

1930

The Grapefruit Special vol.1 no.3

Julia Cameron Montgomery

Follow this and additional works at: <https://scholarworks.utrgv.edu/johnshary>

Recommended Citation

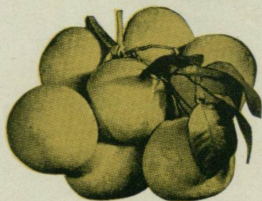
John H. Shary Collection, UTRGV Digital Library, The University of Texas – Rio Grande Valley

This Book is brought to you for free and open access by the Special Collections and Archives at ScholarWorks @ UTRGV. It has been accepted for inclusion in John H. Shary Collection by an authorized administrator of ScholarWorks @ UTRGV. For more information, please contact justin.white@utrgv.edu, william.flores01@utrgv.edu.

The Grapefruit Special

SENT FROM

The Garden of Golden Grapefruit



The Magic Valley of Texas

ISSUED each month covering within a year twelve subjects of vital interest to the general public on Valley activities. Compare the facts with what other sections offer. File your copies for reference.

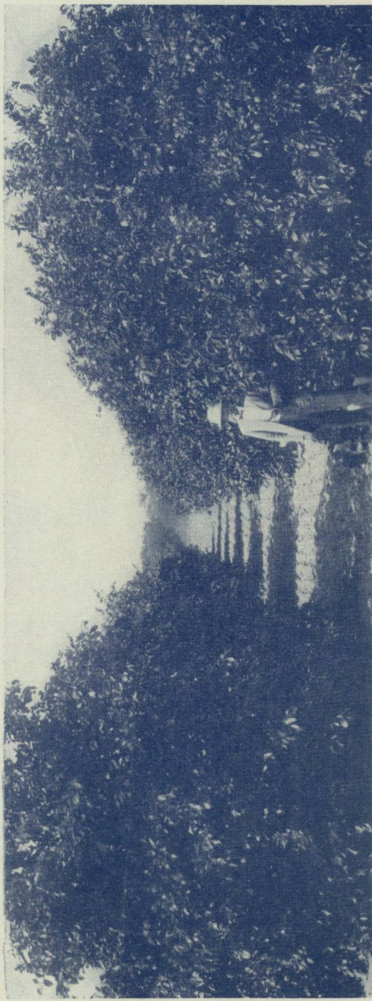
Copyrighted 1930 by
JULIA CAMERON MONTGOMERY
Publisher

MONTY'S MONTHLY NEWS
BROWNSVILLE, TEXAS

Price 5 Cents

VOL. 1

NO. 3

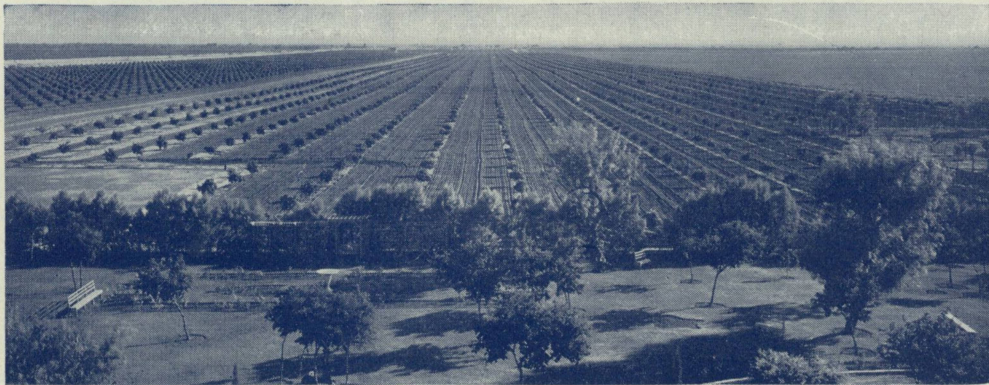


This Valley grove shows the largest four year old grapefruit trees in the world. At sixty-two months old they were eighty-five feet in circumference and produced ten packed boxes of fruit to the tree, seventy trees to the acre. Net price to grower \$2.65 per box.

TEXAS CITRUS FRUITS

Citrus growing in Texas had little foundation or success prior to the passing of the experimental stage in the Lower Rio Grande Valley, less than a dozen years ago. In fact, the past ten years may be designated as the era of building a permanent foundation for the Valley's citrus industry, which is estimated variously from a hundred to a hundred and fifty million dollar investment at this time. As there is no accurate information obtainable on the actual money value of the dozen and one phases of the industry, the figures quoted may be accepted as conservative approximates.

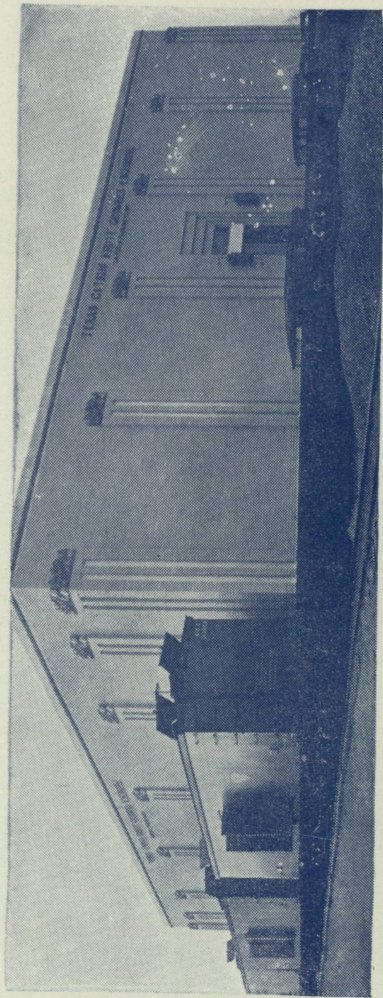
In January, 1922, the Valley received its first big publicity as a citrus country. Houston held a gala week with every shop in town retailing Valley grapefruit, oranges, lemons, and tangerines. It amounted to a sensation locally, and from coast to coast the ballyhoo spread. It shook the complacency of other citrus producing sections, although accepted as a joke—*then*. That season about fifteen cars of fruit were rolled as a result of the eight cars consumed at Houston during Valley Week. In 1929, five thousand cars were produced, shipped in carlots, by express, truck, and in canned and bottled form. There are now more than six million trees in orchard form, and planting continuing at the rate of a million a year, and more, as rapidly as nurserymen can grow the nursery stock.



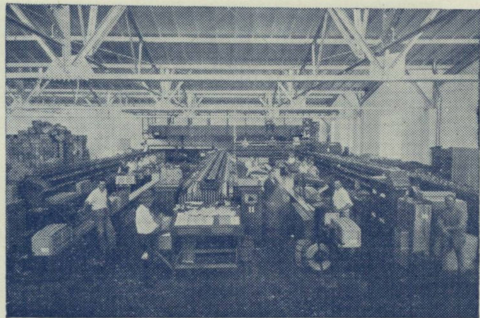
A Valley citrus landscape is the most attractive type of beautification. In this one you see miles and miles of tree rows perfectly cared for.



One of the hundreds of beautiful nine year old grapefruit groves which bring golden wealth to Valley growers.



The Valley has expert packing and marketing methods and many fine packing and canning plants. Texas Citrus Fruits will eventually reach world wide markets. Their superior quality and cheap cost of production will place them above competition.



Most modern machinery is found in Valley Citrus packing plants, including Brog-dexing equipment, which guarantees fruit reaching the market in perfect condition. Bottled and canned fruits and juices are now rapidly increasing bi-products.

To state that citrus growing will soon become the chief Valley activity is merely giving out what the majority of developers believe and say. Certain it is that the industry has had a phenomenal growth in this country which reckons all development in terms of "magic." The areas of continental America adaptable to citriculture are small spots, as small as a man's hand, comparatively speaking. Citrus fruit has become a household and a health demand within the past five or six years. This demand increases with each day. The increased production, instead of meeting a flooded market, will inevitably prove a life prolonging boon to humanity.

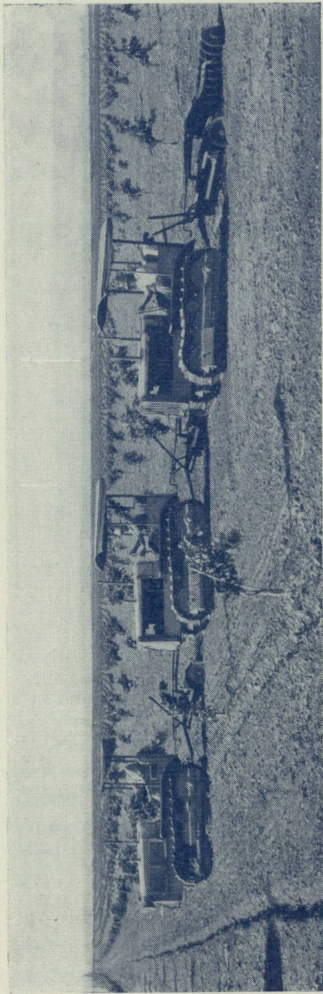


Copyright - Edrington.

You are presented to a prize Foster Pink grapefruit tree, one of several acres which this season produced better than a thousand dollars an acre, at their seventh year. Foster Pinks bluish within and without, are a decidedly fancy fruit, and bring a high premium. Last year half of a "pink" brought seventy-five cents in New York hotels. The outside red resembles a highly rouged (nature's beauty who steers clear of the water. The inside appears to have been dipped in claret.

Three things govern the distribution of any commodity on a competitive market: production cost, transportation and market-

ing cost, and, **QUALITY**. Especially will these factors govern the future of the Valley's citrus industry. The scale of produc-



One bears much of "care contract" on young citrus groves. Hundreds of thousands of dollars are invested in care equipment, and many experts bundle groves for non-resident owners, thus assuring proper maturity through proper methods. One Valley concern has a monthly pay roll of \$25,000 for care. Tractors are necessary equipment for frequent soil cultivation.

tion here runs the extraordinary gamut of from a minimum ten cents a box (Roach, certified) to forty cents maximum, the last figure comprising the highest possible cost. The other citrus sections of the United States show production cost of seventy-nine cents up to a dollar and fifty-seven cents a box. The Valley, east of Denver and west of Pittsburgh, has a lower shipping rate than Florida and California. When Port Isabel begins harboring great ocean-going ships, Valley fruits will reach the New York market at the same rate Florida has. But last and best, *the quality of Valley citrus fruits* will always bring a premium over any other citrus fruits as soon as this quality is known throughout the world.

From the standpoint of a return on an investment, few things offer equal possibilities with citrus growing. Perfect citrus soil having the necessary air and water drainage, planted with certified or pedigreed trees on sour orange root, will, with proper care, consistently produce more dollars to the acre over a longer period of time than any tree that grows.

Citrus trees in the Valley attain a remarkable size and a more rapid maturity than anywhere in the United States. Some growers state that this is due to soil and climate, others to care and cultivation methods; but the most wonderful Valley groves include the whole combination. And if you are familiar with grapefruit other than Valley-grown, it will not surprise you to know that the sugar content of this incomparable



Wind breaks are in order wherever citrus groves dwell. Athel, shown above, is favored in the Valley because of its quick growth and decorative effect.

Texas product is fourteen per cent, Florida's nine per cent, California's six per cent, according to Government tests.

Much interest centers in the prices of citrus lands in the Valley. You may heed what Arthur Brisbane says: "With the nation's population increasing at the rate of two million a year, it is only a matter of time until citrus fruit will become a scarcity. If you own land that will produce citrus, hold it. Only four sections in America produce citrus fruits in commercial quantities. These will not take care of the growing population of the country." Consequently, the potential values of Valley citrus lands may not yet be fixed. At present they vary so

inconsistently that it is not possible to quote stabilized values. It is only fair and reasonable to rate them at what they will produce per acre. A sixty-two months old grove from the bud produced ten packed boxes to the tree, for which the Exchange paid the grower \$2.65, net, seventy trees to the acre. Figure it for yourself as to the valuation of the land which can produce such a crop. While this is an exceptional yield scores of groves now producing in the Valley net a thousand dollars an acre and better. Then there is the enormous nursery industry—home-grown trees, and lately, the bud-wood industry. Activities have been so intensive in the past three or four years, figures have not been compiled as to the values of the marvelous soils selected by nurserymen for the production of their millions of seedlings and budded trees. From a comparative angle, certified Valley citrus lands at a thousand dollars an acre, *in the brush*, would be a modest price. Set to pedigreed or certified trees, with expert care contract, they are worth whatever the purchaser pays. For no other product will yield such a money crop as a first class citrus tree.

Roger Babson has broadcast this paragraph about the Valley: "Increasing attention is being given to the advantages presented by the section of Texas known as the Lower Rio Grande Valley. Its citrus fruits and vegetables are finding a ready market throughout the states, and the climate and soil are well adapted to the growing of these products. Within the last few years great

strides have been made in the development of this territory, and undoubtedly it will continue to grow as people become acquainted with its advantages."

Martin Insull stated on a recent visit to the Valley: "Your section has passed the pioneer state and is rapidly becoming stabilized. The investments which the Insull interests have made in the Valley look better to me than they ever have. The Valley is now in a position to take advantage of the pioneering work that has been done. The foundation has been laid for a constructive development of this section."

The head of the Government Experiment Station in the Valley, W. H. Friend, states: "A well kept orchard in the Valley is capable of producing twenty-five to forty tons per acre per year." The grove at the station that has proven this is only ten years old. The Valley has some producing orange trees that are sixty years old, and citrus trees of Europe are as old as two hundred years.

1 1 1 1

Any health expert, either dietician or M. D., will tell you that the mixture of grapefruit and lemon juice, or orange and lemon juice, creates vitamin C, that most important health requisite. It is the privilege and the purpose of the Lower Rio Grande Valley of Texas to supply the world with an enormous tonnage of the finest quality citrus fruits obtainable in the great health crusade of a modern civilization.



They are not fake pictures. Bessie, the cow, eats three big buckets of grapefruit twice a day, and has a satiny skin. You can't imagine the flavor of her milk.

Jessie, the dog, eats grapefruit for breakfast.

THE GRAPEFRUIT SPECIAL

Serially Issued Once a Month

1. Valley Truck and Vegetable Deal
2. Public Utilities—Facts
- *3. The Citrus Industry
4. Fishing and Hunting
5. Playgrounds
6. Over the River
7. Climate and Health
8. Women's Activities—Beautification
9. Transportation Facilities—
Railway—Air—Water
10. Irrigation
11. Schools
12. Good Roads



DISTRIBUTED BY—