

BY-PRODUCTS BRING ADDITIONAL INCOME

Texsun Citrus Pulp is in heavy demand as a cattle feed. The Texsun is dried in a two-stage operation which allows the use of lower temperatures than is possible in a one-stage drying method. In our first-stage dryers the moisture content is reduced about 50% while the second-stage operation finishes the drying process down to about 10% moisture or a finished feed. The feed then passes through special-built cooling equipment for the purpose of removing the heat of production to a minimum before passing on to our automatic scales where the feed is weighed into 100-pound bags preparatory to storage and shipping.

Texsun does not "press" the citrus pulp and thus dries more of the tree-ripened grapefruit and orange juice into the finished product. This method of manufacture produces a light-colored, low-fiber, high nutritive feed which is a fine conditioner and a proved milk producer.

The dehydration plant processing capacity is 70 to 80 tons of raw pulp per hour.

Each of the eight dehydrator ovens is 60 feet long and 8 feet in diameter.

Juices drained from pulp is processed into citrus molasses for mixing with Texsun cattle feed. The plant produces approximately 300 gallons of molasses per hour.

About 1,600 pounds of moisture are removed from every ton of pulp, leaving four one-hundred-pound bags of Texsun cattle feed. The moisture passes off in the form of steam and is the only thing wasted in the entire plant.

Natural gas is used to fire the dehydrators as well as the large boilers which furnish steam and hot water used in processing.

Texsun has one of the finest steam generating plants in this district, capable of developing 2,400 Boiler Horsepower.

TEXSUN USES IN ONE DAY:

As much electricity as the average residential city of 30,000 population.

As much water as the average residential city of 52,000 population.

As much natural gas as the average residential city of 215,000 population.

Texsun plant buildings occupy eight acres, and the plant site comprises 30 acres.

FAMOUS FOOD EDITORS USE TEXSUN CITRUS In Their Favorite Recipes

GRAPEFRUIT ICE BOX CAKE

6 tablespoons Cream Corn Starch, 1 cup sugar, ½ teaspoon salt, 3 cups Texsun grapefruit juice, 4 egg yolks, beaten, ½ cup heavy cream, 4 cups sponge or angel food cake cubes. Combine cream, corn starch, sugar and salt. Gradually add grapefruit juice. Heat to boiling over direct heat and boil gently 2 minutes, stirring constantly. Gradually add to egg yolks, beating thoroughly. Return to heat and cook 2 minutes. Cool slightly. Add cream. Place a layer of cake cubes in bottom of waxed paper-lined loaf pan. Pour a portion of custard over cake. Alternately add cake and custard until all is used. Cover pan with waxed paper and chill thoroughly 4 to 6 hours. Unmold on serving tray. Garnish with whipped cream and strawberries. Makes 1 loaf (9" x 5" x 3") or 8 to 10 servings.

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BROILED STEAK . . . With Grapefruit

As you broil your steak, also broil thick slices of Texsun grapefruit on which you have placed one tablespoon of tomato catsup, and ½ teaspoon of butter. A lovely garnish, and delicious.

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GRAPEFRUIT SALAD PARISIENNE

1 Texsun grapefruit, 3 tablespoons French dressing, 1 canned pimiento, 1 8-oz. can artichoke hearts, ¼ teaspoon grated onion, lettuce, water cress. Peel grapefruit and remove skins from sections; chill. Add grated onion to French dressing. Marinate artichoke hearts in dress in about one hour. Arrange with grapefruit sections on crisp lettuce leaf. Garnish with water cress and pimiento cut in strips. Serves 5.

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GRAPEFRUIT PRUNE MOLD

1 No. 2 can Texsun grapefruit juice, 1 package lemon flavored gelatin, 10 cooked prunes, grated American cheese. Heat grapefruit juice to boiling point. Remove from heat and dissolve gelatin in it. Cool. Remove pits from prunes and fill the cavities with grated cheese. Place in the bottom of a casserole, cut side down. Add the cooled gelatin mixture and chill until set. May be served either as a salad or as a dessert salad. Serves 10.

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BAKED HAM . . . with Grapefruit Sections

Four contents of No. 2 can of Texsun grapefruit juice over a thick slice of ham; bake one hour in moderate oven, 350° F. Sprinkle with brown sugar, stick with cloves, place Texsun grapefruit sections around ham, and return to oven until sugar is melted.

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GRAPEFRUIT JUICE FOR ROASTS

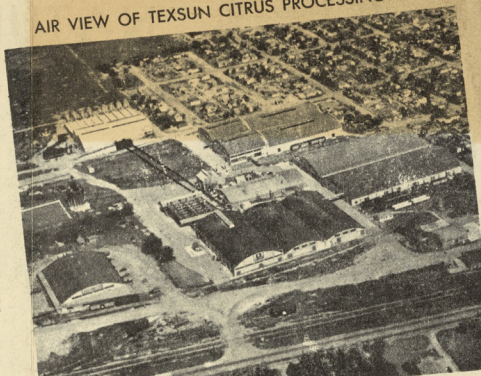
The flavor of most roasts can be improved by using Texsun grapefruit juice is basting. When the roast is half done, add ½-cup grapefruit juice in each three pounds of roast and continue cooking. Baste frequently.

At Roseland, La., box veneer is prepared in our own saw mill. This material is shipped to Weslaco where it is mechanically assembled into boxes for shipping fresh fruit.

The Texsun box manufacturing plant building has 83,000 square feet of floor space under roof and has a capacity of one-half million boxes a month.

When your friends visit Texas and the Lower Rio Grande Valley, tell them about Texsun's conducted tours through the processing plant. They, too, can see the complete processing operation from the time the fruit is unloaded from the trucks until the cartons of processed juices are ready for national distribution.

AIR VIEW OF TEXSUN CITRUS PROCESSING PLANTS



TEXSUN

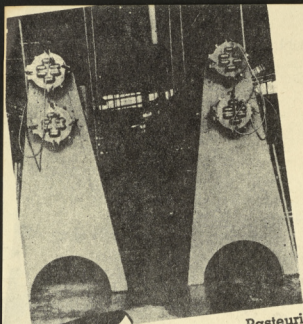
Regular tours through the plant are made daily, except Sundays, from November until May. The tours begin mornings, 10:30; afternoons, 1:30, 3:00 and 4:30 o'clock.



Texsun Citrus Exchange

Administration Building and By-Products Plant
WESLACO, TEXAS

NATURE GIVES *Texsun* EXTRA FLAVOR



The juice processing capacity of the plant is 2,500 cases per hour.

Nationally there are more than 375 competitive brands of grapefruit juice, but market tests show that Naturally Sweeter Texsun is "America's No. 1 Grapefruit juice." Texsun fruit juices are pure and undiluted.

Storage capacity of citrus juices: 1,500-2,000 cases. (Approximately 1,000 carloads.)

Texsun processes a substantial portion of the world supply of grapefruit juice.

Each ton of grapefruit processed yields approximately 90 gallons of juice.

About one pint of citrus peel oil is removed from every 1,000 gallons of juice, to preserve the true flavor of citrus juice and greatly increase its keeping quality.

Texsun's modern method of processing helps eliminate the objectionable flavors commonly found in poorly processed citrus juice.

All Texsun juices are flash-pasteurized at a temperature of 190 degrees . . . 22 degrees less than boiling point.

The juice flows through the pasteurizers at the rate of 140 gallons per minute.

Two culling crews eliminate crushed or damaged fruit at two separate stations before the fruit is washed.

No human hands touch the fruit after its final culling and washing.

The main storage bin holds 1,000 tons of fruit.

About 2,000 tons of fruit can be processed through the plant each day.

Every 15 minutes during operation U. S. Department of Agriculture chemists make inspection and draw samples of all juices for chemical analysis.

Every can of Texsun juice merits the U. S. government inspection emblem as well as that of "Good Housekeeping."

The canning division has a capacity of filling and sealing 700 cans per minute.

Approximately 2,400 gallons of water from our own wells are used every minute of plant operation for washing fruit, cooling cans after closing and plant sanitation. Storage capacity of the water reservoir is 1,000-2,000 gallons.

Processing begins in November and ends in May.

In Texsun's modernly equipped laboratory, a staff of competent chemists controls every phase of plant operations, sees that all juices are consistently TOP QUALITY.

Less than 15 minutes after a fruit truck is unloaded, the processed juice is ready for shipment.

Four cars of empty cans can be unloaded and fed to the canning lines at the same time.

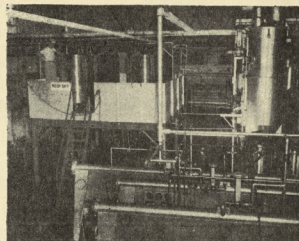
The Lamella type roof on Texsun warehouses and processing buildings greatly increases storage capacity and facilitates the movement of trucks.

The dehydration plant building is completely fireproofed with concrete, asbestos and steel.

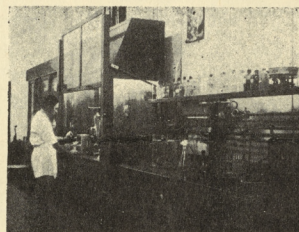
Feed production: 220 one-hundred-pound bags per hour.

Feed storage capacity: 6,000 tons or 120,000 one-hundred-pound bags.

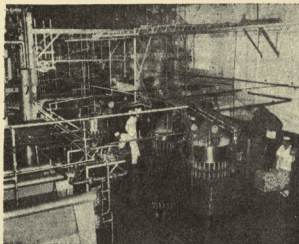
Texsun Packing Plants Cover the
Citrus Growing Area
of Texas' Rio Grande Valley



Processing Equipment



Laboratory



Filling and Closing Machines

Texsun
facts...

The Texsun Citrus Exchange was organized in 1932.

It is a cooperative organization, owned and operated by approximately 3,000 individual citrus fruit growers.

Nine cooperative associations are affiliated in this group which employs 3,500 people.

The Texsun citrus processing plant is one of the world's largest and most modern.

A total of 5,338,831 boxes of fresh fruit was packed by the affiliated associations during the 1947-48 season. (Approximately 10,000 carloads.)

Citrus juice processing during the 1947-48 season totaled 3,700,000 cases or 2,500 carloads. (Based on No. 2 cans, 24 eighteen-ounce cans to the case.)

Products processed are canned grapefruit juice, orange juice, blended orange and grapefruit juices, pink-meated grapefruit juice and grapefruit sections. Other products are Texsun Citrus Pulp and Texsun Citrus Molasses.