

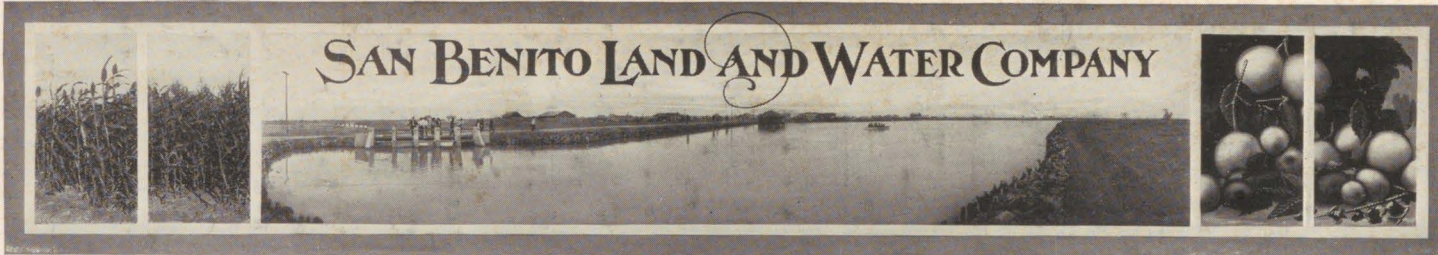


SAN BENITO
TEXAS

On the Frisco
in the
Lower Rio Grande Valley

25110

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AN IRRIGATED LAND PROPOSITION WHERE

The Richest Soil and the Finest Climate
 on Earth, Guarantees
 Success, Contentment and Happiness

Main Offices

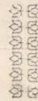
A. C. SWANSON & COMPANY

San Benito, Cameron County, Texas, or Mason Building, Houston, Texas

GENERAL NORTHERN OFFICE

S. T. NESBITT & SON, *General Northern Mgrs.*

1017 BALTIMORE AVE., KANSAS CITY, MO.





General Offices of the San Benito Land and Water Company, San Benito, Texas.

Ninety-three Railroads Operate in Texas

Texas



Progress

Population.....	1870.....	818,579
	1910.....	3,896,542
Taxable values.....	1870.....	\$170,473,778.00
	1910.....	\$2,369,698,554.00
Railroad mileage....	1870.....	711
	1910.....	13,819

Roads

ROADS: The interest taken in the highways of a State is an index of the public spirit of her citizens, and largely determines both the rate and measure of her progress. Judged from this view point, Texas is entitled to take front rank in the sisterhood of States. During 1910 Texas spent more money on her roads than any other State in the Union, and at this time with only one-half of 1911 gone, she has already voted \$25,000,000.00 to be spent this year for good roads.

Resources 1910

Agricultural products per Government report,
\$364,110,000.00:

Cotton.....	2,522,811 bales
Wheat.....	18,780,000 bushels
Corn.....	181,093,000 bushels
Oats.....	24,325,000 bushels
Rice.....	9,854,000 bushels
Potatoes.....	4,000,000 bushels
Sugar.....	22,400,000 pounds
Cattle.....	8,268,000 head
Hogs.....	3,205,000 head
Mules.....	702,000 head
Horses.....	1,369,000 head
Sheep.....	1,000,000 head
Turkeys, shipped.....	1,600 carloads
Lumber.....	2,750,000,000 sq. ft.
Oil.....	15,000,000 barrels
Coal fields.....	68,500 sq.mi

In point of business Texas has the second port in the United States; out-ranks all the States in value of agricultural products and has more miles of railroad than any other State in the Union.

In This Rapidly Developing Section There are Good Opportunities in Every Commercial and Industrial Line



Head Gates of the San Benito Land and Water Company's Main Canal, 225,000 Gallons Capacity Per Minute.

Buy Land—That Produces Broom Corn

Where Is the Best Country?

The people are now pouring into the "San Benito Country ON THE FRISCO" in the lower Rio Grande Valley of Texas. It is the best country for the Home-seeker, the farmer, the fruit raiser, the laborer and the capitalist.

She is the only country where all of the cereals, and all the fibres grow side by side in the same field, where the fruits, vegetables and flowers of both Temperate and Tropical Zones meet, where all of the following crops are successfully grown:—Sugar cane, oats, alfalfa, cotton and corn, Bermuda onions, celery, cauliflower, cabbage, string beans, lettuce, sweet peppers, sweet potatoes, Irish potatoes, water melons, cantaloupes, as well as all kinds of citrous fruits, including oranges, lemons, limes, grape fruit, dates and pine-apples. Many varieties of berries, and last, but not least, the most delicious California grapes, including the Black and Golden Hamburg, Flaming Tokay, Malaga, Muscat, Alexandria and many varieties of American table grapes, and Spanish wine grapes of the old Mission type.

She stands where she is FIRST TO WELCOME AND LAST TO SAY GOOD-BYE to the great and growing tide of commerce between the United States and Mexico, South America and the Orient. She is the lips upon which meet and kiss the breezes from the uplands and the sea, calling into being the beautiful climate that makes glad the heart of nature and creates conditions

through which her inhabitants rock in the cradle of health and comfort. She welcomes you to become her citizen.

Climate

The real bed-rock reason for land values, measured from the standpoint of productiveness, is climate, for climate is the one great fixed and unchangeable factor in production.

YOU CAN CHANGE AND EVEN MAKE SOIL, BUT YOU CANNOT IN ANY WAY ALTER CLIMATE.

WHENEVER A MAN BUYS A PATCH OF LAND, HE GETS A BUNCH OF CLIMATE ALONG WITH IT, WHETHER HE WANTS IT OR NOT.

What, then, is the influence of climate on the value of land? If productiveness fixes values, climate determines both the possibility and degree of production.

On the lands in the Middle West and in the Mississippi Valley, farmers, if they are lucky, make one crop a year. What is the trouble? The CLIMATE.

The climate that GOES WITH the land in the Northern States is of the sort that limits production to five or six months, while the climate that GOES WITH lands in the San Benito Country is such as to make production possible every month of the year.

Instead of one scant crop which the Northern farmer snatches from the ground while the sun smiles between snowstorms and blizzards the farmer in the San Benito Country makes from two to four crops per year and they are crops which yield a per acre profit many times

This Great Development at San Benito is Amazing, Especially so to Anyone When he Sees it for the First Time. He is Struck With Astonishment to Find That Everything Has Been Accomplished in Three and One-half Years



Dredge at Work in the San Benito District.

Texas Has More Oak than West Virginia

greater than those that are adapted to the whimsical weather conditions of the North.

There is no getting away from the fact that when a man buys land he buys more than dirt, he buys climate; at least he gets it and has to take it whether he wants it or not. This is the reason why lands in the San Benito Country that are subject to irrigation will soon be worth from five to ten times what lands in the North, valued at \$150.00 to \$300.00 per acre, are now considered to be worth.

Soil

THE SOIL IN THE SAN BENITO COUNTRY was made by the silt deposits of the RIO GRANDE RIVER in ages past, before the stream had worked out its present unchanging channel. This explains its great depth and fertility. Professor Welborn of the AGRICULTURAL AND MECHANICAL COLLEGE OF TEXAS after a thorough investigation of the soil conditions in the Lower Rio Grande Valley, summed up his researches in these words: "YOUR SOIL HAS WONDERFUL FERTILITY AND IS SO DEEP THAT IT IS A WASTE OF TIME TO DISCUSS ITS DEPTH."

The soil is almost uniform in quality varying from a rich black silt to chocolate and sandy loam. As soon as cleared it can be cultivated and planted as readily as in other sections where lands have been in cultivation for a number of years. It is not at all uncommon for the land to be cleared, broken and irri-

gation laterals built and crops planted in one month's time.

Irrigation

THE SAN BENITO LAND AND WATER COMPANY'S CANAL SYSTEM "GRAVITY" which is now watering in actual crops twenty-five thousand acres all cleared and put in cultivation since it was built, has tributary to its course 86,000 acres. The main canal is 37 miles long, 250 feet wide and averages 20 feet of water in the center; has 150 miles of lateral canals from 20 to 100 feet wide, that carry the vitalizing waters of the Rio Grande to all farms in every part of this great tract. This canal system has today cost one million two hundred and eighty-five thousand dollars. It is almost as large as the Rio Grande River itself and in contrast to other canals in Texas and in parts of the West performs the double service of an irrigation canal and a reservoir, thus insuring an abundance of water whenever needed. Its size and the manner in which it is constructed permit the use of boats along its course for transportation or pleasure. Five regular ship locks, large enough to pass good sized barges have been installed and an immense concrete headgate which cost over one hundred thousand dollars, provides the intake at the Rio Grande River. This headgate is a wall built of reinforced concrete. The wall is two hundred and fifty feet long, twenty-two feet high, and five feet thick, stands on a foundation 17 feet wide and forms a part of the river bank, has

Texas Has More Iron Than Alabama



Fine Brick Schoolhouse at San Benito, Texas, 1006 Children Enrolled for Fall of 1911

Texas Has More Marble Than Vermont

venient distance of every farm, thus permitting the farmer to make shipment of his products practically from his front door to San Benito and the best markets of the North and East. San Benito FREIGHT business for the past year was the largest of any of the towns OLD OR NEW on the FRISCO LINES south of Houston, same amounting to more than \$250,000. It shipped the largest number of cars of Freight and in every point of development surpassed every town on the FRISCO RAILROAD IN TEXAS.

Sixteen Superb Natural Advantages of the San Benito Lands

1. The most southerly farm land in the United States.
2. Only ninety miles north of Havana, Cuba.
3. Three hundred and fifty days of sunshine every year.
4. No humidity in the atmosphere.
5. No mosquitoes like in many other southern localities.
6. Good boating on the Arroya.
7. Four hundred miles further south than Los Angeles, Calif.
8. Cooler summers and milder winters than any other locality in the United States.
9. A dry and invigorating climate.
10. No heavy dews, no fogs, no damaging frosts.
11. Cool ozone laden gulf breezes every day in the year.

12. Within easy reach of the fine fishing grounds at Rio Hondo on the San Benito Interurban.
13. Delightful surf bathing all the year only twenty-five miles away.
14. Fresh oysters from Point Isabel, every month in the year.
15. The only country which is traversed from END to END by the San Benito and Rio Grande Valley Interurban, giving the farmer transportation to his farm.
16. A Sanitarium for perfect health.

General Information On Crops

The diversity of crops possible at San Benito is another feature which has set this section out from other irrigated farming communities in the United States.

There is no other section which is capable of producing the large varieties of crops which grow here in profusion. This feature is one which not only adds to the farmer's assurance of a money crop every year, or two, or three, but which means that the value of land here will pass that of other irrigated sections where a less variety of crops are grown. There are other sections of the West—namely, in Colorado, California, Idaho and other States—where only one, two or three crops do well and where irrigated land has passed the one-thousand-dollar mark per acre. It is not hard to see that at San Benito, where there is almost no limit to

Texas Has More Timber Than Michigan



Home of Colonel Alba Heywood, San Benito, Texas.

Texas Has More Prairie Land than Kansas

Pecan and the English Walnut are produced. In driving out from San Benito one sees the production of Vineyards, Bananas, Pineapples, and other tropical fruits. After the foregoing it is not difficult for one to see why one acre of land at San Benito will, in a very few years, be worth intrincically \$1000.00 to \$1500.00 per acre.

Buy Land in Texas to Raise Cotton

Texas produces one-third of the cotton grown in the United States, and one-fourth of the crop of the world.

The Texas cotton crop will clothe the world (one suit).

Texas farmers planted 10,088,000 acres of cotton in 1910.

The cotton belt of Texas contains 120,000,000 acres. One hundred bolls will make a pound of cotton.

A bale of cotton weighs 500 pounds.

Sixteen hundred and fifty pounds of seed cotton makes a bale of 500 pounds and 1150 pounds of seed.

This seed will yield 17 gallons of oil, 350 pounds of meal, 300 pounds of hulls and 25 pounds of linters.

For three years a bale of cotton has been worth \$75.00.

The seed obtained from same is worth \$8.00.

Texas farmers get \$200,000,000 annually for their cotton crop.

One laborer will pick 250 pounds of cotton per day. Cotton pickers receive sixty-five cents per hundred pounds.

It costs about \$15,000,000 to pick the Texas cotton crop.

It costs \$3.00 per bale or about \$12,000,000 to gin the Texas crop.

It costs about \$2,000,000 to compress the Texas crop.

It costs about \$32,000,000 to transport Texas cotton to England and return the finished product.

It costs \$200,000,000 to manufacture the Texas crop.

Foreign laborers receive more than \$100,000,000 of this amount.

One pound of cotton will make seven yards of calico.

One bale of cotton makes 3500 yards of calico.

An increase of one cent per pound gives Texas farmers \$20,000,000.

There are 4507 cotton gins in Texas.

A ton of cotton seed will make 35 gallons of oil.

Cotton seed oil is worth 75 cents per gallon.

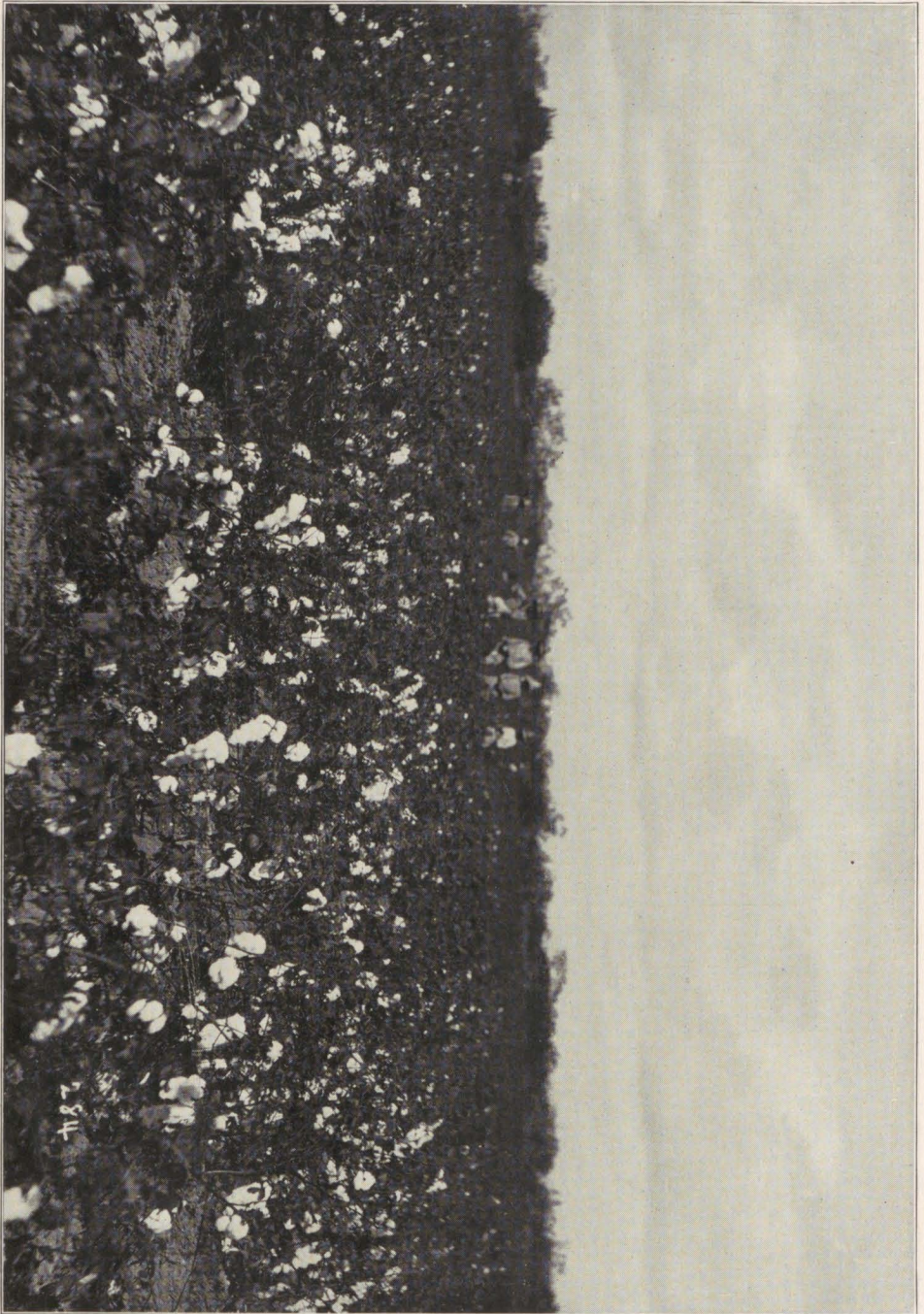
Cotton at San Benito

There are fifty seed to the boll (average).

State average: One seed will produce one stalk of twenty bolls.

San Benito average: One seed produces one stalk of 60 bolls.

Texas Has More Corn Land than Illinois and Iowa



Cotton Scene in the San Benito District.

Buy Land—To Raise Sugar Cane

State Average: One seed will multiply 1000 times one planting.

San Benito average: One seed will multiply 3000 times one planting.

State average: One-third of a bale to the acre.

San Benito: One bale to the acre.

Numerous farmers have picked over two bales per acre this year (1911).

Over larger part of Texas cotton is planted in April and harvested in September.

At San Benito it is planted in February and first crop is harvested in June and July.

Water is then turned on and a splendid second crop is produced, which is harvested in September and October.

San Benito shipped a bale of cotton to the Houston Exchange this year (1911), on June 10th, which beat all previous records of the world by nine days.

This bale was sold at auction on the floor of the Houston Exchange for the sum of \$1015.00.

Farmers on the San Benito canal have picked and ginned six thousand five hundred bales of cotton this year (1911).

The City of San Benito

The greatest progress in this great State is being made at San Benito. Four years ago San Benito was only a flag-stop in the wilds. Today she is a thriving

city of 3500 people, situated on the greatest canal system in Texas, in the midst of 25,000 acres in a high state of cultivation.

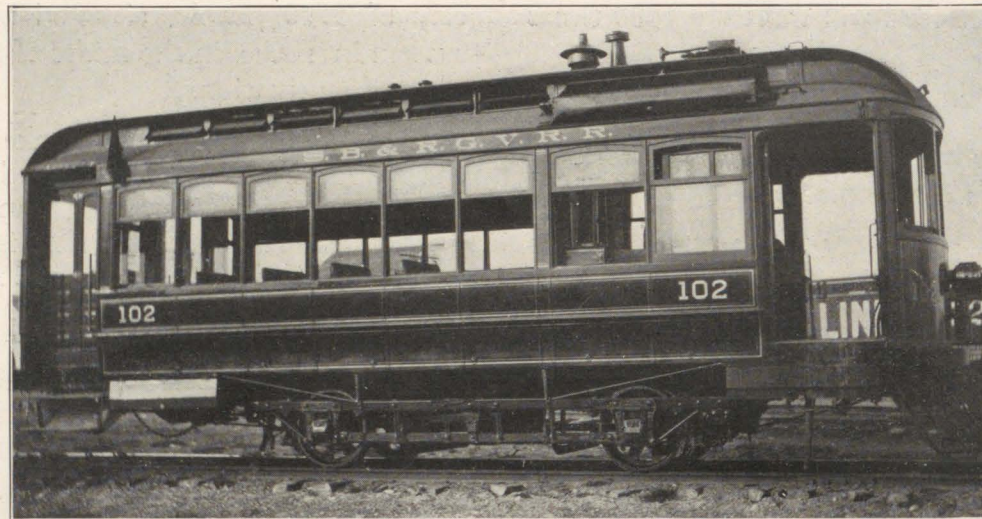
San Benito has three banks, four lumber yards, thirty-four business houses, and twenty brick buildings, has modern ice plant, canning factory, electric light plant, and water works; is building a 1200-ton sugar mill, and an \$80,000 pre-cooling plant; has eight passenger trains daily on main line, besides forty miles interurban road with frequent service; has six churches, a \$25,000 school building, and 1,000 children of school age; and many splendid homes along the canal would do credit to a country that has been settled for twenty-five years.

San Benito has four miles concrete walks and curbing, and twenty miles now building; three hotels, brick and tile works, creosoting plant, concrete conduit factory, five cotton gins, local and long distance telephone company, planing mill, two automobile garages, ten building construction concerns, three livery and transfer companies, two theatres, commercial club, nursery, two newspapers and printing establishments, cylinder power presses, two big canal and railroad construction companies; large dredging company and sheet metal works, 9-press cotton seed oil mill contracted, every kind of retail business and department stores, besides wholesale establishments.

**Take Ten Days off and Investigate What an Extraordinary Opportunity is Offered You
In The San Benito Country**

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THE ROCK ISLAND LAND COMPANY, WITH A PARTY LOOKING OVER SAN BENITO COUNTRY, AND OUT BOATING ON THE NEAR-BY GULF, TWENTY-FIVE MILES FROM SAN BENITO.



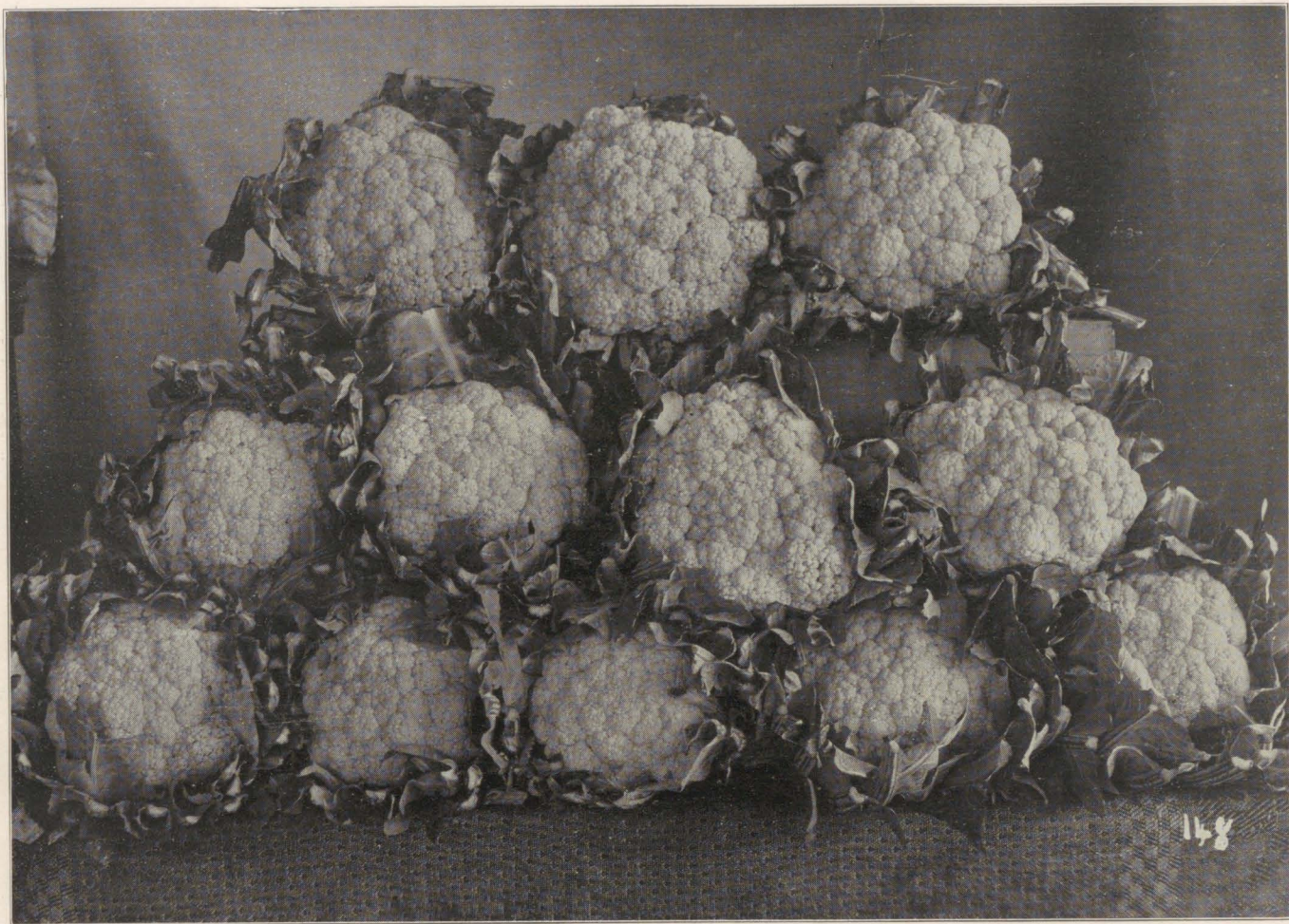
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VIEW OF ONE OF THE CARS OF THE SAN BENITO AND RIO GRANDE VALLEY INTERURBAN.

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In No Other Place Are the Climatic Conditions and the Fertility of the Soil so Favorable to the Support of Human Life



One Dozen Heads of Cauliflower, Grown in the San Benito District.

Texas is First in Area



Fine Duroc Jersey Hogs, on Colonel Alba Heywood's Stock Farm, San Benito, Texas.

Texas Has More Fruit Land Than California

What We are Offering in San Benito Lands

We are offering for sale, sub-divided into farms of different size tracts, from five acres up, sixty-four thousand (64,000) acres at San Benito, Texas, on the Frisco Railway, and the San Benito and Rio Grande Valley Interurban Railway, now in operation, with modern equipment, which traverses this entire tract from End to End.

The terms of sale are one-third cash, balance in one to five equal annual payments, with interest at 6 per cent per annum, payable annually. On request, we will furnish you with price list, which sets forth the price of each tract of land in this sixty-four thousand (64,000) acres. Said prices range from \$160.00 to \$225.00 per acre.

The annual charge for water is from \$4.00 to \$10.00 per acre, according to crop raised. If you plant a crop of truck in the spring, and then plant same in corn or cotton, take it off, and plant it again in truck for fall, raising, on the same land, in the same year, three crops, charge for water will be \$10.00 per acre, per annum. The deed which is given the purchaser sets forth the water contract and charge per acre by the San Benito Land and Water Company.

We furnish each purchaser an abstract of title, said title to land being good and merchantable. We also furnish reliable attorney's opinion on said title to land. Each purchaser, upon having paid the first payment of one-third cash, is given a general warranty deed to his land upon the signing of vendor's lien notes and deed of trust for the remainder of the purchase price.

Fancy Crops

The profit in growing fancy crops of truck and vegetables on this land is enormous as will be seen by an examination of the following figures showing the average net earnings on fancy crops:

Bermuda Onions.....	\$650.00 per acre
Tobasco Peppers.....	600.00 per acre
Tomatoes.....	400.00 per acre
Egg Plant.....	450.00 per acre
Potatoes.....	200.00 per acre
Cucumbers.....	400.00 per acre
Cabbage.....	400.00 per acre
Cauliflower.....	600.00 per acre
Celery.....	500.00 per acre
Beans.....	200.00 per acre
Melons.....	200.00 per acre
Cantaloupes.....	150.00 per acre

Labor

Our lands being located just across the river from Mexico, where there is plenty of cheap Mexican labor to be had, there is no trouble in getting labor. The average price paid is fifty cents per day, each man boarding himself. There are no colored people in the San Benito Country. This Mexican labor is the best kind for plantation work. They are contented with very little and are easy to get along with. They attend strictly to the work assigned to them. Strikes are unknown.

Nothing is More Worthless Than a Bunch of Rent Receipts



Field of Cabbage in the San Benito District.

Texas is Fifth in Population



Field of Sweet Potatoes.

Texas is First in the Production of Cotton



Field of Cabbage in the San Benito District.

Texas is Fifth in Population



Field of Sweet Potatoes.

Texas is First in the Production of Cotton



Cotton Scene in the San Benito District.

Texas Has More Oil Lands Than Pennsylvania

Growing Sugar Cane in the Rio Grande Valley

From Bulletin by C. L. Wagner

Superintendent of the San Benito Sugar Manufacturing Company

In the selection of soils for cane and planting a great variety of conditions are met with and only the most thorough care in investigating all of these should govern the selection. In our alluvial soils which are very deep and uniform, the subsoil is not so different from the topsoil except in regard to mineral and organic constituents. The level of the ground water or the so-called water table is one of the most important of these conditions, governing the amount of water which can be used without harm to cane or deposit of alkali on surface by evaporation. Therefore, the best plan is to select a field as nearly even on the surface as possible, having only a very gentle slope away from the main lead and, if possible, a system of deep ditches at or near the lower end, which will prevent damage by high water table. Whenever possible, ground in cultivation should be used owing to its freedom from roots and vines and on account of the better and easier cultivation or tilth obtained by the limited amount of working possible in growing cane.

Preparation of Soil and Water Leads

In making these general observations as to working up the soil, we do not wish to cast any reflections on the intelligence of the reader; in fact, we believe the farmer in general and the San Benito farmer in particular can give advice to anyone not actively engaged in cultivation. Therefore, we suggest deep plowing and if cultivated soil, cross-plowing. This should be done as long a time before actual planting as possible, allowing thorough aeration of soil, weathering of clods and decomposition of any organic matter turned under. When ready to start planting, the surface should be evened by using a drag if necessary then harrowed with a tooth harrow or disk harrow if lumpy.

In laying out rows, we believe a five-foot row or even less can be used. Instead of six feet, as at present used. This is a matter for your own judgment. As furrow planting is necessary in irrigated land for cane, to avoid wetting the entire surface and destroying the effect of the loose soil on surface which prevents excessive loss of moisture by evaporation, so also the cane will the sooner shade the soil and shorten time of working and prevent loss of water.

The proper style ditcher should be used to form the rows, which after planting and covering cane should have a vertical distance of 12 inches from bottom to top of middle.

We do not advocate the use of any special make of tools, as we are not in the implement business, but we do advise the use of disk implements as being the most useful and flexible of all cane working tools.

The main lead is permanent while the other work should be so for three years. Where the field, owing to unevenness, may not be laid out as recommended, the leads can follow the highest places on curved lines, thus offering no difficulty to cultivation, as ditches may be cleaned with shovel-plow or ditcher, and gives a very even distribution of water. In countries where water is very expensive this method is used. The rows should be made, first, five feet or such distance apart as the judgment of the grower indicates, though we have evidence that better results are had on five feet. When the rows are made, the water leads are put in, cane planted and covered, the ditches can be finished very quickly with hoes or shovels and water at once admitted.

Time of Planting

We believe firmly in the principle of early planting, say November or December—all new cane should be planted before December 15, if possible. Our reasons for these conclusions are numerous and we believe well founded.

First in importance is the matter of seed, which at this time, when the cane is being harvested, is in its prime and will develop a much larger proportion of eyes than windrowed cane, also being free from fungus diseases. Should the first sprouts freeze back the root system is developed and a larger stool will be developed earlier than otherwise. This will hasten maturity and enable the mill to take off your crop earlier and at a probably better price, as the sugar market is usually strongest before January 1. It will also give your cane a full twelve-months season for maturity, thus more nearly approaching the tropical condition than is possible in Louisiana. This will obviate the necessity of windrowing and be mutually beneficial.

In Buying Our Lands, You are Merely Backing the Progress of the San Benito District in the Lower Rio Grande Valley of Texas



Part of Cowgill's 1000-Acre Sugar Cane Farm.

The Farmer is the Uncrowned King of American Prosperity and American Greatness



Sugar Cane in the San Benito District.

We Have Had Twenty-five Years of Successful Experience in the Irrigation Business



Hauling Sugar Cane to the Mill in the San Benito District.

Prompt Action is the Important Element in Money-Making



Loading Sugar Cane From Cowgill's 1000-Acre Cane Farm.

More Truly Than Any Other the Tillers of the Soil are the Makers of Wealth



Plowing in Texas

Make a Personal Investigation of Our Proposition and You Will Say: "The Half Has Not Been Told"

Windrowing

Last year, owing to the lateness in the establishment of mills, poor transportation facilities and lack of foresight on the part of the various mill companies, some cane was frozen and ruined, entailing a large money loss to the farmer. To avoid a repetition of this, we request that all cane not sent to the factory before the 25th of December be windrowed. The cost is very small per ton and is done in the following manner: The cutting begins at one end of the row, bending the cane over and cutting at the root, drooping in furrow, bending the next cane falling on it and covering it; thus, when the row is down, only the green tops will show. This will protect it from a heavy freeze. For seed cane, a little dirt thrown over loosely will be of much benefit. All but one week's ordinary cut should be taken care of in this manner, as frozen cane, if milled, will not deteriorate much. When the cane is hauled out of the field the trash should be burned as soon as dry, thus promoting the springing of the stubble, destroying insects, such as the borer and beetles.

The fertilizing value of the trash is about \$5.00 per acre, but it is necessary to sacrifice it to prevent greater loss by insects. When the trash is burned the stubble should be shaved, offbarred and active cultivation commence at once, promoting an early stand. No fear need be felt of destroying the roots, as the suckers spring from the stubble and form their own root system. From this time on the cultivation is the same as for the plant cane.

Rotation

The consensus of opinion among expert growers seems to be that every fourth year, or possibly every third, a change or rotation of crops should take place to prevent too great deterioration of humus in the soil, or as the later theories are, poisoning of the soil by the excreta of the plant. Every farmer understands the necessity of proper rotation, therefore we recommend that cane shall not be grown on the same ground more than three years in succession. A winter crop of cowpeas, turned under with disk plow, followed by one crop of cotton or preferably a root crop, is considered very good, not only as a physical remedy, but introduced humus or decomposed organic matter and allows the bacterial life of the soil to adjust itself. We cannot recommend

the use of fertilizers containing a large proportion of salts, such as the "complete fertilizers" now sold, until we have had time to observe their action, as our soils contain such a large mineral and saline content. We do, however, unhesitatingly recommend such fertilizers as tankage, barnyard manure, cottonseed meal or cake meal, and green crops to be turned under by the plow. A disk plow cutting ten inches deep and a fifteen-inch furrow is the most effective and easier on farm animals than any other for turning under green crops. Cane will grow a great many years, but the yield each year is smaller and the increased tonnage will more than make up the cost of planting oftener. The best cane growers never run over two stubble crops.

Conclusion

We would also advise every cane grower to apply for bulletins of the Hawaiian Cane Grower's Experiment Station, also the Porto Rico Experiment Station bulletin. Also to keep a record of the cost of each separate item, such as preparing soil, planting, cultivating, harvesting and selling value of cane. In this way by comparing costs with other cane growers, you can find where your cost is excessive and stop the leaks. Whatever is worth doing is worth doing well, and if you give your cane crop the proper thought, no other crop at present will return you such dividends on your energy as cane.

In conclusion we wish to state that we invite criticism from properly informed persons, as to the routine and methods we suggest in this bulletin, as we realize the value of intelligent criticism and do not consider ourselves past-masters in the science of cane culture. We do, however ask that any communication to the company, which may be of great value and embodied in future bulletins, be backed by actual experience and study of our special needs, which are not exactly met with either in Hawaii or Porto Rico, the two countries furthest advanced in the science of irrigating cane. We have used bulletins from the Louisiana Experiment Station, the Calumet plantation of Mr. W. J. Thompson, Porto Rico and Hawaii, for which we duly acknowledge our indebtedness. Bulletin No. 263, United States Department of Agriculture, "Practical Information for Beginners in Irrigation," contains some practical ideas.



Texas Has More Grape Lands Than all the Rest of the United States Combined



A Familiar San Benito Barnyard Scene of Chickens.

Texas is First in Peaches, Pecans and Honey



Fig Tree.

Texas is Second in the Production of Hogs



Orange Grove—All kinds of Citrus Fruits are successfully grown at San Benito, namely Satsuma and Washington Navel Oranges, Grape Fruit and Lemons

To Own Real Estate is the Best Object a Man Can Have



Plenty of Game in San Benito District.

Stop Raising \$20.00 Crops on \$200.00 Lands. Raise \$400.00 Crops on \$200.00 Lands



Strawberries in January.

Texas is Third in Value of Farm Lands and Buildings



Bees Working Overtime Making Honey in the San Benito District.

Texas is First in Cattle and Horses



Apiary of Bees Which Can Be Seen in the San Benito District.

We Make a Specialty of Irrigated Lands Because They Are the Best



Second Crop of San Benito Corn Which Will Mature in December.

Texas Has More Tobacco Lands Than Virginia



Figs.

Texas is First in Railroad Mileage



Digging Irish Potatoes in the Early Spring at San Benito.

If You are in Middle Life You Have Paid Enough Rent to Own Several Farms



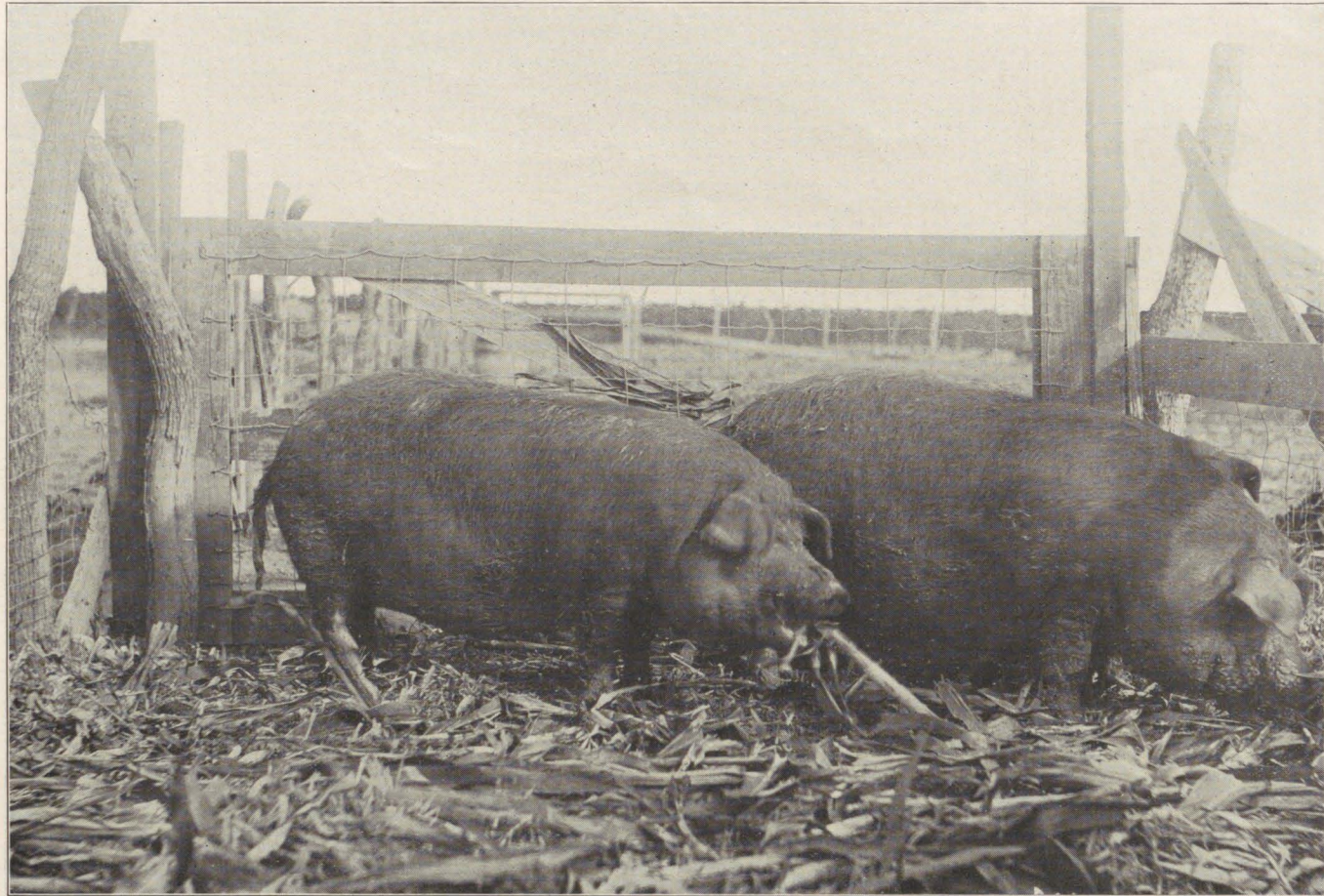
Broom Corn in the San Benito District.

**The Less Money You Have, The Greater The Need to Place it Where it Will Work Hard,
Fast, and Permanently**



Banana Grove in the San Benito District.

Texas Has More Watermelons Than Georgia



Fine Duroc Jersey Hogs. They do well in the San Benito District.

Texas is First in Value of Farm Products



Field of Cabbage in the San Benito District.

Texas is Fourth in Per Capital Wealth



White Crane on Lake North of the Arroyo Colorado, in the San Benito District.

**To Live on the San Benito Land and Water Company's Canal in The San Benito Country is a
Guaranteed Cure for Poverty**



Ducks Are Plentiful During Season on the Lakes Near San Benito, Texas.

Buy Land—That Will Raise on an Average of One Bale of Cotton per Annum, on Each Acre



Date Palms in the Lower Rio Grande Valley, San Benito, Texas.

There are Cheap Round Trip Excursion Tickets on Sale from All Points in the North to San Benito, Texas, on the First and Third Tuesdays of Each Month. Ask Your Railroad Man



Bathing Scene in the Arroyo Colorado, at Rio Hondo, 10 miles from San Benito, Texas.

Alfalfa's Greatest Yield in America, per Acre, is found in the San Benito District, Reaching as High as Ten Tons per Acre Annually



San Benito District is the Sportsman's Paradise. Plenty of deer north of the Arroyo Colorado to the Gulf.

Haven't Your Children Begun to Show the Lack of Fresh Air, the Lack of Sunshine, of Fresh Eggs, Fresh Milk, Fresh Butter and Fresh Vegetables? Why Not Buy a Ten-Acre Farm at San Benito?



Corn in May in San Benito Country.

San Benito Produces the Best of Five Staple Crops, Cotton, Corn, Sugar Cane, Broom Corn and Alfalfa



Hcuse on the Interurban at San Benito, Texas.

Factories Flourish in San Benito



View of Arroyo Colorado, opposite Rio Hondo, 10 miles from San Benito, Texas

Do Not Come to Texas Without Including San Benito in Your Trip



Home of S. A. Robertson, San Benito, Texas.

Buy Land—From Which You Can Cut Seven to Ten Tons of Alfalfa Each Year

SAN BENITO, TEXAS
October 26, 1911.

Messrs. A. C. Swanson & Company,
San Benito, Texas.

Gentlemen:-

Replying to your inquiry asking for figures showing results on my cotton this year, I am glad to submit to you the following report, together with my affidavit that it is correct;

This crop was grown on our place on the river, located seven miles from San Benito, and on one hundred and twenty five acres. The total cost of producing the crop, including the expense of a hired foreman or superintendent, was between \$1900.00 and \$2000.00. The cotton was planted between February 3rd, and March 15th, and 94 bales of cotton were picked and sold during July and August which brought \$5650.56. Since then I have had picked 13 bales more which have been ginned but not yet sold, and we are still picking and expect to get two or three more bales, or making a total of 110 bales, which will bring the returns to considerably over \$6,000.00 above all expenses. On two acres of this land, which was planted in cotton about March 15th, I had just harvested a crop of Irish potatoes which was planted in January, of this same year, which sold for \$144.70, and on this same land I raised over a bale of cotton to the acre.

I had ten acres of the above cotton crop entered into the Texas Industrial Congress dry farming contest, and sent in my report yesterday with sworn affidavits by two disinterested witnesses, who measured the land, saw the cotton grown, picked and weighed, showing the yield from the ten acres 16.95 bales of lint cotton of 500 lbs. each, or practically 1.7 bales to the acre. Most of this cotton was sold during August and brought 11-3/4 cents per pound, or \$99.85 per acre, leaving a net profit of over \$80.00 per acre.

Yours very truly,

W. B. Hinkley

Sworn and subscribed to before me, this 28th day of
October, A. D. 1911.

J. L. Crawford
Notary Public, Compton County, Texas.

SAN BENITO TEXAS
August 10, 1911.

Messrs. A. C. Swanson & Co.,
San Benito, Texas.

Gentlemen:-

I moved to San Benito from Fayette County, Texas, arriving here December 4, 1907. The following year I cleared 15 acres of land, put it in cotton and made twelve and a half bales from the land. I would have made a better crop than this, but the canal had not been completed and I got the water very late.

In 1909 I had in 30 acres and gathered therefrom 15 bales of cotton. On account of the storm, during the gathering season, caused the shortage.

In 1910 I planted 36-1/2 acres in cotton and gathered 51-1/2 bales, the land being watered from the canals of the San Benito Land & Water Co.

This land was rented from Mr. A. P. Hicks on a share basis, to whom I paid \$25.00 per acre rent, leaving me a net profit of \$3780.00.

This year, 1911, I farmed the same land and planted it to cotton, and have marketed therefrom the first bale of cotton in the world, and sold same for \$1140.00. I have marketed 24 bales to date and expect to make equally as many bales as last year.

Yours very truly,

Ernst Matz

Buy Land—That Yields Two Crops of Corn and One of Truck Each Year

SAN BENITO, TEXAS
October 13th, 1911.

Messrs. A. C. Swanson & Co.,
San Benito, Texas.

Gentlemen:-

Complying to your request for statement of my experience in growing cotton at San Benito, will say that I planted 9.23 acres, actual measure, to cotton on the 13th of last February and gathered twelve bales or 6340 pounds of lint cotton and had a remnant of 850 pounds of seed cotton. This cotton was all gathered before August 15th and the same land has a fine crop of Sorghum growing on it now, which I will cut in about fifteen days and I expect at least six tons per acre. This land has paid me over \$90.00 per acre already this year and I will get at least \$60.00 per acre off my sorghum crop and will have my land ready to plant to cabbage by Dec. 1st.

Very truly yours,

J. L. Crawford

Subscribed and sworn to before me this 13th day of Oct. 1911.

W. B. Walton
Notary Public Cameron County, Texas.

SAN BENITO, TEXAS
Oct. 27, 1911.

Messrs. A. C. Swanson & Company,
San Benito, Texas.

Gentlemen:-

In answer to your inquiry will say that off of 2-1/2 acres of land I have already sold 4-1/2 bales of cotton, for which I have the money. I will soon begin the second picking from which I feel sure that I will get 3/4 of a bale more and am positive that it cannot fall short of 1/2 a bale.

Yours truly,

R. T. Roberts

Subscribed and sworn to before me, this 27th day
of October, A. D. 1911.

L. P. Brown
Notary Public, Cameron County, Texas.

The Land of Perpetual Sunshine

SAN BENITO, TEXAS
October 12, 1911.

Messrs. A. C. Swanson & Co.,
San Benito, Texas.

Gentlemen:-

From February 2d to the 18th. I planted 21-7/10 measured acres of Mebanes Triumph cotton on the San Benito Irrigated tract. I have picked 41 - 500 pound bales to date and have now 16 pickers in the field with at least 5 or 6 bales yet to pick. I have been growing cotton for 20 years all over the state of Texas and I consider the Lower Rio Grande Valley the best cotton section in the State.

I have been here four years and my crops average four times as much as any where else in Texas, which I attribute to the continuous growing season; soil 30 to 40 feet deep and unlimited irrigation water.

Yours very truly,

Ernst Roensch

The County of Cameron:
State of Texas :

before me, the undersigned authority, on this day personally appeared Ernst Roensch, known to me to be the person whose name is subscribed to the foregoing letter, and acknowledged to me that the same is a true and correct statement.

Sworn and subscribed to before me on this the 12th day of October, A. D. 1911.

J. L. Crawford
Notary Public Cameron County, Texas.

SAN BENITO, TEXAS
August 18, 1911.

Messrs. A. C. Swanson & Co.,
San Benito, Texas.

Gentlemen:-

Answering your inquiry of recent date as to my experience in the Rio Grande Valley, beg to advise that I came to San Benito in April, 1907, and went to work as a dredge Engineer on a dragline dredge for the Rio Grande Construction Co. who were building the San Benito canal. I bought forty-one acres under this canal, and as my work prevented me from farming it myself, I leased it the past year to Mr. W. S. Thompson, who paid me one-third of the crops as rent, which was as follows: \$780.00 worth of cotton, \$70.00 worth of millet, \$72.00 worth of corn and \$15.00 worth of truck, making a total of \$927.00, which was over \$22.00 per acre. Mr. Thompson, of course, got double this amount as his share.

This is a fine healthy climate and farmers and other investors in land have done well. I paid \$50.00 per acre for my land three years ago and foolishly, I sold it recently for \$165.00 per acre. However, I collected this year's rent. I know of no other way by which I can get such a large interest on my savings and therefore, propose to buy another piece of land at once.

Yours truly,

F. H. Wedegarten

San Benito, The Land of Great Opportunities

SAN BENITO, TEXAS

October 13, 1911.

Messrs. A. C. Swanson & Co.,

San Benito, Texas.

Gentlemen:-

Replying to your inquiry in reference to my experience in growing cotton in the Rio Grande Valley will say that this year I have planted to cotton six acres, off of which I have already picked nine 500 pound bales and believe I will pick three bales before the season is over. My first picking was seven bales, hence on this basis the second picking will be five bales.

I might add that to my personal knowledge a very large acreage planted to cotton in this section has yielded more than one bale per acre this year.

Very truly yours,

Wm. E. Brown

Subscribed and sworn to before me, this 13th day of
October, 1911.

J. L. Crawford
Notary Public Cameron County, Texas.

SAN BENITO, TEXAS

October 24, 1911.

Messrs. A. C. Swanson & Company,
San Benito, Texas.

Gentlemen:-

In answer to your inquiry in regard to our experience with alfalfa, will say that we believe we will see the time when this will be considered a fine alfalfa country.

We have two fields of alfalfa which have been seeded three years. They are a good stand at present. The first year of seeding we secured between 4-1/2 to 5 tons of hay. This represented five cuttings. This last year the alfalfa has been cut seven times and will be cut once more. The first five cuttings averaged slightly over one ton per acre per cutting. The last two cuttings lacked a few pounds of being 3/4 of a ton per acre per cutting.

The hay was baled and weighed when delivered to market. The early crops were nearly free from foreign grasses but the August and September crops were mixed more or less, but all found ready sale. None of this alfalfa was sold for less than \$17.00 per ton delivered in San Benito.

Experience has taught us that November and December are the best months for the sowing of this crop. With Spring sowing we find more trouble in getting good stands free from grass and weeds. Sowings made by us in March, April and May were failures.

We have had seven years of experience in raising alfalfa in Southwestern Nebraska. There we did not expect to get a crop to pay the first year. After the first year four tons of hay per acre per annum was considered a very good crop. \$5.00 to \$8.00 per ton was considered a good price.

Alfalfa in the Rio Grande Valley does not grow as tall as it did in Nebraska but the stand is much thicker, giving a finer quality of hay. The alfalfa of the Rio Grande Valley is all what the Nebraska farmer calls hog or lamb alfalfa, the stems being fine with a high percentage of leaves.

The history of alfalfa growing is that it has taken most of the States where alfalfa is now commonly grown, five to ten years before they were considered successful alfalfa countries, but we believe that in less time than that alfalfa will be considered one of the most staple crops there is in the Valley.

Very truly yours,

H. O. Baker & Sons

Aren't You Tired of Working all the Year for a Salary, and Getting out of it Merely a Living in an 8x10 Shut-in Apartment?

SAN BENITO, TEXAS
August, 16, 1911.

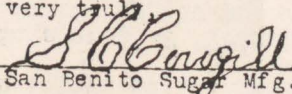
Messrs. A. C. Swanson & Company,
San Benito, Texas.

Gentlemen:-

I have about one thousand acres of land at San Benito irrigated from the San Benito Land & Water Company's canal system. Two hundred and eighty acres of this were planted to sugar cane last year. Our average yield was twenty three and a half tons to the acre. The expense of raising this crop, including pro rate of the seed and planting cost, which is distributed over five years, five or six years being the life of a sugar crop here, it being necessary to re-plant after that time, cultivation, irrigation, water rent, cutting and stripping and placing f. o. b. the cars at our siding on the San Benito and Rio Grande Valley Railroad was about \$34.21 per acre. We sold about 2500 tons at \$ 3.25 cut and stripped in the field, the purchaser hauling it away, and the balance of our crop we shipped to the Ohio-Texas mill at Brownville, paying 29 cents a ton freight. This cane which went to the mill brought 90 cents a ton for every cent a pound 96 test centrifugal sugar was worth on the New Orleans exchange the week we milled our cane, which is the usual price paid in the Valley, or between \$ 3.25 to \$ 3.50 per ton delivered at the mill. For the cane sold as seed, on which we had no hauling or freight to pay, we received a net profit of \$ 49.21 per acre and for that shipped to the mill at Brownville we received net from \$ 34.35 to \$ 46.05 per acre. The price of sugar is somewhat higher this year and the price of cane which is governed by the price of sugar, is better than it was when we sold our crop.

This does not, of course, count interest on the investment, and does not take into consideration the fact that our methods of handling cane were probably more expensive this year than they will be in the future, on account of the fact that we were new to the business this last year. Now that the big 1200 ton sugar factory is being built at San Benito we will be able to market our cane cheaper, also, which will mean a larger net profit to us. I believe, too, that the average yield per acre, can be increased considerably as we learn more about the methods of cultivation and irrigation required by the crop in this country and by the different grades of soil any large plantation will have. As stated, I am absolutely new to the cane planting industry but since I purchased my land here with the idea of planting sugar cane I have traveled through the cane belts of Texas, Louisiana, Mexico and Central America and Cuba, Jamaica, Porto Rico and the Islands of the West Indies and my observation is after making a thorough comparison, that the Lower Rio Grande Valley is the best cane country in the United States. Cheap labor, rich soil, a favorable climate and irrigation give this section a big advantage in growing sugar cane. We increased our cane acreage this year 100 acres.

Yours very truly,


Pres. San Benito Sugar Mfg. Co.

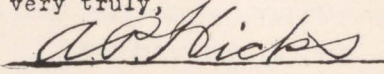
SAN BENITO, TEXAS
August, 10, 1911.

Messrs. A. C. Swanson & Co.,
San Benito, Texas.

Gentlemen:-

I rented to Mr. Earnest Matz in 1910 36-1/2 acres of land on a share basis of one fourth for cotton, and received from him \$ 25.00 per acre.

Yours very truly,



SAN BENITO, TEXAS

August 10, 1911.

Messrs. A. C. Swanson & Company,
San Benito, Texas.

Gentlemen:-

I beg to advise you that I own about ten acres of land within one mile of San Benito, and now have under lease a couple of acres in addition. The result of my operation for the past year has been as follows:

January 15th I put in a crop of "Triumph potatoes" the total cost of this crop, including the pro rata of water rent figured on a three crop per year basis for the same land, being twenty four dollars and fifty cents. I harvested exclusive of seed potatoes of which I have sufficient quantity to plant several acres this Fall, five hundred and fifty bushels which I sold for an average of one dollar eighty cents per bushel. On most of these the price ran something around two dollars per bushel, figuring the average, however, at one dollar and eighty cents, which is rather low. I made one hundred and thirty five dollars per acre, or practically one hundred and ten dollars per acre net on potatoes. This crop was harvested in April, making about seventy day crop.

Immediately following the harvesting of the potato crop I planted cotton by simply going over this same land with a tooth harrow as the potatoes were dug with a middle buster, and no breaking was necessary for the cotton. I figure the entire cost of making the crop, including pro rate of the water rent, to be fifteen dollars per acre. I have harvested to date on twelve acres, which I have planted, ten bales of cotton and expect to make four to five bales more or easily one and one fifth bales per acre.

Cotton is worth not under seventy dollars per bale including the seed, giving me about eighty five dollars per acre on my cotton or net seventy dollars per acre. The total expense of fifteen dollars includes the pro rata of water rent figured on a crop per year basis for the same land. The profits on these two crops amount to one hundred and eighty dollars per acre.

Immediately following the cotton crop I expect to put in a fall crop of truck, which will mature not later than December, making three crops this year, providing my fall truck crop succeeds as well as my potatoes I will realize for the year something around two hundred and ninety dollars per acre net, which I consider an excellent showing for any farm land, no matter where situated.

In reference to my experience I would say, that while I have farmed truck to some extent I have never before raised cotton and I am more than gratified with my success. It is hard to see how a practical farmer can fail to get big results in this country. The climate is delightful, the people are congenial and altogether it has proven to be one of the most pleasant places to live that it has ever been my good fortune to come in contact with. I came here from Brooklyn, New York, three years ago.

John H. Bellon

Texas Has More Wheat Land than Both Dakotas and Minnesota

...Conclusion...

In the last analysis, the essentials to the great trinity of human aspirations, health, wealth and happiness, climate and soil stand supreme: climate for health, soil for wealth, and the products of both for happiness. ¶ Therefore, the land that has the greatest advantages of soil and climate, offers most to the man who would better his condition.

Texas is Fifth in Poultry and Eggs

How to Reach San Benito Economically and Investigate it Properly

Join Our Personally Conducted Excursion

We run a special-party excursion direct through to San Benito, Texas, on the first and the third Tuesday of each month. On these days of the month, you can purchase REDUCED HOMESEEKERS' ROUND-TRIP TICKETS, which allow you twenty-five days to make the round trip, and you can stop *en route*, going or returning, at any point that interests you. The round-trip fare to San Benito, on these excursions, is \$37.50 from Chicago, \$32.50 from St. Louis, \$32.50 from Kansas City, \$35.00 from Lincoln, Nebraska, \$35.00 from Omaha, \$37.50 from Des Moines, \$38.90 from Sioux City, \$44.40 from Minneapolis and St. Paul.

When you prepare to make the trip to San Benito, go to your nearest railroad ticket agent, and tell him that you want a HOMESEEKERS' ROUND-TRIP TICKET, said ticket to be routed as follows:

The most convenient railroad from your point of starting to Kansas City, Missouri, or, if more convenient, St. Louis, Missouri, then the FRISCO LINE from Kansas City, Missouri, or St. Louis, Missouri, *via* Houston, Texas, to San Benito, Texas, which is on the main line of the FRISCO.

For further information, call on or write,

ROCK ISLAND LAND COMPANY

Coliseum Building, JOLIET, ILLINOIS

A. C. SWANSON & CO. }
GENERAL AGENTS FOR }
San Benito Land and Water Company
Los Indios Irrigated Land Company
Espirito Santo Land Company
Rio Grande Construction Company

There is Something Growing all the Time in the San Benito District

