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E. H. CALDWELL

Corpus Christi, Texas

LAGUNA VISTA SEASIDE RESORT

DESTINED TO BE THE CORONADO OF THE
GULF COAST.

A Resort to Be Built on Laguna Madre which Will Rival Most Famous Resorts of the Continent—Superb Climate, Beautiful Situation, Fishing, Boating, Bathing, Hunting, Etc., Make this the Greatest of All Seaside Resorts.

A seaside resort that will rival the most noted of all such resorts on the American coast, either Atlantic or Pacific—one that will surpass even the famous Coronado beach of California! Such is to be Laguna Vista. On the shore of the old Laguna Madre, one of the largest land-locked bays on the whole Gulf coast, about four miles above Point Isabel and the pass of Brazos Santiago, the promoter of this project has truly discovered the ideal location for a summer resort.

This enterprise which has been on foot quietly for some weeks past, was originated by Dr. H. W. Taylor, formerly of California, who came to Brownsville last winter. Dr. Taylor has been intimately connected with similar enterprises on the California coast for many years, having been interested in the development of some of the leading coast resorts of that state. His practiced eye soon discerned the vast possibilities of such an enterprise on the coast near Brownsville, and he set about obtaining a site for a seaside resort here. The result has been that he has secured the Clearman tract of 10,492, with three miles of beach on the Laguna Madre, on which is located what is undoubtedly one of the most favorable sites that could be found anywhere for such a resort.

Next Dr. Taylor set about organizing the Laguna Vista Club, which will undertake the development of the project as he has planned it. The club is to be operated on the plan of a stock company, each share of stock entitling its holder to membership in the club, and also investing in him the title to one business lot, one residence lot, one five-acre lot and one 40-acre block, the town and adjoining land being laid off in lots and blocks accordingly.

The club as organized already comprises a large number of leading citizens of Brownsville and vicinity, besides which a number of prominent capitalists of Chicago, Cincinnati, St. Louis, Minneapolis, San Francisco and other cities have also taken stock. With such character of men backing it, Laguna Vista is already an assured fact. Some of the points in favor of Laguna Vista may be mentioned briefly as follows:

SUPERB CLIMATE.

The climate is simply superb. The government reports for a period of forty years show an unequalled climate both winter and summer. Its latitude, being about the same as that of Key West, Fla., makes its winters balmy and mild, and, as at Brownsville, a killing frost is of the rarest occurrence, while the cool Gulf breezes make it simply delightful the whole summer through.

The beach at this point is one of the finest on the Texas coast, its hard, smooth surface extending for over two miles, and also underlying the water for a great distance, which makes an especially fine bottom for bathing. Just across the bay, five miles away is Padre Island, with one of the finest beaches on the entire American coast and surf-bathing which is unsurpassed, which will also be

made easily accessible to this resort by means of motor passenger boats and autocars.

THE SPORTSMAN'S PARADISE.

The fishing is one of the greatest features of this coast. Not only do the finest table fish and oysters abound, but the tarpon, king of game fish, also has his favorite habitat in these waters and will afford no end of sport to those who love to dally with the "silver king." The Laguna Madre oysters deserve a chapter of their own. The famous Eastern blue point is insipid compared with these, and the fact that they are eaten all summer, being in their prime at that season, makes the oysters one of the leading attractions of this coast in summer. Quantities of the choicest deep sea turtle are also found here.

There are two large fresh water lakes in the vicinity which will be stocked with fine fresh water fish, and thus add to the attractions of the resort.

As for hunting, there is undoubtedly no place on all the Gulf coast where ducks and other wild game birds so abound, as along the lagoon and on the nearby lakes. Myriads of teal, canvas back, red-heads and other choice ducks, and wild geese as well, show their appreciation of the balmy climate by wintering here. To accommodate visitors who come for sport, the club will build hunting lodges and furnish boats, and all necessary paraphernalia for the enjoyment of this pastime.

In fact this resort will be a veritable sportsman's paradise, which will make it quite as popular in winter as in summer.

MAGNIFICENT SITE.

The site on which the town of Laguna Vista will be built is remarkably attractive. The shore here makes a deep curve, giving the lagoon a width of five miles, and forming a beautiful crescent beach about two and a half miles long. The curve ends in a sharp point, which encloses a fine land-locked harbor three to eight miles wide. The plot of the proposed town includes a fine boulevard along the beach front, fronting the bay, with residence blocks along the bay front and business lots further in. At the upper end are a number of five acre lots which will also be used for residence property.

The real magnitude of this project does not appear at a glance perhaps, but the THE HERALD is assured that there are very extensive interests supporting it, some of them being represented by men who built up the noted Coronado beach resort on the coast of California. A large proportion of the stock is already subscribed and the project is now on a sound basis. Beyond doubt, we have here natural advantages that are unsurpassed for the development of a seaside resort, and with the capital that is interested in the enterprise, there is no reason to doubt that a second Coronado will soon be erected on this southwestern edge of the Mexican Gulf.

As the weather warms up the simple life seems to look more and more like the genuine article.—Philadelphia Record.

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Vegetable Lands in blocks of 20 to 160 acres,

ON LARGEST IRRIGATION CANAL

In the Brownsville District and near Railroad.

TRUCK SEASON IS ENDED.

Results at Santa Maria Most Satisfactory.
Planters Now Putting in
Forage Crops.

The spring crop of truck is about all shipped from Santa Maria for this season, so THE HERALD learned from W. A. McNeill who was in from that thriving vicinity yesterday, attending to business matters.

The results of the season's shipments have been most satisfactory to the planters, who have clearly proven that truck-growing may be made exceedingly profitable on the lower Rio Grande. In all there were about sixty car-loads of truck shipped from this neighborhood, which comprises about a dozen farms which line the banks of the Santa Maria canal. Of this, about forty-five cars were of onions, and the remainder comprised string-beans, cucumbers, cabbage and cauliflower.

Prices on all of these products have been exceedingly good. In some instances the price received was very much higher than during the last season. Cucumbers, for instance, Mr. McNeill says brought twice as much this year as last.

But, even after marketing such abundant crops with such excellent returns, the Santa Maria planters are not resting, as one might think they would. Those people seem to have just gotten into the habit of moving and they cannot stop. Mr. McNeill says they are just as busy as ever out there. Having moved off their last truck, they are now preparing for summer crops, chiefly for forage, such as corn, sorghum, alfalfa, cow-peas, etc.

Mr. McNeill says that in the fall truck planting will begin again, and even a larger acreage than heretofore will be devoted to the various truck products which have proven so profitable this year.

One very gratifying feature of

the situation at Santa Maria, as in fact throughout the Brownsville country in general, is that the truck has not suffered in the least from any sort of disease, and was troubled very little by insect pests.

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The chair—long suffering, but silent; gets sat on.

The fireplace—frank, open; frequently becomes heated.

The mirror—thoughtful, meditative; reflects a great deal.

The pillow—ambitious, industrious; ever anxious to get ahead.

The rug—humble, submissive; never objects to being walked on.—Judge.

Gilt-Edged Security.

The Heavy Man. Lend me a five-spot till Saturday night, will you, Fred?

The Star. Any chance of my getting it back?

The Heavy Man. Is there! Why, say, don't I win \$5000 at faro in the second act?—Puck.

Deafness Cannot be Cured

by local applications, as they cannot reach the diseased portion of the ear. There is only one way to cure deafness, and that is by constitutional remedies. Deafness is caused by an inflamed condition of the mucous lining of the Eustachian Tube. When this tube is inflamed you have a rumbling sound or imperfect hearing, and when it is entirely closed, Deafness is the result, and unless the inflammation can be taken out and the tube restored to its normal condition, hearing will be destroyed forever; nine cases out of ten are caused by Catarrh, which is nothing but an inflamed condition of the mucous surfaces.

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