



Enjoy colorful Old West scenes like this at local ranches!



Ski down snowy slopes, while neighbors sun-bathe below!



18-hole golf course next door—four more just minutes away!



A resort region featuring giant lakes—swimming, boating, camping. FUN!



Enjoy the neighborly pleasures of western living—a dream come true!



Fish all year in teeming streams, only minutes from RIO RANCHO!

Your Own Western-Size Ranch Estate For Sunshiny, Year-'Round Living

AMAZING LAND BARGAIN AT SUNNY ALBUQUERQUE NEW MEXICO

Only \$1 Down, \$10 Monthly—For Investment, Retirement

With 274,000 people now and streaking toward a million, fast-growing Albuquerque, New Mexico, now offers you the opportunity of a lifetime to own choice homesite land at this sunland resort city for pennies on the dollar—far below current market prices.

A WONDERFUL INVESTMENT! A MARVELOUS WAY OF LIFE!

Picture you and your family someday living on a rambling, king-size estate of your own, in this friendly Southwestern community where you'll be able to fish, swim, golf to your heart's content—enjoy a lifetime of vacation pleasures and recreational facilities only minutes away from your door. A sun-drenched beauty-spot where wonders of Nature surround you in all directions—where the sun bathes your body 360 days of the year—where winters are so mild they seem like spring, and summer is so comfortable you never need an air-conditioner.

RIO RANCHO ESTATES slopes along one of the greenest, most fertile valleys in the world, the Valley of the Rio Grande. The gently rolling land is so fertile it awaits only your touch to produce luscious fruits and vegetables—exotic floral gardens ablaze with beauty. And all around you, you'll thrill to "picture window" views of majestic mountains that soar in the distance—the silvery Rio Grande that winds by your door—the gleaming skyline of Albuquerque that lights up at night like a fairland of color!

Along with your neighbors in RIO RANCHO ESTATES you will enjoy exclusive country club privileges, including community club house and swimming pool facilities, sun decks, bridge paths, park and athletic areas—all available to you and your family without dues or membership fees required. Yes, year-'round "fun in the sun" right on the property!

THE BEST OF TWO WORLDS! SUBURBAN PLEASURES—PLUS BIG-CITY CONVENIENCES!

RIO RANCHO ESTATES is only five minutes away from one of the fastest-growing, friendliest "sunshine resort" cities in the world. In metropolitan Albuquerque you'll find the finest in educational, cultural and medical facilities—religious, social and fraternal activities—well-stocked shops and department stores—a big university, theatres, restaurants, rodeos, fairs and fiestas, college and professional sports. A major city that offers well-paying part or full-time jobs plus a wealth of career and business opportunities—a world of culture; art, concerts, crafts and hobbies.

LET ALBUQUERQUE'S LAND BOOM MAKE MONEY FOR YOU!

If you had invested \$1,000 in choice land at Albuquerque, New Mexico, 20 years ago, before the city's fantastic 700% population increase, your land today would be worth at least \$20,000 to \$30,000—with the end nowhere in sight. With 274,000 people living here today, and booming Albuquerque expected to add more people in the next nine years than in all its previous history... land prices which have been doubling and redoubling every few years, are now starting to skyrocket!

At this very moment you still have a chance to get in on the amazing profit potential of choice property at this booming Southwest resort paradise for as little as \$1 down, \$10 a month. A chance for you to own a rambling ranch-type estate in a scenic Western setting along the banks of the romantic Rio Grande River, where hundreds of friendly families are now building homes... an area so attractive, so desirable, and growing so rapidly that land today is bringing as much as \$4,500 or more an acre right up to our property lines!

NOW COMES YOUR CHANCE TO BUY LAND FOR PENNIES ON THE DOLLAR!

Yes, with competitive land already \$4,500 to \$12,000 an acre, right up to our very doors, the one and only place at Albuquerque where you can still buy choice homesite land at far below current market prices is RIO RANCHO ESTATES, where you pay pennies instead of dollars in comparison with every other choice piece of land in sight. Only \$795 for a half-acre site! You get a big piece of property equal to more than 10½ standard 20' x 100' city lots... at a low, low price that figures out to less than \$74 a lot. Nowhere else in the entire Southwest can you buy a choice ½-acre site so low in price—so close to a major city—and on easy terms as low as \$10 monthly.



THIS LAND BARGAIN CAN'T BE MATCHED ANYWHERE IN THE SOUTHWEST

Why is RIO RANCHO ESTATES the only real-estate development at any major Southwest city where you can still buy choice land for less than thousands of dollars an acre? Because of our HUGE-VOLUME, LOW-MARKUP policy, which has made us one of America's largest, most successful land developers. Now here is your chance to take advantage of the fortune-building opportunities of the big-city land boom at Albuquerque, on exactly the same \$10 monthly terms you may see advertised for remote "middle of nowhere" acreage where land values creep instead of leap, because they may be 30 to 120 miles from a major city.

STAKE OUT YOUR CLAIM NOW TO THIS GOLDEN FUTURE

Whether for investment, a new life now, or for eventual retirement, you can make Albuquerque's golden future your future. It's easy to take advantage of this special offer. There's absolutely no risk or obligation on your part at all.

The Reservation Coupon, accompanied by a refundable \$1 good faith deposit, reserves a valuable ½-acre or larger estate for you at beautiful RIO RANCHO ESTATES. We'll rush you a free Property Owner's Kit containing a RECORDED LAND MAP showing the exact site we have chosen for you, along with descriptions in such detail it's like standing on the property at RIO RANCHO ESTATES and inspecting the land yourself.

6-MONTH MONEY-BACK GUARANTEE

You must be completely delighted with your ranch estate or your dollar back at once, with no questions asked. What's more, if you should visit your ranchsite anytime within 6 months and aren't even more delighted with your purchase, you get back every penny in full.

Remember, this is choice Albuquerque property where land prices are starting to skyrocket in response to the twin pressures of inflation and a fantastic "population explosion." With property values rising all around us we cannot hold down our prices indefinitely. Therefore, this may be your one and only chance to obtain one of these choice homesites before our scheduled price rise of \$200 goes into effect.

The reservation form plus your dollar refundable deposit is your key to a bright and golden future. Use it now—you have everything to gain, nothing to lose. Mail the coupon today!

MEMBER: ALBUQUERQUE CHAMBER OF COMMERCE
BANK: ALBUQUERQUE NATIONAL BANK

Prices so low they cannot be matched anywhere at this booming resort city

CHECK THESE MAGNIFICENT FEATURES AT RIO RANCHO ESTATES:

A completely planned development all ready to welcome you! 21 miles of streets and roads already cut through—new houses going up—centrally-piped water supply available to each home in residential area now under construction—power, phone lines on property—community club house, swimming pool facilities now on the way!

LOCATION: Directly adjoining metropolitan Albuquerque. Shopping and other big-city conveniences right at hand!

LAND: Guaranteed rich, fertile. On gently rolling ground. Guaranteed easy to build on. No mountains, bogs, muckland, barren desert—no flooding.

LOT SIZE: ½-acre estates, 21,780 square feet; full-acre, 43,560 square feet.

CLIMATE: Albuquerque acclaimed for "best year-round climate in U.S.A."

STREETS: Each half-acre Rancho Estate has minimum 80 ft. road frontage; full acres, 160 ft. All streets give quick access to neighboring Albuquerque; will be maintained by County. State Highway 258 and County Road 46 run through property.

WATER: Pure, abundant domestic well water available on every site. Piped water available in residential area now under construction.

RIO GRANDE RIVER: Three miles of frontage on the romantic Rio Grande River.

ELECTRIC, PHONES, GAS: Available to all residential areas at Rio Rancho Estates.

POLICE, FIRE PROTECTION, FREE SCHOOL BUS AT PROPERTY.

HOUSES MAPS: Each homesite is staked on four corners and clearly identified on plat and street map we send you.

TITLE: Assured by Master Title Policy. No cost to you.

TAXES: No taxes until your ranch estate is paid for. Current rates approx. \$1 per year.

ASSESSMENTS: None. No hidden costs.

MAIL NO-RISK RESERVATION FORM TODAY

RIO RANCHO ESTATES, Dept. RR-277
1429 Central Avenue, N.W.
Albuquerque, New Mexico

Enclosed is my refundable Reservation Deposit of \$1 for the following property:

- ☐ HALF-ACRE RANCH ESTATE
Only \$795—Payable \$10 monthly
- ☐ FULL-ACRE RANCH ESTATE, \$1495
(you save \$95) Payable \$15 monthly
- ☐ SAVE \$585—Special Discount on
TWO-ACRE RANCH ESTATE
Only \$2595—Payable \$25 monthly

Please rush me my Property Owner's Kit showing the location of my property and other details. I must be completely satisfied and approve of this purchase or my dollar deposit will be promptly refunded.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

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RIO RANCHO ESTATES

AT ALBUQUERQUE, NEW MEXICO
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