

1. Margin notes added 1/2022, C. Felsing
2. According to BestPlaces website, Deming, NM gets 288 days of sunshine; <https://www.bestplaces.net>. Another website for solar calculations says 330 days of sunshine; <https://www.nrel.gov> >documents



Here's Where The Sun Shines Brightly

.....355 DAYS a Year

SUNSHINE VALLEY

Ranchettes

IN SOUTHWESTERN

NEW MEXICO

"Land of Enchantment"

3. Select Western Lands "high-tailed it out of town" to the state of Florida years ago under a cloud of lawsuits mostly about water quality in Sunshine Valley Ranchettes (SVR). SVR has over 17,900 lots but today there are just 6 full-time residents and about 4 habitable vacation cabins.

Live Longer and Better In Sunny NEW MEXICO

At a Price You and Your Family Can Easily Afford

ONE OF THE



IN ALL AMERICA!

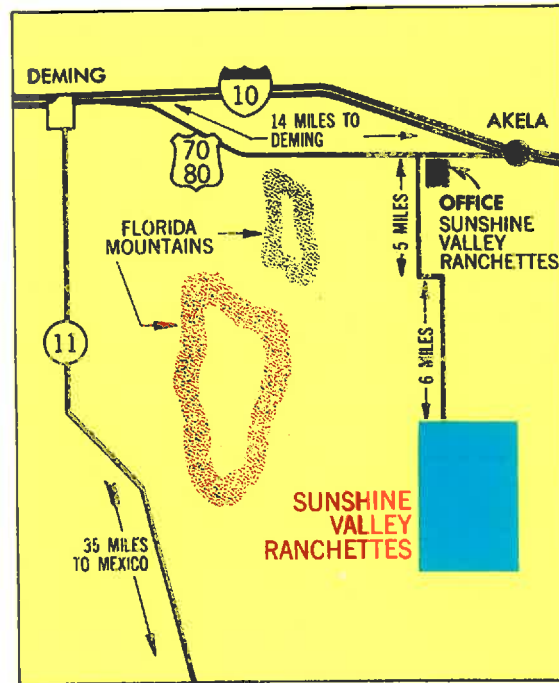
A change of Scene can add life to your years... and years to your life!

The Road to Happiness leads to

SUNSHINE VALLEY RANCHETTES

Welcome to the Great Southwest—one of the fastest growing regions in all of the United States! Almost a miraculous change has taken place in the last 20 years—and we predict that this is only the beginning. Cities that were "mere dots on the map" twenty years ago, are now throbbing metropolises bursting at the seams! Just a generation ago, many people had only vaguely heard of cities such as Phoenix, Tucson or El Paso. Today hundreds of thousands of people are living in these thriving cities and hundreds of millions of dollars are being invested in these beautiful regions.

The nation has at last "discovered" the great Southwest and the boom is on. Look at some of the photos in this brochure. The cities you see won't be the same a year from now. In almost every case the population explosion has caused these cities to spread out to the rim of the mountains that surround them. Land that only yesterday was miles from the heart of town, and cost their owners only a few dollars, are now part of the great cities and have made many families rich. Yes, the "land boom" is definitely on in the Southwest! If you don't own even a single acre, now is the time to act!



Here Are Easy To Follow Driving Instructions Telling You How To Get To SUNSHINE VALLEY RANCHETTES

Sunshine Valley Ranchettes is easily reached from all directions over major highways with little difficulty.

If approaching from the east thru El Paso, take U.S. Interstate #10 to Las Cruces. Turn left at Las Cruces and follow Interstate #10 to Akela where you turn off and continue west on old Highway U.S. 70-80 for five miles to the Franklin Farm Road where you will find the Sunshine Valley Ranchettes field office.

If driving in from the west on Interstate #10 and U.S. 70-80, drive THROUGH DEMING, New Mexico and travel 14 miles due east on old U.S. 70-80. Then turn right at Franklin Farm Road and visit our field office on the corner.

If driving down from the north on U.S. #25, turn right at Hatch on Highway 26, and go on to Deming. Go east from Deming for 14 miles as per instructions in the preceding paragraph.

Wonderful Cities of The Southwest Are Only These Distances Away

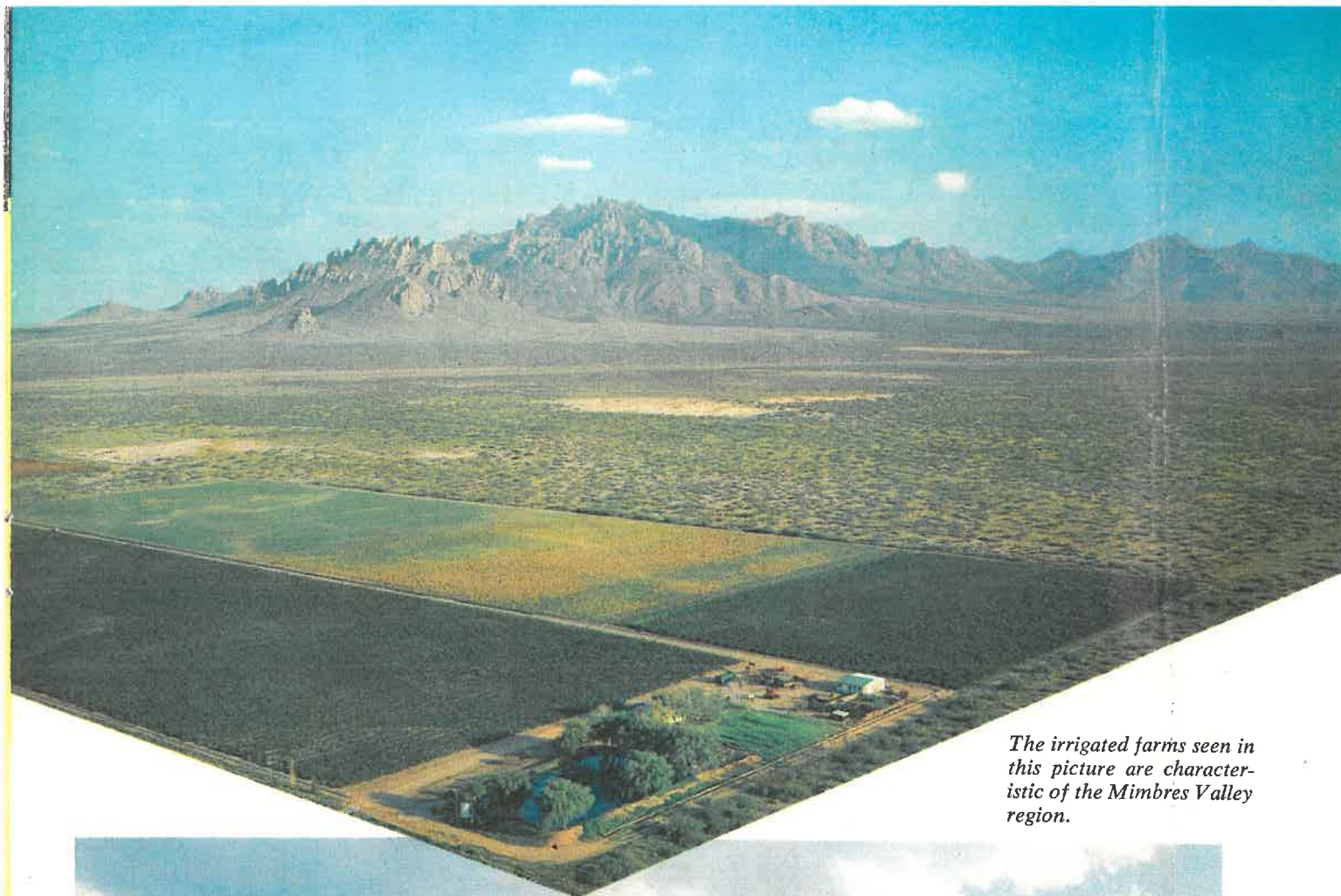
In this brochure we have referred to the cities listed to the right. For your information we have listed their distance from Deming. Since SUNSHINE VALLEY RANCHETTES are all within 28 to 35 miles from Deming, any of these listed cities would be from that much closer to or that much farther from your particular tract.

Albuquerque, N. M.	238 miles
El Paso, Texas	104 miles
Las Cruces, N. M.	59 miles
Las Vegas, Nevada	591 miles
Los Angeles, Calif.	693 miles
Lordsburg, N. M.	59 miles
Phoenix, Arizona	301 miles
Prescott, Arizona	412 miles
San Diego, Calif.	631 miles
Scottsdale, Arizona	300 miles
Silver City, N. M.	56 miles
Tucson, Arizona	213 miles

All Can Be Reached by Hardroads or U.S. Highways Directly from . . .
SUNSHINE VALLEY RANCHETTES

4. There is no farmland in SVR, only scrub desert. Sometimes the wild grass offers good grazing however deeds for ranchette lots do not include grazing or mineral rights. Most all lots in SVR have caleche (clay) soil. The 1980 Luna County Soil Survey done by the US Dept of Agriculture says the vast majority of SVR has Hondale soils, which are alkali with poor to severe permeability according to the report. A few narrow areas of land are Bluepoint-Onite, a deep sand.

5. There are 254 miles of road right-of-way in SVR; 93% is unimproved and was last graded 3-6 years ago. Yucca, mesquite and cactus plants grow in the middle of these "roads"; some 3-4 feet tall. For those of us living here, that's not a complaint because in the years they graded all the unimproved roadbeds, dust storms were terrible.



The irrigated farms seen in this picture are characteristic of the Mimbres Valley region.



A fresh young cotton field alongside the Florida Mountains which are only 6 miles from Sunshine Valley Ranchettes. Underground water makes it possible for you to grow a rich green garden on your property.

Right Now You May Reserve a

1/2 ACRE
Ranchette

CASH PRICE
Only **\$299** **LOW MONTHLY PAYMENTS**

1/2 Acre \$299

1 Acre \$598

1 1/2 Acre . . . \$897

2 Acres . . . \$1196

All Ranchettes front on a graded earth ranch road. Roads 60 ft. to 100 ft. in width are being dedicated to the County.

All Sunshine Valley Ranchettes, which start 28 miles from the lovely city of Deming and stretch 35 miles from Deming at their farthest point, have a magnificent view of the towering Florida Mountains. Every Ranchette has easy access to three major highways, U.S. 70-80 and Interstate 10.

Master Policy of Title Insurance. Your title guaranteed insurable.

30 day full money back unconditionally guaranteed. Every penny of deposit refunded if for any reason you change your mind. Remember—you have 30 full days to decide after your contract has been mailed to you.

You may exchange your property any time after purchase for any other Sunshine Valley Ranchette site of the same size at no increase in price to you, within one full year after purchase.

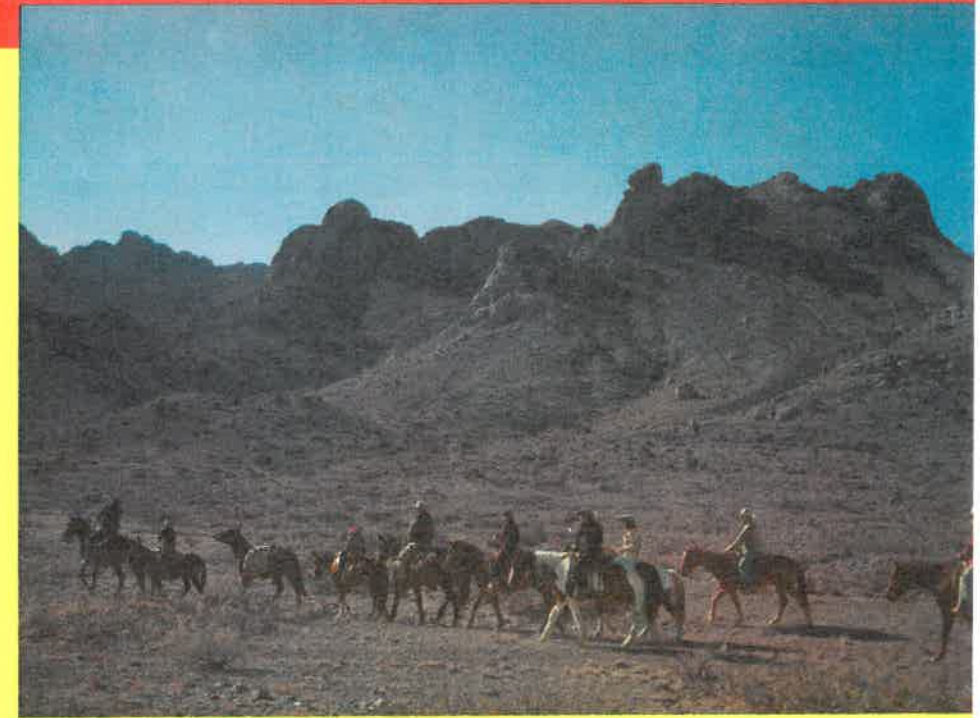
LOW MONTHLY PAYMENTS



Many lovely ranch homes have already been built in a close by Development—portions of which adjoin Sunshine Valley Ranchettes.

AT SUNSHINE VALLEY RANCHETTES You'll Find a Friendly U Florida Mountains! *Here You Can Hunt, Hike, Horseback Ride,*

ALL THIS *Plus...*
AMERICA'S FINEST CLIMATE



6. We do have a nice desert climate but on this page are 2 miss-identifications: The flower is not a Yucca, rather a Bird of Paradise, non-native but hardy here. The photo of the park in lower left is City of Rocks State Park.

The beautiful flowering yucca plant—New Mexico's State Flower is to be found growing in profusion throughout Sunshine Valley Ranchettes.

The foothills of the Florida Mountains begin only 6 miles away from the property. If you like horseback riding you'll find this a most enthralling experience. Rock hounds will find agate, opal and amethyst are plentiful here.

At night it's fun to camp out in the close-by Florida Mountains. The air is delicious and stars are so large and bright you feel you can reach out and touch them. Enjoy the low humidity and smog-free air of God's Country!



A picturesque picnic ground along the Rio Grande River outside of Las Cruces—59 miles from Deming. This is the romantic west and good highways permit scenic trips in all directions.



Just 32 miles from Deming is the famous State of Rocks State Park—acres of fantastic rock formations that will thrill young and old.

City

Overcrowded World — A Lovely Valley Close to The Magnificent Purple Picnic Away From The Smog and Pollution of The Big Cities . .



Play golf twelve months a year at the Rio Mimbres Country Club Golf Course in Deming. Daily green fees are quite reasonable and this well-kept, uncrowded course is awaiting you.



There's nothing as exciting as a western style rodeo and they are held every year in Deming as well as many neighboring towns.



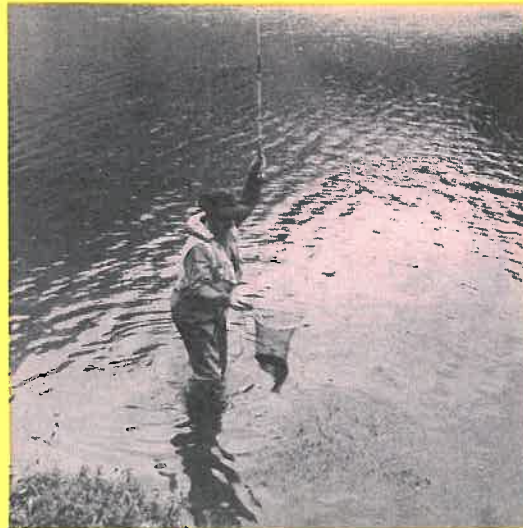
65 miles northeast of Deming is the beginning of the mighty Caballo Dam-Elephant Butte Reservoir, the second largest man made lake in the United States. Here's a water paradise that's hard to match.



Water skiing on Elephant Butte Lake. Here you can rent a boat, fish, swim or just laze away a wonderful day and be back to Sunshine Valley Ranchettes in time for dinner.



Sportsmen will love the Sunshine Valley Ranchettes area! Quail and dove are found locally. Big game is available in the Gila National Forest—60 miles to the northwest.

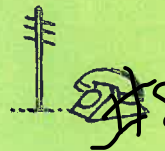


Fishermen! You'll find trout, bass and blue gill abound in the Gila National Forest, 60 miles to the north of Deming. 65 miles to the northeast is Caballo Dam and Elephant Butte Reservoir, the second largest man made lake in the U.S.



Wherever you build your home at Sunshine Valley Ranchettes the unforgettable Florida Mountains are ever present. Their color changes from bright hues to deep purple almost hourly with the movement of the overhead sun.

7. 93% of SVR roads are unimproved and last graded 3-6 years ago.
 8. Columbus Electric charges \$2,000/every 350' extension of the main power line and property owners are required to "pick up the tab". Luna County regulations for conventional septic systems require a 3/4-acre lot so it is best to have 2 contiguous lots; a "special treatment facility" must be installed to build on a 1/2 acre lot and will cost thousands of dollars more.
 9. The town of Deming does have very good water but not SVR. SVR wells have high fluoride, enough to make it non-potable though it's great for cleaning - very soft! Wells also have high micro-sand that makes them susceptible to cave-in and often requires whole house filtration to keep the sand out of pressure tanks, dishwashers, wash machines, hot water tanks etc. Water rights are "king" in a desert so domestic wells are limited and can only be used for residential purposes not watering livestock or garden produce for resale.



ANSWERS to QUESTIONS about SUNSHINE VALLEY RANCHETTES

In our experience, the information contained in this section will supply the answers to most of the questions you may have in mind. If there remains any point uncovered we earnestly ask you to write us.

Q. WHERE IS SUNSHINE VALLEY RANCHETTES LOCATED?

A. SUNSHINE VALLEY RANCHETTES is in Luna County. It begins 28 miles from Deming and the farthest boundaries are only 35 miles from town. Its neighbor to the east is Las Cruces, to the west is Lordsburg and to the north Silver City. Deming is the Luna County seat. 32 miles to the south of town is the border of old Mexico. Cross it and you are in the authentic Mexican town of Palomas.

Q. IS DEMING NEAR MAJOR HIGHWAYS?

A. Yes, three important highways—Interstate 10, U.S. 80, 70 and State Highway 11 (which goes straight to Mexico) as well as several excellent county roads.

Q. DO ALL RANCHETTES FRONT ON A ROAD?

A. Yes. Every Ranchette fronts on a graded road with access to one of the major highways. Each of these ranch roads is from 60-80 ft. wide.

Q. WHAT ABOUT WATER? WHAT DOES IT COST TO GET IT?

A. Water is supplied by individual wells and producing wells are to be found on the property. Long ago Government tests showed that the water in the Deming area is America's finest. On the land currently available for sale depth of wells should not exceed 250 feet with the majority less than 200 feet. The cost of drilling wells (including casing) is \$4.75 to \$5.50 per foot. A pump and a pressure tank will come to an additional \$425. New Mexico statutes governing defined underground water basins permit use of a domestic well for household, stock watering, and irrigation not to exceed one acre of lawn, trees, or non-commercial garden. The State Engineer permits 3 acre feet or 977,553 U.S. gallons of water per year to be taken from a domestic well. Metering is required only when two or more users share the same well. A permit to drill a domestic well is secured upon application and the payment of a \$1.00 fee. Casings of domestic wells in general shall not exceed 7 inches in outside diameter.

Q. HOW IS THE CLIMATE?

A. Glorious! The sun shines approximately 355 days out of each year and the air is so pure and dry it almost crackles. Summer temperatures get into the nineties at high noon, but the air is so dry, so unhumid that the evenings see the thermometer go into the low sixties and you sleep under blankets. And the short winter is mild and sunny with many daytime temperatures reaching the sixties and even the seventies—shirtsleeve weather. The fantastically low humidity is the reason so many people have found new health here. In the spring and early summer the humidity averages between 15-40% and on occasion gets as dry as 5%. Compare this to the seventies, eighties and nineties of humidity that most of you know to your sorrow!

Q. WHAT IS THE SOIL LIKE—IS IT GOOD FOR GARDENING?

A. The photographs you see in this brochure are the best answer to this question. Almost everything will grow here when watered—fruits, vegetables, trees, flowers. A modest garden will produce enough delicious produce to feed a family, with plenty left over for canning. The growing season is long and you can seed again after picking. Your garden can be effectively irrigated from the same well that services the household.

Q. WHAT ABOUT UTILITIES?

A. Electricity—At present electricity has been brought right to the property. Electricity will be made available to every owner upon commencement of construction of his house. How quickly your telephone will be installed depends upon the facilities and schedule of the Mountain Bell Telephone & Telegraph Company. There is no piped gas, but Butane is available for home delivery. Sewerage is serviced by individual septic tanks.

Q. HOW ABOUT SCHOOLS?

A. All school children will attend school in Deming. There are elementary and grade schools and a newly enlarged Junior High School. The new Deming High School, which opened its doors in 1958, features modern classrooms and shop facilities. School buses will pick up your children at the property or at a specified meeting place. Our neighbor, Las Cruces, is the home of New Mexico State University, and Western New Mexico University is in Silver City.

Q. WHAT ABOUT SHOPPING?

A. Deming's shops are sparkingly up-to-date with large super-markets and specialty stores carrying merchandise as fine and as reasonably priced as you'll find anywhere.

Q. WHAT ABOUT CHURCHES?

A. There are 24 friendly churches of sixteen denominations in Deming.

Q. IS THERE MUCH SOCIAL LIFE?

A. We doubt that you'll ever find a friendlier town. There is the Rio Mimbres Country Club, fraternal organizations—in fact there are 75 active civic, church and other organizations in Luna County. Two movie houses, parks, a lighted sports stadium—all these bring people together to form lasting friendships, as do community dances and parties.

Q. HOW ABOUT ACTIVE SPORTS?

A. Golf year 'round, tennis, superb horseback riding, swimming (there's a municipal swimming pool). For spectator enthusiasts there are baseball, football and other events in the Stadium, rodeos in Deming and nearby. There's an airport if you care to fly, and for the sheer thrill of sightseeing an hour or two in any direction brings you to world famous locations such as Elephant Butte Lake, the City of Rocks, Old Mexico, Gila National Forest, White Sands National Monuments, old Tombstone and dozens of other spectacles too numerous to mention. For hunters and fishermen the Gila National Forest is simply paradise!

Q. WHERE DOES MY PROPERTY BEGIN AND END?

A. SUNSHINE VALLEY RANCHETTES has been subdivided and a plat recorded with the County Recorder of Luna County, New Mexico, a copy of which will be provided to you. The individual Ranchettes are not staked or marked at the site; however, using the streets and dimensions shown on the plat, you can locate the approximate boundaries of your property. Before you improve your site, you should employ a surveyor to stake the exact corners of your property.

Q. WHEN DO I GET TITLE AND IS IT INSURED?

A. Upon completion of your payments on your property a Warranty Deed will be delivered to you. There will be no charge for preparation or for revenue stamps—no hidden closing costs whatsoever. And SUNSHINE VALLEY RANCHETTES is insured by a Master Title Policy. Your title is guaranteed insurable. If you wish you can obtain individual title insurance at a nominal cost.

A Rich Green Garden Can Be Yours— The Soil is Fertile and Water is Plentiful!



An aerial shot of the lush Mesilla Valley at Las Cruces, New Mexico—just 59 miles from Deming.



Abundant water is found in the rich Mimbres Valley Basin which surrounds Deming. Irrigated farms such as this are a common sight in the vicinity of Deming.

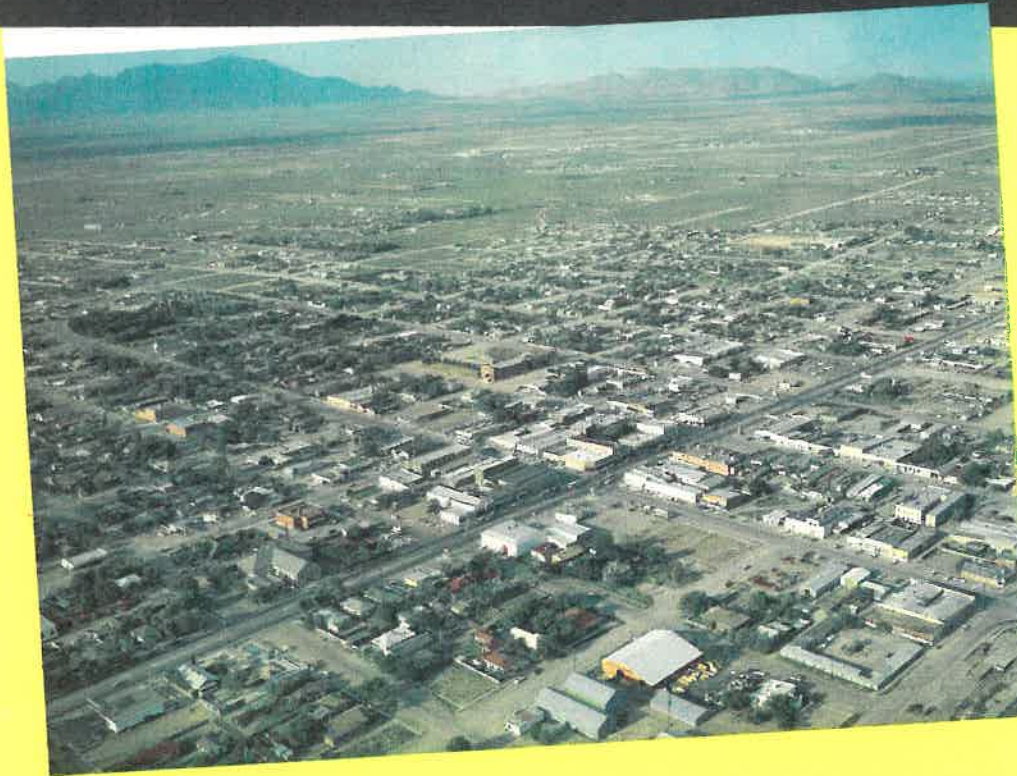


A local cotton field in bloom—ready for picking. Some of the finest long-staple brand of cotton in the country is grown in the Deming region.

You could search far and wide in this vast country of ours, and fail to find half the advantages that are to be found here at SUNSHINE VALLEY RANCHETTES! An ideal climate—breathtakingly beautiful scenery—pure drinking water—proximity to a progressive friendly city with excellent shopping and fine schools—all can be yours to enjoy for a lifetime. All at a price so low, and on terms so reasonable—that you'll never miss the low monthly payments. Invest in the future now—it can pay handsome dividends in good health, fun and happiness for you and your family.

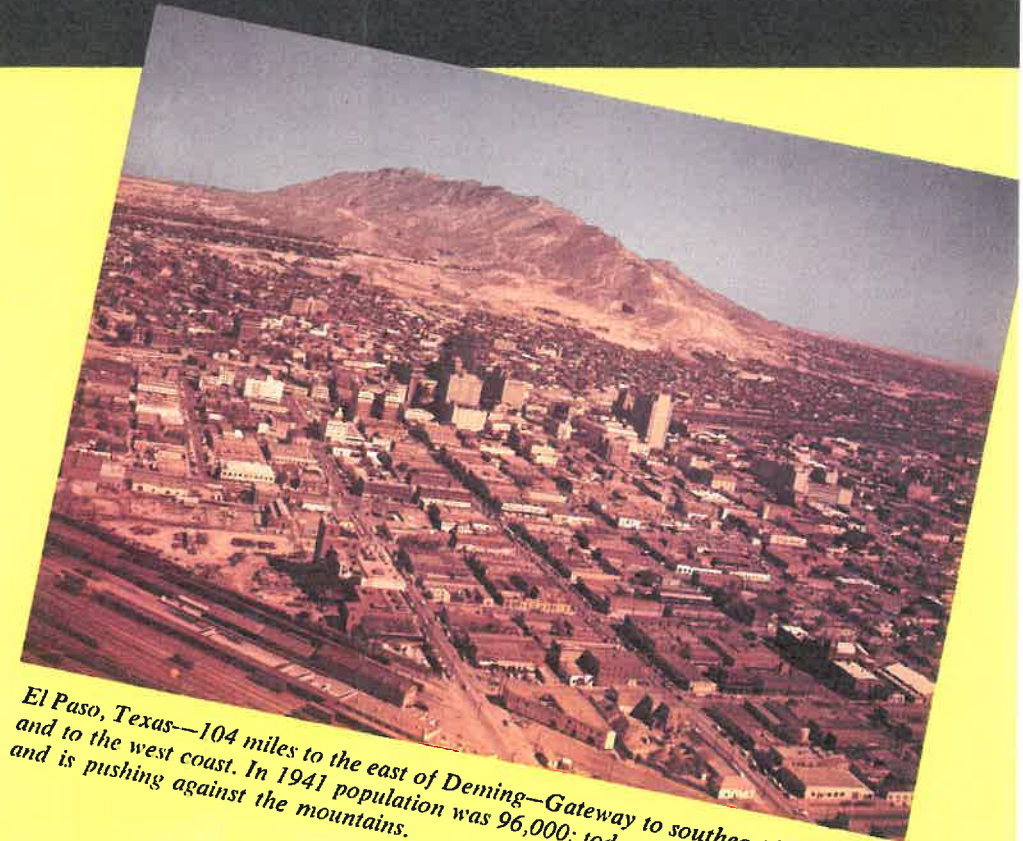


A Ranchette of Your Own – Close To City Conveniences



An aerial view of lovely Deming, showing the beautiful Florida Mountains in the background. Deming is a friendly progressive town now approaching 8,500 population and is the county seat of Luna County—the third fastest growing area, percentage-wise, in New Mexico.

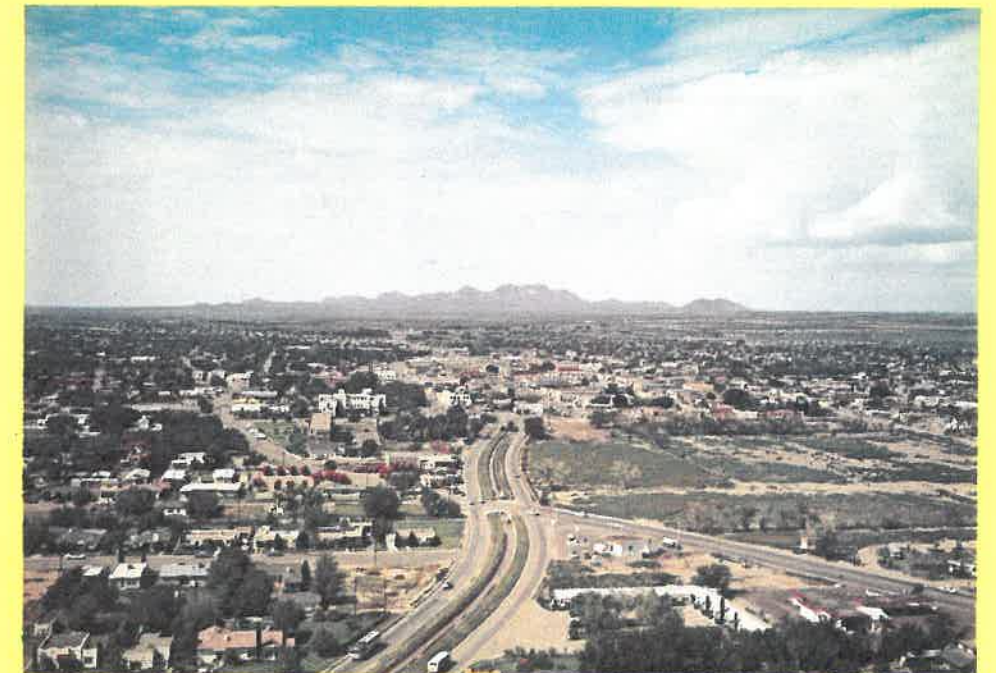
It is situated at an altitude of 4,335 feet above sea level on a high level valley floor, around which majestic mountains rise to 8,500 feet. Deming is recognized throughout the Southwest for its fine schools and progressive school system.



El Paso, Texas—104 miles to the east of Deming—Gateway to southeast New Mexico and to the west coast. In 1941 population was 96,000; today it has jumped to 340,000 and is pushing against the mountains.



The two photos at the left, picture Deming's new modern 53 bed hospital and the new 38 bed nursing home that operates in conjunction. These institutions are staffed with excellent local doctors and nurses. Good medical facilities are a mighty important feature when considering a location for retirement, and Deming is proud of their community's excellent medical facilities.



The wonderful climate of the Southwest has boomed Las Cruces, New Mexico. Just 59 miles from Deming it has had a 300% growth in ten years. Today it has a population of over 37,000 and is a progressive beautiful city indeed.

Altogether, this 1970's sales brochure is quite deceiving about the quality of ranchette lots in Sunshine Valley Ranchettes. Starting with exaggerations (lies) about how many sunny days in Deming and that the quality of well water is the same as in the City of Deming, plus implying that soil conditions found near Deming are the same as in SVR, then lying about the quality of roads. A major limitation for SVR is that a buildable lot must now have ¾ acre. To top it off, the brochure is "mum" about ranchette deeds not including grazing and mineral rights. Last but not least, 1970's prices don't reflect costs today plus land values in Luna County have not increased; a lot selling for \$299 in 1970 should be worth \$2,066 today to have kept pace with inflation; unfortunately the 2022 Tax Assessor's value of \$600/lot is high if located on unimproved roads far from power lines!

Reserve a Share of The "Land of Enchantment" Right Now!

1/2 ACRE RANCHETTES

Only **\$299** LOW MONTHLY PAYMENTS CASH PRICE

A MESSAGE FROM THE PRESIDENT



With today's sky-rocketing increase in all living costs, it is my considered opinion that good land is far and away the most fool-proof hedge against inflation. In recent times we have witnessed an appalling slump in stock and bond prices that affected the value of holdings of millions of families. Government statistics show that land values have not declined—in fact, they have actually risen in many instances.

Only because of our tremendous land purchases are we able to maintain so low a price! Like everyone else, we have been subjected to a steady increase in the cost of doing business. With the best intentions in the world, we cannot guarantee this low price into the indefinite future.

We are confident that even if you spent a great deal of time and money searching for the ideal retirement area, it is unlikely that you would find so many advantages for so little money ANYWHERE in this country.

Carter Kirk
Carter Kirk, President
Select Western Lands Inc.

LIVE IN ONE OF AMERICA'S HEALTHIEST, SUNNIEST CLIMATES!

More than 100 years ago, Horace Greeley, the noted newspaper publisher, made famous the well known phrase "Go west, young man, go west." Perceptive as he undoubtedly was, he could not, in his wildest dreams, have predicted the fantastic development and the unprecedented "land boom" that was to take place in this magnificent section of our country—the great Southwest.

And, in the entire southwest, no state has been more bountifully blessed by mother nature than New Mexico—"Land of Enchantment." People who have travelled the whole world over, will vouch for the fact that the climate is absolutely superb throughout the entire year! What other state can boast of 355 days of sunshine per year, and yet its low humidity makes for pleasant livable summers. The clear brilliant sunshine of the winter months enables one to enjoy the outdoors in shirt sleeves and keep a glowing healthy tan the year 'round.

That is why tens of thousands of families have left behind the humid heat of unpleasant summers that plague much of the U.S., and the cruel dampness, snow and sleet of northern winters.

That is why a city like Albuquerque has sky-rocketed in only 20 years from a population of 36,000 to 242,000! That is why the surrounding land that was regarded as "far out of town" in this area, made fortunes for far-sighted people as the population explosion turned ordinary ranch land into a teeming metropolis. The same growth occurred throughout the southwest in such cities as Phoenix, Arizona which went from 125,000 population to 520,000 in the same length of time. Tucson, Arizona with 58,000 inhabitants in 1941—today has 260,000! El Paso in two decades jumped from 96,800 to 340,000 population. These are a few of the facts that graphically point up what we mean by the "booming" southwest!

Most experts agree that the "boom" in the great southwest is yet in its infancy and the opportunities to share in its future growth are possibly as opportune today as ever before. Yes, it's a fact that to live anywhere in New Mexico is to live better; and in all of New Mexico you could search far and wide to match the lovely beauty—the unsurpassed climate—the growth opportunity and the sincere friendliness of the region surrounding Deming—located in the extreme southwest corner of the state.

Here you will find Sunshine Valley Ranchettes! Located only 28 miles from progressive Deming and stretching 35 miles from Deming at its farthest point. Until recently this ideally situated parcel of land was a productive working ranch. We have developed and sub-divided Sunshine Valley Ranchettes into lovely one half acre tracts which are nestled in a lovely valley which rises gently to the stately Florida Mountains just 6 miles to the west. These fertile ranchettes typify the charm and romance of the great southwest and the 4000 foot above-sea-level elevation gives the assurance of warm days and cool nights. Even at this sensationally low price good access is being provided. All ranchettes front on a graded earth ranch road. Roads 60 ft. to 100 ft. in width are being dedicated to the County.



CLIMATE
Climate you'll enjoy 355 days of sunshine per year. You'll walk outdoors in shirt sleeves in the winter in our glorious sunshine—yet sleep under blankets at night. A 4,000 foot altitude assures you of dry, perfect climate all year thru.



99.99% PURE WATER
In Deming, water is advertised 99.99% pure, "America's finest drinking water." Wells on the property produce excellent drinking water, with plenty of reserve for lawn watering and gardening on your Ranchette.



ROADS
Roads 60 ft. to 100 ft. in width are being dedicated to the County. All Ranchettes front on a graded earth ranch road. All Ranchettes have easy access to avenues leading to the major highways U.S. 70-80 and Interstate Highway 10.



ELECTRICITY
Electricity runs right to the property. Whenever you are ready to build your home, electricity will be furnished directly to your home.



CITY CONVENIENCE
Deming, New Mexico, the county seat and the third fastest growing area in the State, is only 28 miles away and offers residents excellent super markets, 24 churches, 53 bed modern hospital, good dentists, 25 motels and more than 75 civic and social organizations.



SCHOOLS
High school and elementary students are offered free pick up service right from the property direct to the progressive Deming schools (six elementary and two high schools). New Mexico State University at Los Cruces is just 57 miles east of Deming.



HUNTING AND FISHING
Sportsmen will love it! Turkey, deer, antelope, quail, dove, bear, elk and javelina are all found near Deming. Fishermen! Trout, bass, blue gill abound in the Gila National Forest 60 miles to the north of Deming. Just 65 miles northeast is Caballo Dam—Elephant Butte Reservoir the second largest man-made lake in the U.S.



HORSEBACK RIDING
Ranchette owners may own and keep their own horses—ready to ride the interesting mountain trails in the beautiful Florida Mountains—just 6 miles away from the property. Deming even boasts its own Cowboy Polo Team and rodeos are annual events throughout the area.



PROXIMITY TO MEXICO
Palomas, Mexico, a colorful border town is only 35 miles south of Deming. A new road now extends to Casa Grandes, Mexico and soon will reach Chihuahua, Mexico making Palomas an important Mexican port of entry. Prices for liquor and other items are unbelievably cheap "across the border."



GOLF
The sporty Rio Mimbres Country Club on the outskirts of Deming is available to Ranchette owners at reasonable green fees. Because of our equitable climate, golf is a year-round sport for Ranchette owners.



POTENTIAL GROWTH
Just 2 miles away you'll find a well established development where 20,000 FAMILIES have already purchased property. Here then is a built-in potential population growth factor. There is no safer investment than owning good land in the path of progress.