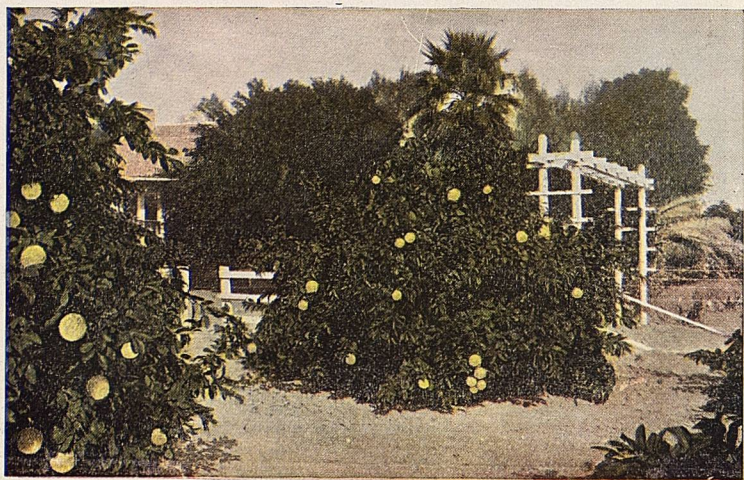
There are many new orchards on the Mission tract, and nurserymen of that district are booked ahead for all of this year's available supply of trees.

While Mission is the leading producing section of the Valley at this time, it has some close rivals, as will be seen by statistics given later on in this story.

Last year the Mission-Sharyland tracts shipped approximately 5,250 boxes of citrus fruits. This year the shipments will probably double this number.

The total acreage of the Mission-Sharyland tracts is 1500, about one third of which are in bearing.

The second most important citrus district, in point of shipments at least, is Harlingen. Last season's shipments amounted to 4967 boxes of fruit. In the Harlingen district there are several very fine orchards, the leading ones being the Stuart Place orchards. The estimated increase in shipments this year over last year will be fifty per cent. In this district there has been much new development and



H. P. Hansen's Home Near Donna. Mr. Hansen is One of the Most Experienced Valley Growers of Citrus Fruits.



Stuart Brothers' Ranch and Club Houses Near Harlingen. Stuart Place is
Famed For It's Beautiful Orchards, It's Fine Horses and Dogs,
And Best of All, for It's Perfect Hospitality.



A Bit of a Walk in McAllen.

hundreds of young orchards planted during the past two years. The Harlingen tract gives promise of being one of the principal producing districts of the Valley.

The report of the Secretary of the Chamber of Commerce at Harlingen shows that there have been 1,400 acres of citrus fruit planted on that tract, most of which has been done within the past three years.

The opening of a very large new tract of land this year in the Harlingen section will mean the additional planting of hundreds of acres of citrus fruit in that district during the present planting season.

Early in the history of the industry, San Benito farmers began to plant groves of citrus fruit. The oldest of these are about 10 years of age. There has not been so much new development of orchards on this tract perhaps as on several of the newer districts, but the acreage in bearing, according to figures given out by railroad and express agents, indicate that San

Benito holds third place in importance of shipments. There were about 3,600 boxes of fruit shipped from this district last season. There will probably be an increase of fifty per cent this year over last.



One of the Fine Young Orchards on the La Feria Tract.

There are some splendid groves on this, the oldest tract of the Valley.

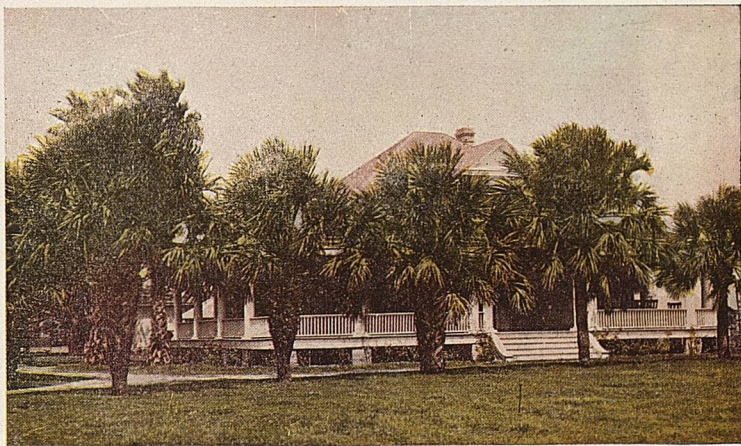
The extraordinarily heavy shipments from the San Benito district in comparison to the small acreage, indicates that the major portion of the groves of that region are in full bearing, and yielded a heavy crop last season.

The acreage reported by the Water District Secretary, is 340, which includes Rio Hondo and Los Fresnos tracts, under the same irrigation system. The principal orchards of that district are the three owned by F. D. Myrick, and the large orange grove of John Novotny, on the San Benito tract proper, and the J. A. Hickman 35-acre grove at Rio Hondo, and the Sam Baker orchard at Los Fresnos.

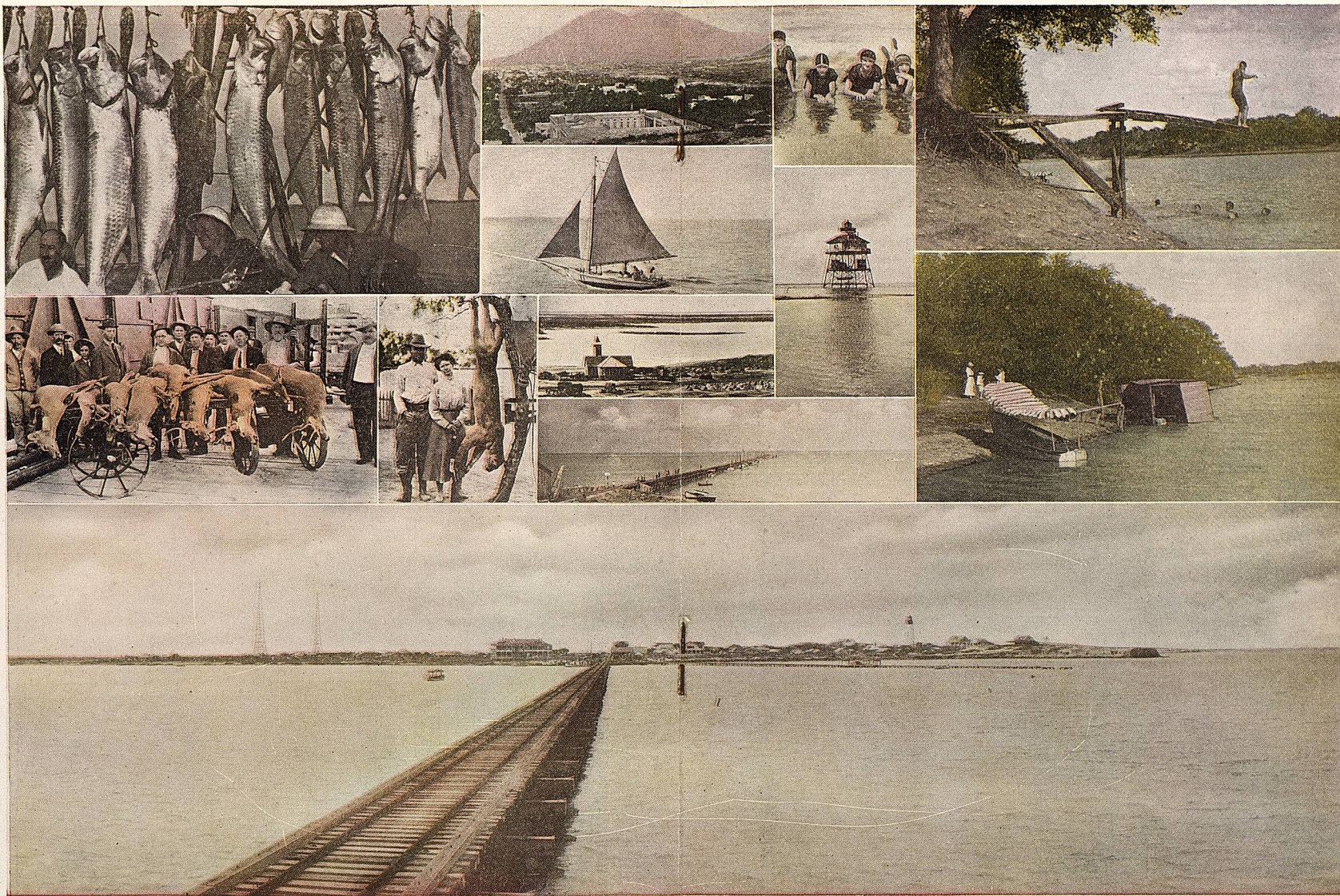
Coming fourth in point of shipments, Mercedes reports having shipped approximately 3,430 boxes of fruit the past year. As Mercedes has the honor of pos-



San Benito Has It's Palm Bordered Walks Also.



Alba Heywood, Pioneer Citizen of San Benito, Dwelt Here and Planted San Benito Palms.



The Recreational and Resort Features of the Valley Are Many. Fishing, Hunting, Sailing, Swimming (Billie Burnett's Bathing Beauties Pictured) at Point Isabel; the Mountains of Mexico an Afternoon's Ride from the Valley (Saddleback Mountain, Monterrey, top line). Llano Grande and Campacuas Lakes for Swimming and Boating Parties; While the Other Views Show the Pier, Bay and Gulf of the Valley's Great Asset—the Port of Brazos de Santiago—at Point Isabel.



The Photograph Fails to Show the Charm of the Volz Ranch at Mission, Which Has Acres and Acres of Fruits that Gave Mission It's Slogan, and Rows of Date Palms Bearing in Commercial Quantities.

sessing the pioneer orchard of the Valley, it has always been in the limelight as a citrus producing section. New development on this tract has been very marked during the past two years, many young orchards of considerable size having been planted. With the coming in of these groves it is very likely that Mercedes will jump from fourth position to one nearer the top, from the standpoint of production.

The principal commercial orchard on the Mercedes tract is the Kalbfleisch-Evergreen Farm, which is the pioneer orchard of the Valley. The largest grove of this district is that of Mrs. Flora Mills Carter, near Mercedes, and which consists of 25 acres. This is a young orchard and not yet in full bearing. The total acreage set to trees on the Mercedes tract is given out by the American Land and Irrigation Company as 1200 acres, which includes the Weslaco tract, where some 412 acres of trees are in flourishing condition.

While the exact figures from Brownsville were not obtainable,



The Valley is Now Building Such Attractive White Stucco Bungalows As This One at Mission.

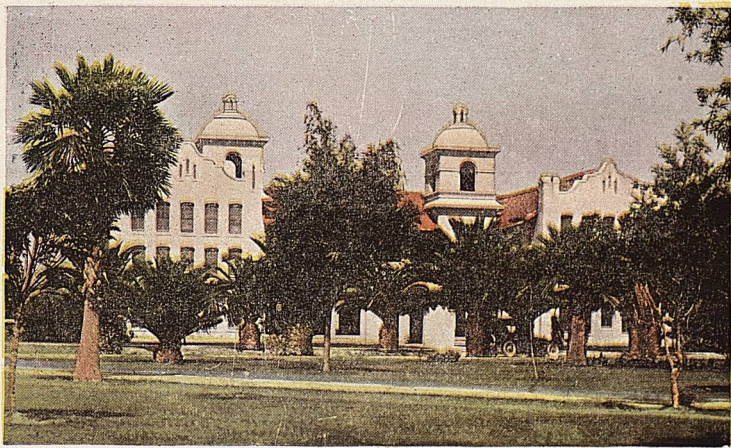


McAllen Boasts This Modern Surgical Hospital, the Doss Sanitarium.

the approximate shipments from the district last year, were around 2,000 boxes of fruit. Brownsville's local consumption was considerable, due to it being the largest city of the Valley and having as its neighbor Matamoros.

For the small acreage of bearing trees, Brownsville shipments show that the yield was very heavy last year. The report shows that there are not over 1200 bearing trees on the Brown tract. The newer development has taken place on the El Jardin tract, the total acreage of both districts being reported at 600 acres. Considerable development of new orchards is on the program in this district during the present planting season.

The total shipments of fruit from the three towns on the tracts



Casa de Palmas, McAllen, is the Best Equipped Valley Hotel, Besides Being the Most Attractive in Appearance.



A Deer Farm, the Hobby of Joe Wells of Brownsville, Where the Millenium Seems to Have Begun.

of the same name last season, were as follows: Pharr 2000 cases, San Juan 1200 cases, and Alamo 250 cases. This district is grouped together because under one irrigation system. Reports from the secretary of the district give the total number of acres in citrus fruit on the three tracts as 2500 acres.

One of the most noted orchards of the Valley is on the Pharr tract, being that of A. J. McColl, which is one of the show places of



Val Verde Fruit Ranches Near Donna.



The Beautiful Shaw Surburban Home Near Mercedes. A Grape-Fruit Tree
Next to the House Holds Nearly Two Thousand Fruits.

this section. It is also one of the oldest orchards in the west end and the most productive from the standpoint of net earnings. The E. H. Reichert orchard is another splendidly kept and productive orchard. It is near San Juan.

The McAllen tract is the smallest under any irrigation system, embracing less than 10,000 acres. On this tract are 24 orchards covering approximately 100 acres, nearly all of which are bearing trees. Being the second district in the Valley to begin the citrus industry, it is widely known for its splendid fruits. There has been little new



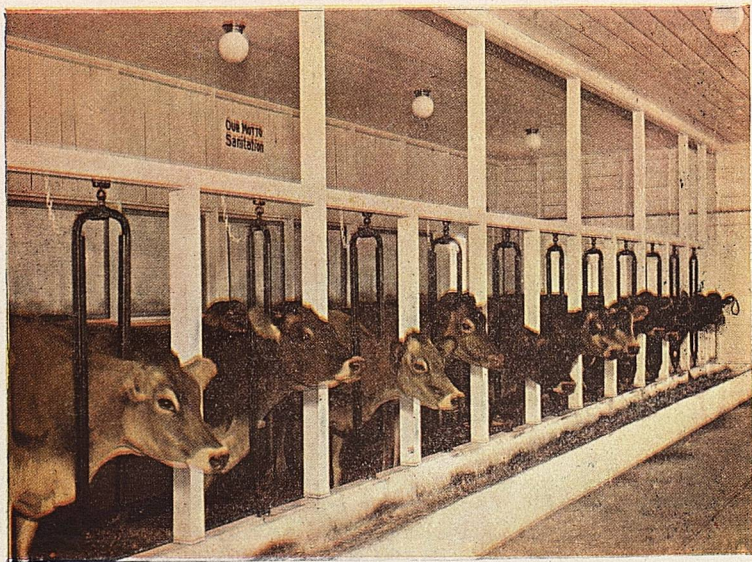
Faculty Club, McAllen, the Only One of It's Kind in the United States. Good
Teachers Are Always Available Here Because of
Excellent Living Accommodations.



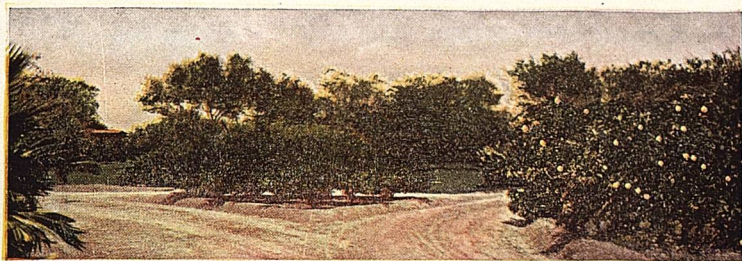
First Unit of the New Dairy System Being Established on El Jardin Tract, Brownsville, by the Lone Star Immigration Company.

development of orchards on this tract, but indications are that a large acreage will be planted during the present season. The largest orchard on this tract is ten acres, the property of Horn & Bartliff. McAllen shipped 1,400 boxes of fruit the past season and will probably ship double this amount this year.

Donna reports 350 acres of orchards, young and old, and Weslaco 412 acres of young trees. On the Donna tract are some splendid groves. The most beautiful and best kept orchard in the Valley is



Half of the "Picked" of the Picked Herd of Lasater's Jerseys in Their New Brownsville Dairy Home on El Jardin.

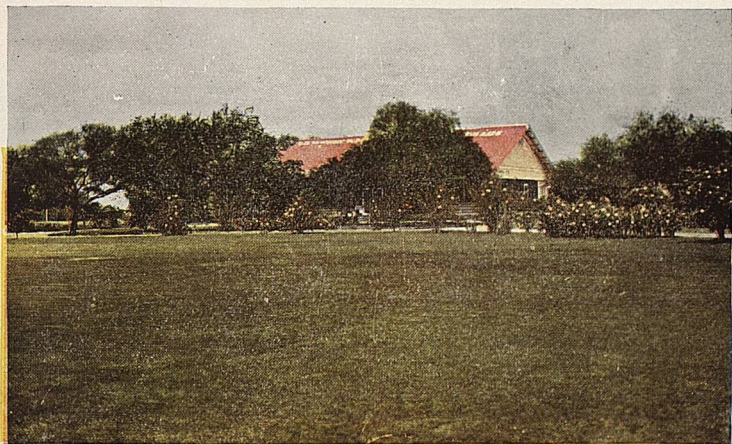


A Grape-Fruit Bordered Driveway in the El Jardin Club Grounds.

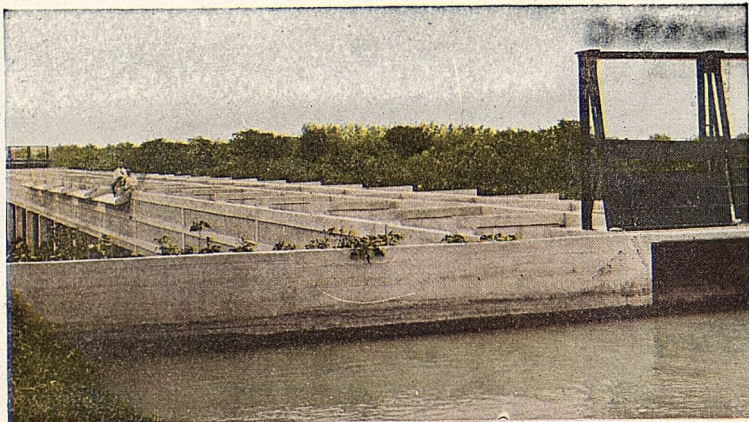
the verdict handed Hans Hansen, owner of the famous Val Verde show place, by most visitors to this wonderful grove. Donna shipped 500 boxes of fruit last year and Weslaco is credited with 200 boxes. Weslaco's groves are all young, but within a year or two many of them will come into bearing. Some of the most phenomenal young orchards of the Valley are located on the Weslaco tract.

This is one of the newer districts of the Valley, but has several very fine bearing orchards. The largest of these is the property of R. J. Thomas, and consists of 20 acres. Shipments last year were 1000 boxes. This year will probably show an increase of fifty per cent. La Feria fruit at the Harlingen fair last year, won the prize as the best community exhibit. There are approximately 2500 acres of orchards on this new tract, most of it being planted during the past two years.

In the unirrigated district, and just outside of the Valley proper,

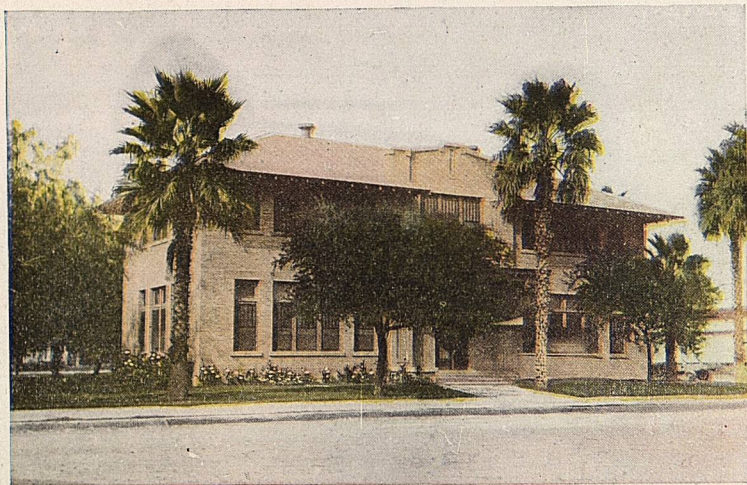


El Jardin Community Club House and Grounds, Where Many Events of Importance To El Jardin Farmers and Brownsville People Are Staged.



Mercedes Has a Prize Irrigation System, One of the Best Built in the Valley, and the Largest Private System in the World. One of Its Modern Flumes in the Picture.

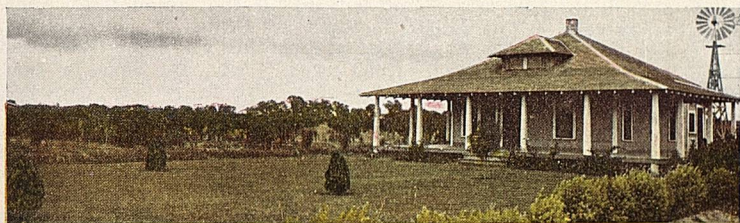
is a dry farming section which is coming to the front as a citrus growing district. At Raymondville there is one of the largest orchards in the Valley. It consists of fifty acres and is the property of Harding & Gill. It is four years old this past spring and bearing its first com-



Home of the American Rio Grande Land and Irrigation Company, Mercedes, Who Own and Operate The Canal System and Are Preparing to Put on a Tremendous Development Campaign.



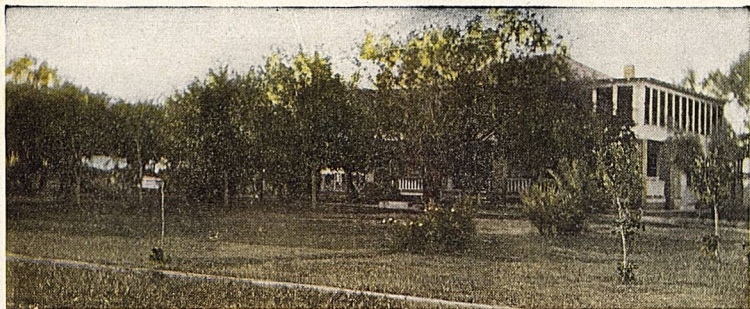
Former Government Inspector Sam Baker and His Partner, Mr. Pitt, Who Are "Balling" Their Nursery Trees For Re-planting. Located on the San Benito and Los Fresnos Tracts.



I. G. Cook, of McAllen, Says: "Every Little Cottage Must Have An Orchard of It's Own."



G. H. Dorton, of Harlingen, With His Home-Grown Nursery, Has Probably Done More Reliable Budding Than Any Other Valley Individual.

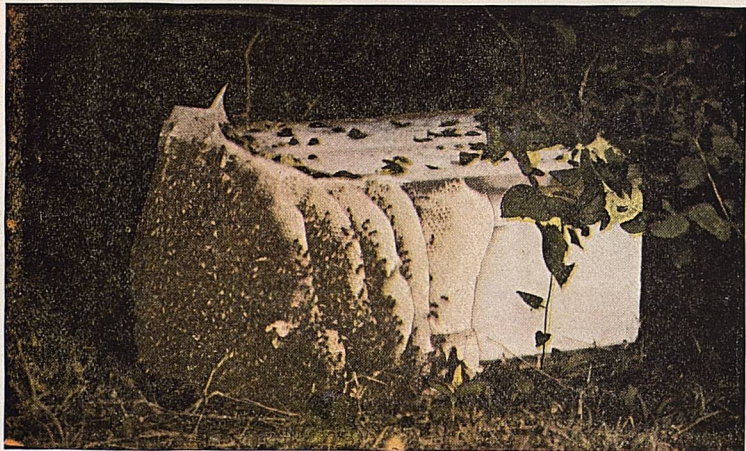


J. E. Stack, of Harlingen, Uses This Spacious Orchard-Surrounded Home As a Guest-Rest for Prospective Valleyites.

mercial crop this year. There are quite a number of smaller groves in this region, all of them flourishing and giving evidence of becoming money makers for their owners. Raymondville shipped 400 boxes of fruit the past season and will double that amount this year. The total acreage of this district is about 100 acres.

Under the Edinburg canal system, including the Hoit-Hammond tract, there is reported a total of 600 acres. Only fifty boxes of fruit were shipped from this district last year. No reports on probable crop this year. Most of the groves are of recent planting.

Being centrally situated, Harlingen has been selected by the Rio Grande Citrus Exchange as the location of its first packing plant. It is in operation for this season's shipments and its services avail-



Every Orchard Must Have Bees, and Here They Are, Building Honey All Over the Outside of Their House.

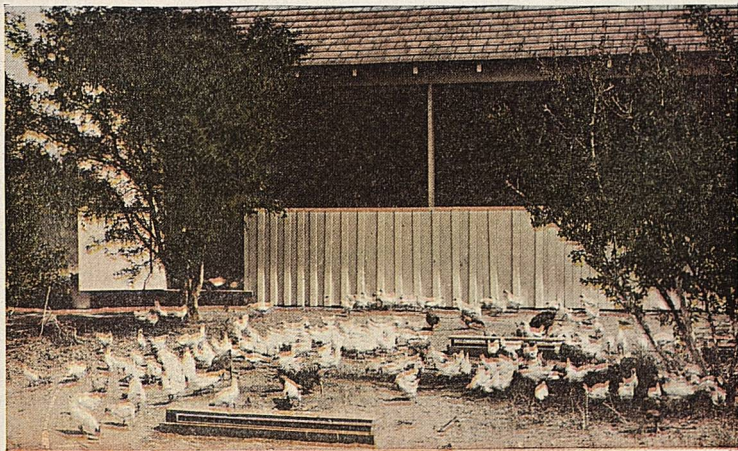


A Few Pigs Belong in the Home-Building Circle of the Orchardist.

able to members of the exchange. The packing plant is equipped with the latest models in cleaning machinery, sizing, grading and Brogdexing. The fruit of members of the exchange will go out under the standard brand of "Valley Sweet," a name adopted by the directorate at a recent meeting. The pack, labels and wrappers will be standardized, which will assure purchasers getting what they want.

One of the features decided on by the association is that it will commercialize the greenish tinge of Valley fruit and not send it out the bright bleached yellow color of other citrus producing sections. This is occasioned by reason of the fact that some unscrupulous dealers have persistently palmed off other citrus fruit for Valley fruit. A further method of protection will probably be the electrical branding of each piece of fruit going through the exchange.

The sales end of the organization will be under the direct supervision of President J. A. Hickman, who has had years of experience



And Chickens Are a Paying Investment, So Nat Wetzel Tells of These Raymondville Beauties.

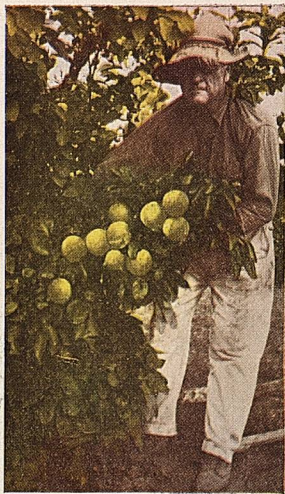


Flora Mills Carter Lives Here By Her Lake, Near Merced, and Grows Thousands Of Performance Record Citrus Trees for Herself and Other Valleyites.

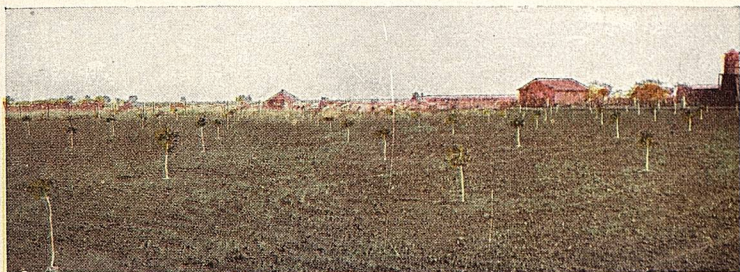
as a sales manager and knows the marketing end of the proposition as few know it.

The citrus industry, like that of any other line of horticultural endeavor, requires intensive care, much work, and constant inspection to keep down parasites. No one is advised to enter the business unless they can either give it their personal attention or get some reliable person or firm to attend to it for them. Indifferent methods of cultivation, lack of vigilance and protection in cold snaps, and failure to prune and spray trees, means certain debit in the profit and loss account. On the other hand, there is no farm activity that will pay as well as an orchard that is given proper attention. This has been thoroughly demonstrated in the Valley during the past five years. A fairly accurate general average of profit per acre is arrived at by the tabulation of actual sales records kept by the leading orchardists. The figures given are from orchards that have received the best of care and cultural methods, and are vouched for by men and women of undoubted integrity. The following statistics obtain in Valley production: Orchards four years old average \$200.00 per acre; from five to six years, \$400.00 per acre; from six to seven years, \$600.00 per acre; from eight to nine years, \$700.00 per acre; from ten to eleven years, \$1,000.00 per acre; from twelve to thirteen years, \$1,600.00 per acre.

There are many exceptional cases where phenomenal yields have been reported, running far above these averages.



Weslaco's Debut Into Citrus Circles With a Two-Year Old Tree Bearing Fourteen Grapefruit in a Bunch.

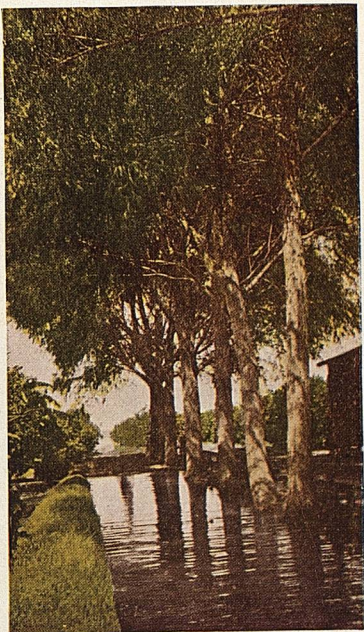


This Is a Typical Valley Baby Farm (Citrus Babies, of Course). It Might Be At Alamo, Edinburg or Lyford, Where Thousands of New Trees Are Being Planted.

As high as 700 boxes of fruit on four acres of a four-year old orchard is reported by Mrs. Flora Mills Carter of the Mercedes district, and \$2,000.00 per acre for an eleven-year old orchard on the Mission tract. These yields, however, are very exceptional. The cost of cultivation, pruning, spraying, heating, and gathering fruit for packing, is placed at \$100.00 per acre. This may vary some, but is the average cost.

From these figures it will be apparent that a citrus grove brought up to the bearing stage under proper cultural methods and attention, is a veritable orchard of gold.

There is such a wide divergence in the prices of lands in the Valley that it is difficult to arrive at a general average of the cost of planting an orchard. The price of lands vary according to the location and the improvements, as in any other farming district. The soil throughout the Valley is uniformly good, and while there are districts that claim they have better soils for citrus growing than others, there is really no foundation for such claims, as it has been demonstrated that citrus trees thrive equally as well on sandy soils as on the blacker and waxier ones. Basing his average price of lands at \$300.00 per acre, one of the leading nursery-men of the Valley, made an estimate of the cost of planting a grove at \$535.00 per acre.



Donna Has Spent Much Money on Her Irrigation System, and You May Take a Walk Beside This Shady Private Lateral.

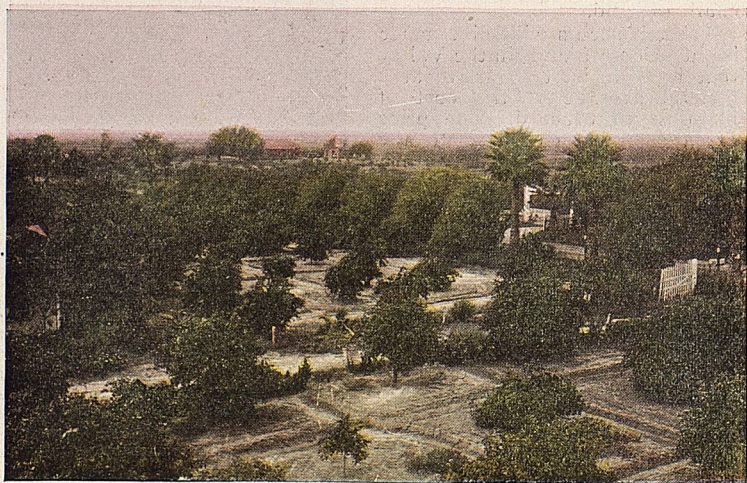


Mr. R. Britton, Weslaco, Planted This Orchard Just Two Years Ago,
One of the Finest Young Orchards in the Valley.

This merely means the planting, and on lands without improvements. Non-residents may have orchards planted for them and cared for up to the bearing stage at from \$800.00 to \$1,000.00 per acre. Several firms in the Valley specialize on this class of contracting. These costs include land, watering and every expense except orchard heaters.

After an orchard has arrived at three years of age, it is the safe and sane thing to do to equip it with orchard heaters. The cost of these, according to the make of the heater, is from \$2.25 to \$4.50 each. The first cost is rather heavy, but due to the fuel used (crude oil) they will last for years, as they are not used in the Valley on an average of more than three times a year.

The number of trees per acre, depends on the choice of the owner of the orchard. The older groves were planted at the rate of 108 trees



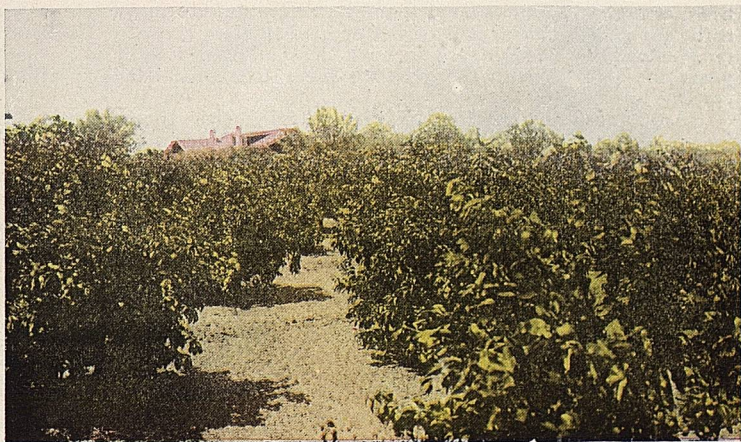
Situated Between Alamo and Donna Is This Group of Citrus Fruit Ranches,
And Soon the Two Towns Will Be Connected by a Fruit Boulevard.



F. D. Myrick's Five-Acre Residence-Orchard at San Benito, Showing Irrigation and Truck Planted Between Rows.

to the acre, which has been found to be too many. Present methods are 70 trees to the acre, which gives ample room for the inevitable spread of the branches, and leaves room for cultivation and spraying machinery between the trees after they have attained their full growth.

The widespread demand for Valley grapefruit insures a lucrative price for this commodity for years to come. It is incomparably superior to that of any other region on earth. Those who have used



The Ball Suburban Home at Donna Shows This Phenomenal Two-Year Old Orchard.



Sunset on the Silvery Rio Grande.

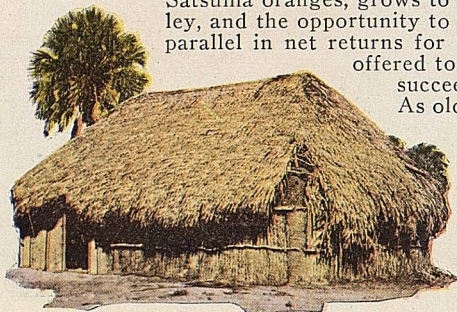
it, are insistent on having no other kind when it is obtainable. While the oranges of this district have not been so thoroughly advertised, they too are superior to those of any other district, both in sweetness and flavor. Growers are awakening to the importance of planting more oranges. Lemons have found an active market and have proven to be more economical and of better quality than those of California or Mesina. Tangerines are in such demand that it will take many years to catch up with the growing favor that this delicious fruit is coming into.

Any and every variety of citrus fruit, with the exception of Satsuma oranges, grows to perfection in the Magic Valley, and the opportunity to go into a business without a parallel in net returns for time and capital invested is offered to those who have ambition to succeed and rise above mediocrity.

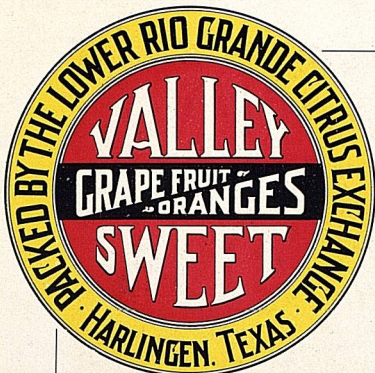
As old age insurance nothing compares with owning a citrus fruit orchard in this incomparable subdivision of the United States.

Come to the Valley. You will be met with a warm welcome and quickly be made to feel that you are at home among a class of people who are above the general average in social, intellectual and financial standing.

—MONTY.



The Passing of the Jacal.



"When It's
Green-Yellow
It's Ripe".

The Above Brand is a Guarantee of the Genuine
Lower Rio Grande Valley Fruit.



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