

What It Means to Have Twelve Months of Good Growing Season

The Irrigated La Lomita Lands at Mission, Texas, Have Already Produced Their First Large Profits

It seems almost incredible that the farmers and growers on the irrigated La Lomita Lands at Mission, Texas, in the Lower Rio Grande Valley of the Gulf Coast Country, have already received their first large profits, while the northern and eastern farmer still have their hardest work ahead. The spring and summer truck crops have about all been gathered and shipped. For the past few months it has been an inspiring sight to see the train of wagons coming to the Mission depot with the day's consignments of truck to go forward by express, and the larger wagons hauling in the larger amounts to load in freight cars. Railroad officials say that Mission has produced more express than any station on the road, and that this year all previous records have been smashed.

QUICK CASH RETURNS

These first returns have been so good this year that the profits would be considered large even if the land cost \$1,000 per acre. The greatest advantage possessed by the Mission farmer is that he has twelve good months of growing season—twelve good months in which he can make money. He is able to grow all manner of vegetables in the winter months and place them in the markets months ahead of any other section in the north or east. He is able to get into the best markets of the world when the demand is greatest and the price is the highest. The result is—he can realize quick cash returns. Another advantage, his work can be distributed over twelve months of the year, and there is something on which he can realize a profit all the time.

After the Mission farmer has shipped his truck crops to the northern markets in the late winter and early spring months, and has received fancy prices for his produce, he turns his attention to the summer crops. It is a common sight to see corn in silk and tassel in the middle of May. If you don't like what you get out of one crop here you have plenty of time to get two and still not interfere with the winter growing vegetable season. You can see fine fields of cotton and other staples growing now on land that produced immense yields of cabbage or onions in the early spring.

PROFITABLE SECOND CROPS

Farmers on these Mission lands are producing crops of corn, alfalfa, sugar cane and cotton in the summer months and crops of vegetables during the winter that are netting them more money per crop than the land costs per acre. We have farmers here who have netted \$500 per acre from one crop of their produce. In addition to the wonderful production of staple crops and vegetables, there are unlimited possibilities for growing oranges, lemons, grapes, grape-fruit, nuts and vines, which promise to outrival the immense production of California.

It is not necessary to have a large area of land here to get a satisfactory crop, or to put in a whole life-time of hard work to secure a competency. From the experience of others, ten to twenty acres are sufficient. One may safely begin with ten acres and soon be able to add to it. A man with \$1,500 may safely undertake to get a start on the La Lomita Lands at Mission. There is no waiting for the growing



The Way Things Look in the Gulf Coast Country

season, and a buyer may proceed to clear his land and put in some sort of a crop at once. With twelve months of growing season, and two or three crops a year on the same ground, there is no time for loafing. The results here are sure and certain for the man who wants to get ahead. At Mission you take no risk of loss from drouth, late seasons, destructive hail and wind storms, floods, and the numerous drawbacks and worries of farming where all depends on the fortunes of one season in a one-crop country.

WEALTH PRODUCING LANDS

The La Lomita Lands possess every requirement for wealth producing for the farmer. We have here the unusual combination of the most fertile soil, a climate unsurpassed, an abundance of water for irrigation, an efficient irrigation system, and an adequate supply of the cheapest labor in the country.

If you are thinking of making a change where you can better yourself, where you will not have to renew your mortgage at the end of the year, where you can make enough net profit in one season to pay for your farm, where you can enjoy the finest climate in the world, come to Mission, Texas, and see what is being done here. With summer here, some may question the advisability of paying a visit to this country at such a time. This is just the time to come if one would make up his mind from experience whether he desires to face the expected high temperatures. But it might as well be made plain right now that there will be no extremes of heat to face. We have a dry climate, and the heat is not as noticeable as in the humid regions of the north. There is an occasional hot day when temperatures of 98 degrees have been recorded here when the thermometer would show 104 degrees in Chicago. These are exceptional days, and when they do come, just get in the shade for a minute and let the Gulf breezes fan your brow. You will forget about the heat, and guess the thermometer registers about 70 degrees. The Gulf breeze never fails to arrive. It works every day in the year.

CAN BETTER YOURSELF HERE

We have here at Mission a hustling colony of the very best people. There is a community of interest among the people here. Everyone is interested in seeing his neighbor prosper, and there is a friendly rivalry among producers to see who can do the best. We want more of this class of people, and to such people we can promise sure results. Nothing can be realized without intelligent effort and work, and we want to emphasize the fact that dollars don't grow on the bushes here any more than they do in your state, but we do claim that any energetic man can realize larger returns from an investment in a Mission farm than anywhere else on the American continent. The time to come is now, while the land is within your reach. Irrigated lands in other sections of the country under less favorable conditions are now selling from \$500 to \$1,000 per acre. By acting now you can get a Mission tract for from \$50 to \$100 per acre.

We cordially invite your correspondence and investigation.

CONWAY & HOIT,
Mission, Hidalgo County, Texas.

Cut Out Coupon and Mail TODAY

CONWAY & HOIT, Mission, Texas.

I am very much interested in your La Lomita Lands and in the successes being made there. Please send me full information regarding same.

Name

Address

Town

R. F. D. No. State

Cabbage Yield Worth \$400 an Acre

Mr. A. L. Pulliam of Mission had eight acres in cabbage that produced 20,000 pounds to the acre and which he sold at \$40 per ton net. His total receipts from this eight acres amounted to \$3,200.

Are you doing as well as Mr. Pulliam?

If you will investigate the Gulf Coast Country you will find that there are good reasons for such results. One of them is the climate. The winter is so mild that tender vegetables can be grown and placed on the market in the early spring when the price is the highest. After the early spring crop the land will raise a second crop and sometimes a third crop the same year.

You can be successful in the Gulf Coast Country, but you must ACT NOW. Land values are rapidly increasing and in a short time the price will be prohibitive to a man of small means. Don't neglect this opportunity to become independent. You owe it to yourself.

This company will, if you desire, after the land is purchased, cleared and fenced ready for a crop, lease the land for you at 10 per cent net on your investment. You can thus have an income of 10 per cent and an absolutely certain rise in values of at least 20 per cent per annum more.