

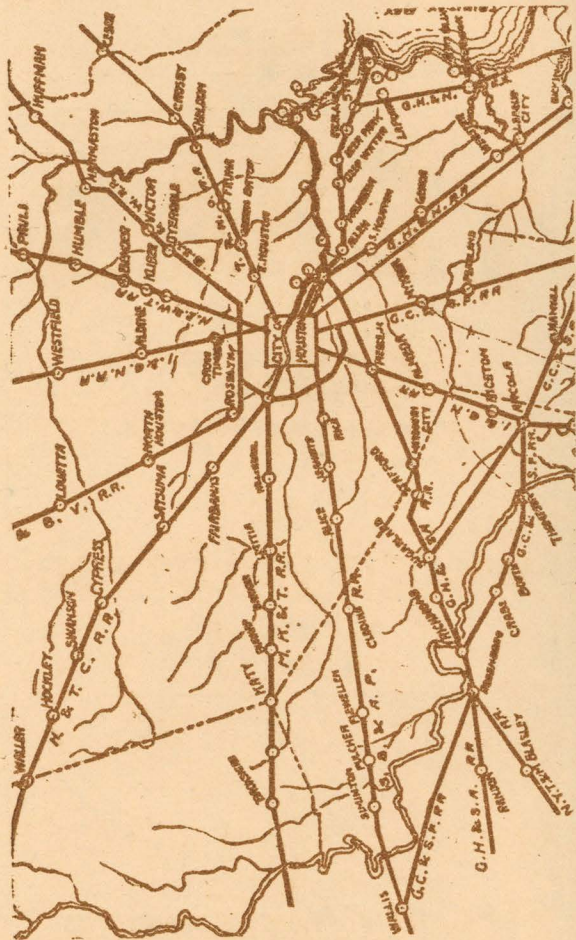
THE
TEXAS

**COAST
COUNTRY**

**AND
WHAT IT HOLDS FOR
YOU**

McGARTY-WAY LAND CO
GROUND FLOOR SCANLAN BUILDING.

HOUSTON, TEXAS



THE SCANLAN BUILDING

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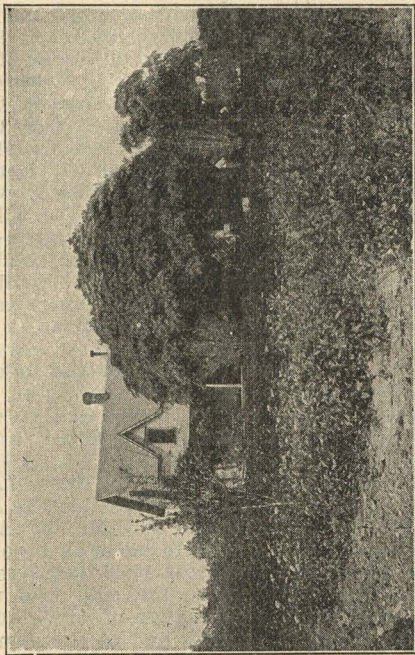
The Gulf Coast Country of Texas

The purpose of this little book is not to set forth with any particularity or detail the possibilities of the Coast Country, its crops, its resources, etc., for that would be impossible in so short a space. It is offered, however, in the hope that it may serve to convey to the man who is unacquainted with this region such an idea as to what the Coast Country is and what it has to offer him, as will lead him to make an investigation for himself, with a view to learning more about it. You will find herein no untrue or extravagant claims—only statements of fact, together with only such conclusions drawn from them as are readily apparent to any man who has investigated and who has the ability to see the signs of progress and to understand what they mean.

First, we ask you to consider the following statement and to bear it constantly in mind as you read this booklet. THE GULF COAST REGION OF TEXAS IS THE ONLY LARGE BODY OF RICH AGRICULTURAL LAND IN THE RAIN BELT OF THE UNITED STATES WHICH CAN STILL BE PURCHASED AT A PRICE FAR BELOW ITS ULTIMATE VALUE. To the man who wishes to make an absolutely safe investment that will yield large returns within a short time; to the man who would buy land from the cultivation of which he may realize bountiful returns, and to the man who is desirous of selling his high-priced northern farm and converting a part of the proceeds into another farm as good or better, this is a fact of the utmost importance. It is already becoming widely recognized, and progressive men are fast taking advantage of it. The present year is witnessing the greatest tide of immigration to Texas that has ever been

known, and yet it is only the beginning of what must come before the great State of Texas has ceased to offer bounteous returns to those who come. The whole North is fast awakening to the possibilities of the Coast Country. The nation is beginning to realize

How Would You Like a Home Like This?



Courtesy Santa Fe Railway

that there has entered into the agricultural and commercial world a new factor, whose resources are almost unlimited. Hence, the present enormous influx of investors and home-seekers to Texas.

Collier's Weekly, in a recent issue, says editorially: "The South is in all respects the

fastest growing section of the United States. In the population of its cities, in the number of factories, the product of farms, the mining of coal, the increase of bank deposits, the extension of telephone lines, the number and quality of schools, in railroad building, development of water power, the making of good roads, the production of lumber—in these and every other material aspect, the South is going ahead today faster than any other section of the United States. Because this has come about gradually, and because a very different picture has been for a generation the average man's rooted idea of the South, the fact has escaped attention."

In respect of natural resources, as well as of size, Texas is the greatest State in the Union. That part of it known as the Coast Country extends from the Sabine River on the east to the Rio Grande on the west, a distance of about four hundred miles, extending back from the Gulf of Mexico from fifty to one hundred miles. It contains a great variety of soils and in general appearance suggests the prairies of Iowa and Kansas, except that it has not the rolling surface characteristic of them, being almost level, with a slight decline to the coast, which insures good drainage and easy cultivation.

While the vast domain of Texas, and even that of the Coast Country itself, offer an almost unlimited field for profitable investments, it seems certain that in no section are the opportunities for securing large returns within a short time so great as those to be found in the territory close around the city of Houston. Here we have a city of already more than a hundred thousand inhabitants, growing at an amazing rate, the terminal point of seventeen converging lines of railroad, and with a ship channel to the Gulf that gives her all the advantages of a seaport city. Houston has very appropriately been called "the Chicago of the South." We will have more to say about Houston later.

CLIMATE.

There are few sections of the United States that can boast of a climate as delightful as that of the Gulf Coast region of Texas. It is entirely free from the trying extremes of temperature which characterize the climate of the

Satsuma Orange Tree Three Years Old

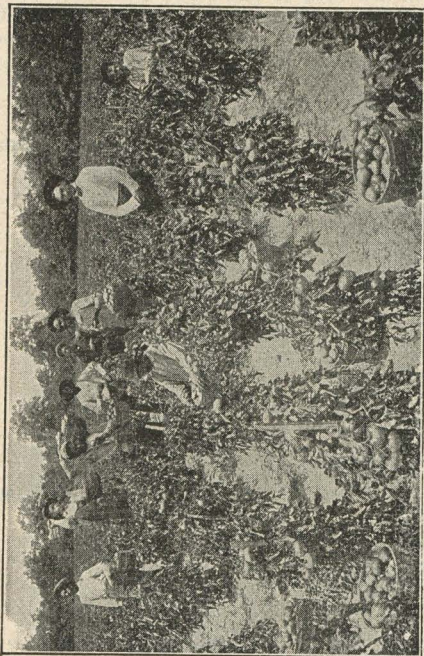


Courtesy Santa Fe Railway

northern States. In the winter the temperature ranges from forty to sixty degrees, dropping a few times during the winter to thirty-two or thirty-three degrees, and in unusual seasons as low as twenty-five to twenty-eight degrees. Such low temperatures do not, how-

ever, last long, and rarely do any injury. The summer climate is tempered by a sea breeze which sweeps inland from the Gulf, making the nights cool and delightful. The temperature does not range so high as in the northern States. Heat prostrations are unknown,

Gathering Tomatoes—Demand Never Supplied



Courtesy of Santa Fe Railway

The thermometer varies about twenty-five degrees during each twenty-four hours, demanding the use of a light cover during the early morning hours.

The average rainfall is from forty-five to fifty-six inches per annum, or about ten inches greater than that of Iowa. The climate the

year around is so mild that the Coast Country is becoming a health resort for those who wish to escape the severe weather of a northern climate.

The following table is compiled from the records of the Government Weather Bureau, and is intended to show the difference between our climate and that of such northern States as Iowa, Illinois and Nebraska. The record covers a period of thirty-five years.

AVERAGE RAINFALL.

	Houston.	Omaha.
January	4.4	0.6
February	3.6	0.7
March	3.6	1.4
April	3.7	3.0
May	5.0	4.4
June	5.5	5.2
July	3.7	4.6
August	4.3	3.5
September	4.8	2.9
October	3.0	2.5
November	3.7	1.0
December	3.0	1.0

Annual	48.2	30.8
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	Houston.	Omaha.
Highest temperature.....	104	106
Lowest temperature.....	6	-32
Average mean temperature....	69	50
Average number of rainy days in the year	95	100

PRODUCTS OF THE COAST COUNTRY.

The variety of soils in the Coast Country is so great, and the climate and other natural conditions so favorable, that the range of products which can be profitably grown is astonishing. It is difficult to set forth the oppor-

tunities for profitable industry open to the farmer in such a way as to do justice to the country and yet not tax the credibility of the northern farmer who is unaccustomed to, and unacquainted with, the soil and climate. All the products of the temperate zone, with the exception of wheat, flourish here, together with



A Texas Orange Grove — Satsumas

Courtesy Santa Fe Railway

all the subtropic and many tropic products. The truck farmer can plant, mature and ship vegetables at any time of the year. The fruit-grower finds that with the exception of some varieties of cherries and apples he can grow almost any fruit that suits his fancy.

The staple crops are corn, cotton, sugar cane, rice, potatoes, oats, peanuts, onions and a number of other products of less commercial value. The trucking industry is daily assuming greater proportions and greater importance among the varied industries of the Coast Country.

COTTON.

It is perhaps not widely known that Texas produces one-fifth of the cotton of the world, nor that Houston is the greatest cotton market of the world, handling annually more than 2,500,000 bales of the staple. More surprising than this, however, may be the statement that all of the world's undeveloped cotton lands lie within the borders of the Lone Star State. It is readily apparent that with the constantly increasing consumption of cotton (for cotton in one form or another is a daily necessity to a large majority of the people of the earth), it will always be a profitable crop for the farmer within the favored region which produces it.

The yield of cotton is from one-half to one and a half bales per acre, a yield of a bale to the acre not being unusual. A bale of cotton, at average prices, is worth \$60. The cost of cultivation, including all incidental expenses, rarely exceeds \$6 per acre. The sale of the cotton seed yields a considerable profit over and above what is received from the sale of the cotton itself. There is nothing about the growing of cotton which presents any difficulty to the northern farmer. He can put in a crop of it his first year in Texas and it will make him good money.

SUGAR CANE.

The fact that the consumption is increasing enormously will be the cause of a greatly augmenting interest in the production of sugar cane during the next few years. There is no reason why Texas should not produce ten

times the amount of sugar she now places on the market. It can be more profitably grown on the rich bottom lands of Texas than in other States for the reason that here no fertilizer is needed, while with the growers of other States the cost of fertilizer is an important item in the cost of production. It seems certain that within a few years all the land in Texas suitable for the production of sugar cane will be put to that use.

The average yield of sugar cane on these lands is over twenty-five tons per acre. It requires replanting only every three or four years. The tonnage per acre is the greatest the year it is planted; but the decrease in yield is counterbalanced by a corresponding decrease in the cost of production. The sugar refineries pay \$3.00 per ton for the cane f. o. b. the plantation, and since it costs less than \$2.00 per ton to produce the cane, land which will produce twenty-five tons to the acre can, under proper management, be made to almost pay for itself with the proceeds of a single crop.

CORN.

The Texas farmer does not, from necessity, confine himself to two or three main crops, as does the northern farmer. This because of the great variety of profitable crops from which he may choose. Consequently corn, which is looked upon by the agriculturists of the northern States as the great staple crop, is not so generally grown here as in the North. However, it can be, and is, profitably grown. Gulf Coast lands will produce from 35 to 60 bushels per acre. While the yield per acre is not so great as that of lands in the other corn growing States, the yield in dollars and cents is usually as great or greater than that secured by the Iowa or Illinois farmer. The Texas product is disposed of at prices fully 100 per cent in excess of those obtained in other States, since it is planted in February and gathered in September, going upon the market

in competition with the product of the northern States that has been carried over the preceding winter and summer, suffering shrinkage and paying insurance and storage charges. It also has an advantage in respect of transportation charges, having to pay no railroad freight to the seashore. Texas corn is superior to the product of the northern States, since it is cured by the heat of the sun and, therefore, perfectly cured. When there is a surplus for sale, it is eagerly sought by the exporters, and it is frequently mixed with the grain from other States in order to raise the grade.

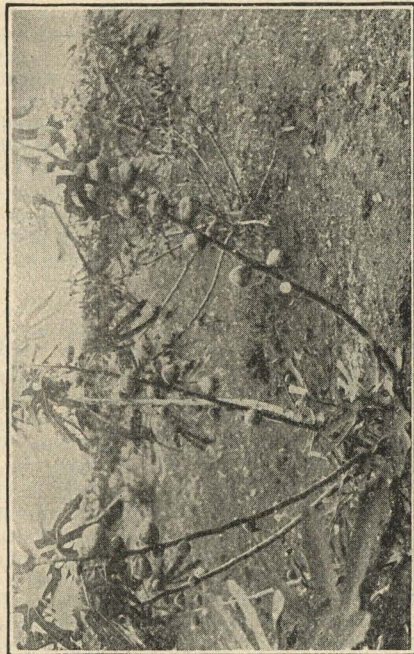
RICE.

For quick returns there are few crops that can equal the great cereal product of the Coast Country, rice. With the enormous increase in its consumption that is sure to come within the next few years, taken in connection with the fact that the area of land suitable for the production of rice is limited, rice lands will always be a good investment, and the production of rice will always be profitable. It is possible to purchase lands under canals where water is furnished by irrigation companies, or to provide for irrigation by putting in a well and pumping plant. It should be understood that this is not irrigation in the ordinary sense. The cultivation of rice requires that the field be kept under water during the greater part of the growing season, and for this purpose an adequate supply of water must be provided. When a rice well is properly put down to a depth of 90 to 250 feet, there is never any lack of water, as at that depth there is struck a layer of water-bearing gravel from which the supply is unfailing and inexhaustible.

For the growth of rice, suitable land must be selected, since the ground must have a surface nearly level, so that water will stand upon it, covering large fields when held by low

levees. It should have a soil from four to fifteen inches in depth, underlaid by a subsoil of clay, which will hold the water and prevent it from sinking into the ground. No labor is required in the cultivation of rice after the seeding, it being necessary merely that a suf-

A Young Magnolia Fig Tree—Makes Finest Preserves



Courtesy Santa Fe Railway

iciency of water he provided. The average yield per acre is fifteen bags, and the rice is sold at an average price of \$3.35 per bag. The cost of threshing, which is done with the same implements that are used for threshing wheat, is from 10 to 12½ cents per bag.

The public is just now beginning to realize the value of rice as an article of food, as one which contains all of the nutritive principles, and in greater degree than does almost any other single article of diet. Rice will from now on be in constantly increasing demand, and will always command a good price.

The Texas farmer can raise 100 acres of rice with less labor than the northern farmer can raise 100 acres of wheat, and is, moreover, sure of his crop. He makes an average profit of more than \$50.00 per acre, while the wheat returns only from \$12.50 to \$15.00 per acre. The rice is raised on land that can be purchased for from \$15.00 to \$25.00 per acre, while the wheat requires land that costs from \$40.00 to \$60.00 per acre. Owing to the fact that there is considerable latitude as to the time within which rice may be sown, the crop may be brought on in a series of plantings, making its harvest easier and less expensive.

PEANUTS, PIGS AND POULTRY.

The hog and peanut combination is one that should command the instant attention of every practical farmer, for it is one that is destined to make a great deal of money for every man who takes advantage of it. It has been demonstrated that one acre of peanuts will produce more hog fat, and that of a sweeter and finer quality, than three acres of corn. There is the essence of as good a money-making scheme as has offered itself to the farmer since the first hog was shipped to market. Peanuts furnish the finest of forage for hogs, provide feed for horses, cows and hogs, and supply a readily salable crop of peanut hay at \$15.00 per ton, and peanuts at \$1.00 per bushel. Hogs maintain themselves throughout the year if permitted to range where mast is accessible, and require only a few weeks' feeding to impart firmness to flesh and fat. Hog cholera is practically unknown in the Coast Country.

Poultry men are beginning to realize that the place for them to make money is in the Coast Country, where there is not a month in the year in which chickens cannot be hatched and reared, and for a greater portion of the year without any artificial heat. While there are at present no extensive poultry farms here, there are many small ones which are making a complete success of the business, finding a ready market and good prices for their entire output.

POTATOES.

The report of fortunes made in the business of raising Irish potatoes within the last few years are simply astounding. It is no uncommon thing for a potato grower to buy a farm and pay for it entirely with the proceeds of the first crop of potatoes, of which there are two annually. The sandy loam soils of the Coast Country produce potatoes unexcelled by the product of any part of the world, and the yield is from 100 to 200 bushels per acre, depending upon the kind of cultivation they are given.

Sweet potatoes grow here as they grow nowhere else in the world, and the yield per acre is phenomenal. The quality is unsurpassed, and the "candy yam" finds a favored place on every table. The price will average 75 cents and upward per bushel.

OATS.

Oats yield from 60 to 75 bushels per acre, and the grain is very firm and heavy. In 1906 Texas produced 30,000,000 bushels. The variety known as the Texas Red Rustproof is now grown exclusively. Oats are sown usually in the fall, and provides fine grazing for stock in the winter. It is harvested during the latter part of May and goes upon the market in June with Western oats that has been carried through the preceding winter and suffered shrinkage.

FRUIT-GROWING.

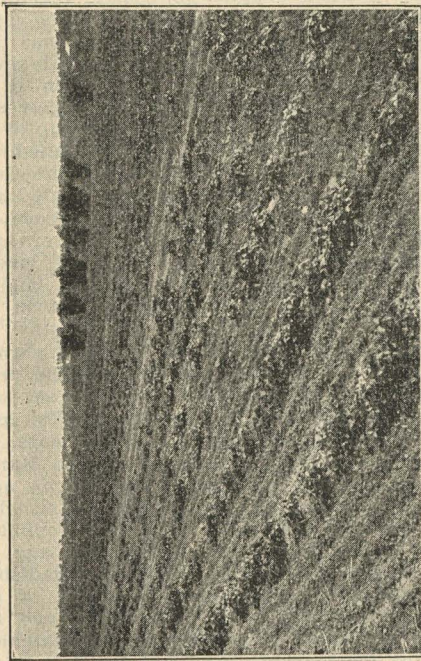
The fruit-growing industry in the Coast Country has just begun to develop on such a scale as to assume commercial importance. The region is the home of many varieties of fruit grown for commercial purposes, and this industry is certain to prove an important factor in the future development of the Coast Country. Figs, plums, peaches, lemons, oranges, persimmons, both native and the Japanese variety, and grapes, are not only grown, but are prolific in their returns. The profits derived from the growth of the Magnolia fig and the Satsuma orange are nothing less than phenomenal. The latter is a hardy fruit, proof against the occasional frosts of the country, procured by grafting the Satsuma orange on a Japanese stock known as the citrus trifoliata. On lands that can be purchased for from \$25 to \$50 per acre, orange groves four years old and over pay from \$400 to \$1000 per acre. The supply will not begin to equal the demand for years to come. At present practically none of the fruit is shipped out of the State, as the supply does not equal the demand of even the city of Houston. The Satsuma orange is a revelation to the lover of good fruit, having a thin skin that is easily removed in an instant, and a rich, pungent flavor that is equalled by that of no other fruit in the world. The Texas orange will always command a better price on the market than the California fruit, simply because it is better flavored.

The Magnolia fig grows luxuriantly from cuttings placed in the ground, and produces the finest fig in the world for preserving purposes. Three year old orchards have paid \$95.00 per acre, one crop paying for the land and all that has been expended upon it. A four year old orchard will pay more than \$150.00 per acre, frequently netting the owner as much as \$400.00 per acre. The demand for figs is so great that the preserving plants

around Houston will contract for all that can be supplied them for several years to come.

STRAWBERRIES.

The growing of strawberries has proved immensely profitable to those who have engaged



Strawberry Field—\$200 to \$400 Realized per Acre

Courtesy Santa Fe Railway

in it, and they are many. The strawberries grown here come upon the market sixty days in advance of all competition. The yield per acre is valued at from \$200.00 to \$300.00. Blackberries and dewberries are also money-makers for the fruit grower.

TRUCK FARMING.

An industry of prime importance throughout the Coast Country, and particularly in that part of it close to the city of Houston, is that of truck farming. The markets of the North and East are now looking to the Coast Country for their table supplies of early vegetables. There is no doubt that vegetables can be raised here with less trouble, labor and expense than anywhere else in the United States. With seventeen railroads leading out of Houston to all parts of the country, the facilities possessed by the Texas truck farmer for disposing of his product at an advantage are unequalled. It seems certain that lands close around Houston will eventually be cut up into small tracts of five to ten acres, with a family on each, engaged in raising truck for the northern and eastern markets, making this the most densely populated and most valuable farming land in America. This alone is sufficient reason for investing in farm lands close to Houston.

Texas garden products are known the world over. They are on the market when the products of other sections of the country are exhausted or have not yet matured. We have strawberries in December, roasting ears, tomatoes, beans, okra, cucumbers, etc., in March, and watermelons in April. Few people need any introduction to the Texas watermelon. Sweet potatoes are staple and always command a good price. Cauliflower, celery, cabbage, asparagus and lettuce, together with radishes, beets and all the numerous products of the garden, are grown with little effort, and are always profitable, on account of the matchless facilities for marketing offered by the city of Houston. Texas onions are already famous and have made fortunes for practical growers. Good land, with intelligent cultivation, will net the truck farmer \$100.00 to \$300.00 per acre annually, and will at the same time provide a good living for the owner and his family.

WHEN THE TEXAS FARMER PLANTS HIS CORN.

The following table gives the proper time for planting the various crops raised in the Coast Country. In JANUARY: Turnips, lettuce, cabbage, cauliflower, peas. Lettuce and shallots are transplanted. In FEBRUARY: Beets, mustard, leek, peas, beans, potatoes and early corn. In MARCH: Beans, squash, cucumbers, melons, okra, potatoes, corn, sorghum and millet. In APRIL: All tender vegetables, tomatoes, peppers, sweet potatoes, millet, corn, beans and okra. In MAY: Very few vegetables are planted, but where potatoes, onions and other crops have been taken off, corn, melons, cucumbers, squash, pumpkins, etc., may be planted, as well as some varieties of cabbage, cauliflower, etc. In AUGUST: Carrots, celery, potatoes, shallots, millet and peas. In SEPTEMBER: Early peas, beans, parsnips, salsify, onions, kale and spinach. Cabbage are set out. In OCTOBER: Onions, marrowfat peas, cow peas, oats, barley and rye are sown. Strawberry plants are set out, or at any time from September to April. In NOVEMBER: Cabbage, spinach, peas, onions, red oats, clover, alfalfa, rye, barley, lettuce, turnips and radishes. In DECEMBER: Peas, carrots, cabbage, radishes, etc.

THE ROADS OF HARRIS COUNTY.

Harris County has, outside the city of Houston, over two hundred miles of shell roads, which radiate from the city, paralleling the lines of railroad. These provide the farmer with veritable boulevards over which to haul the products of his farm to market, a feature which must appeal very strongly to the farmer from a northern State who has always been obliged to use dirt roads in whatever condition

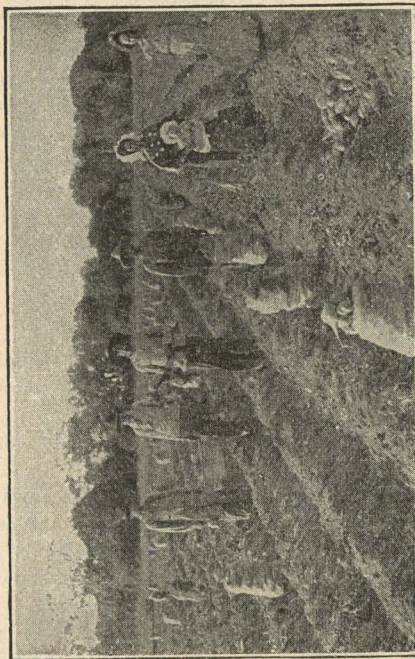
the variable weather has placed them. Our shell roads are constructed of gravel and crushed mussel shells, graded and rolled, with concrete culverts, and are excelled by the roads of no section of the United States. One and a half million dollars have been appropriated for the construction of these roads in Harris County.

“THE NATION’S NEXT GREAT CITY.”

Some twenty years ago the United States engineers set about the task of selecting from among several possible points along the Texas Coast one at which they should establish deep water for the accommodation of sea-going vessels. They chose Galveston, and it was immediately apparent that they had in mind, not only the port of Galveston itself, but also the great arm of Galveston Bay, which reaches by way of Buffalo Bayou to Houston—in other words, the Houston Ship Channel of the present time, which should carry ocean-going vessels a comparatively short distance inland to the great railroad terminal of the Southwest. The great railroad systems, aware that all the varied products of the great Northwest could be transferred to shipboard at Houston with a five hundred mile shorter haul than at any point on the Atlantic, and a haul three hundred miles shorter than to New Orleans, at once determined that the chief railroad terminal of the Southwest, and the one first-class rail-and-water shipping district on the Gulf Coast should be established in the Houston-Galveston district. The result of this decision is now apparent from any map of Texas, for today seventeen railroads radiate from Houston like the spokes of a wheel, while but a single line

of track reaches Galveston. Houston is now, and always will be, the most important railroad center south of St. Louis.

The Federal government has guaranteed a depth of twenty-five feet of water from the Galveston jetties to the turning basin within the city limits of Houston. There is now a



This Country Can Not be Beat for Potatoes

Courtesy of Santa Fe Railway

depth of eighteen and one-half feet. Anyone who is inclined to doubt the importance of the Houston Ship Channel will, doubtless, be somewhat surprised to learn that in its present incomplete condition it carries an annual traffic of the value of \$50,000,000.00.

We quote the following from the New York Commercial, of July 17, 1909: "When the Panama Canal is opened, four or five years hence, the trades routes of the United States will be radically recast. Gulf ports will receive a vast amount of the business between the American Northwest and the Orient that now goes by way of Atlantic ports and the Suez Canal. Houston, the key city of the Houston-Galveston district, chief among the Gulf sea-and-rail depots, will profit by this recasting of trade routes more than any other city in America. These, in brief, are some of the reasons why Houston is growing faster than any other city in the South, and is certain to become one of the largest cities on the continent."

FACTS ABOUT HOUSTON.

The latest official school census gave Houston a population of 106,000. It has doubled in population since 1900.

Houston has a public water system supplying pure artesian water.

Houston is the home of the Rice Institute, founded by the late William Marsh Rice, of Houston, with an endowment of over \$7,000,000. Construction of the buildings is now beginning.

Houston has 102 churches, among them some of the handsomest and most costly in the South.

Houston has 113 passenger trains daily.

Houston is the largest cotton market in the world, handling annually over 2,500,000 bales.

Houston commands the trade route between Mexico and the United States.

Houston's tax rate is \$1.70 per \$100.00. No school tax is levied, the schools being supported out of general revenue.

Houston is building municipal wharves whose services will be absolutely free to commerce.



"Pigs is Pigs" in the Gulf Coast Country

Courtesy Santa Fe Railway

Low freight rates make Houston the manufacturing as well as the jobbing center of the Southwest.

Houston now has under construction new buildings of a value of more than \$4,000,000, including a \$500,000.00 court house and a \$375,-

000.00 postoffice. She already has many fine apartment buildings, a \$200,000.00 Y. M. C. A. building, many tall steel office buildings from ten to sixteen stories in height, a \$175,000.00 church, a \$200,000.00 church, two fine new theatre buildings; and the city is now commencing work on a magnificent municipal auditorium that will cost \$250,000.00.

Houston has more costly homes, more comfortable small homes, and a larger percentage of homes owned by their occupants, than any other large city in Texas.

Houston seldom has a hot night. Cool Gulf breezes almost invariably sweep inland, giving sound and restful sleep throughout the summer.

Houston's death rate is 12 per thousand, proving it to be one of the most healthful cities in the United States.

The Houston-Galveston Electric Interurban Railway will be in operation early in 1911.

Water rates apply to all shipments to Houston, giving it a great advantage over all other cities of Texas in the matter of freight rates.

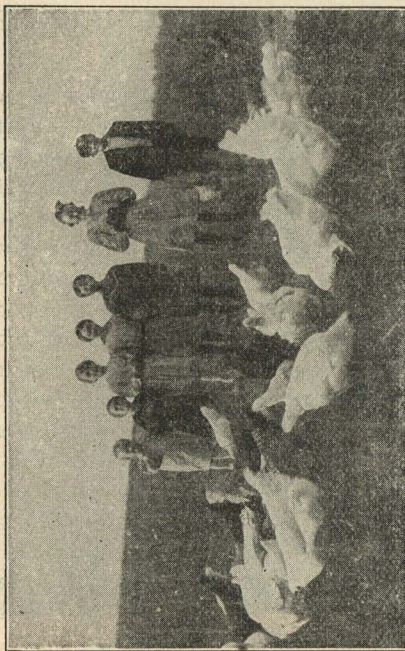
Work is now going forward on a \$5,000,000.00 passenger and freight terminal in the heart of the city.

Houston has 40 public school buildings, and 38 colleges and private schools.

Houston is the coming city of America.

PRICES OF LAND NEAR HOUSTON

General farming land, unimproved, range in price from \$18 to \$50 per acre, depending upon their distance from Houston, proximity to the main paved roads, drainage, quality of soil,



Children and Chickens Thrive in Texas Gulf Coast

Courtesy Santa Fe Railway

etc. Close-in acreage, near enough to the city to partake of the value of suburban property, range as high as \$400 to \$1000 per acre. As the city grows, the area of high values widens, and all lands in the vicinity of Houston ad-

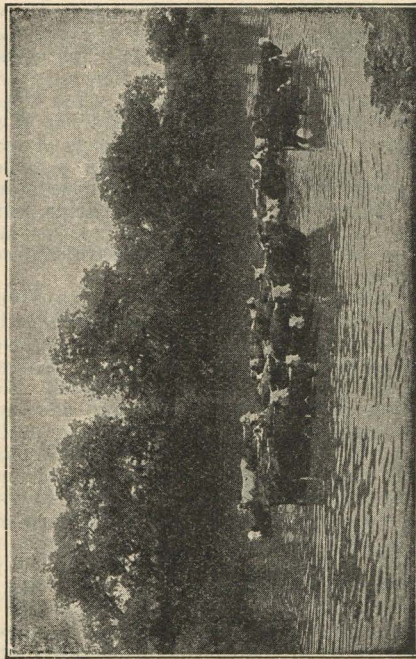
vance in price. It is literally true that if you buy good land near Houston at anything like its present market price, you are bound to make money on your investment, whether you cultivate the land or not.

WHY YOU SHOULD COME TO TEXAS.

One point we desire to emphasize is this: Coast Country lands offer the practical farmer many important advantages over farming lands in the Northern States—advantages which he cannot afford to disregard if he is bent on making the most of his occupation. Here you have fertile soil, an abundance of natural rainfall, a year-round season in which to carry on farm work, an unparalleled diversity of profitable crops, and the best of roads. As soon as one crop has been taken from the ground, another may be put in. How do these compare with the conditions that confront the farmer in the North, where there are but one or two staple crops grown, but one crop a year, and at least six months of exceedingly cold weather, when cattle must be housed and fed, and the plow remains idle—expense going on and the ground producing nothing but frost?

In the Coast Country the cultivation of forty acres will return as much revenue as that of one hundred and sixty acres in the North. Two thousand dollars brought here by any practical Northern farmer who is willing to work, will be equivalent to ten thousand dollars put into

a farm in the North, will make him absolutely certain of maintaining himself independently from the first, and in five years will give him the enjoyment of an income rarely equalled by any five hundred acre farm in the North.



Cattle—Dairying is Extremely Profitable

Courtesy Santa Fe Railway

WHEN YOU COME TO HOUSTON.

It is to be regretted that in the course of the development of the Gulf Coast Country, as in that of any other new region, there have come into being many irresponsible concerns which cater to the common desire to "get rich quick,"

by offering wild-cat investment schemes in endless variety, supporting them by gross misrepresentation. There are also any number of persons who call themselves real estate dealers, having entered the business at the expense of having a few cards printed, who are on a constant lookout for possible buyers, whom they are ready to take off on a wild goose chase after a piece of land which they "have listed," and which as a matter of fact they may or may not be in a position to deliver when the time comes. Too often the homeseeker or investor coming to Texas falls into the hands of persons of this class, and is led through a series of disappointing experiences until he becomes well nigh disgusted. He then goes home without buying, and disappointed in the country, simply because he has been misinformed and deceived from start to finish.

For this reason we deem it not inappropriate to state that we are engaged in a strictly legitimate and high-class business; and that we are prepared to substantiate any and all representations that we may at any time make. We are handling chiefly our own lands; and handle listed lands only when we have an exclusive contract for the same, and only after having had the title examined by our own attorney. As a result of these precautions, you may know that when we offer to sell you a piece of land, we will be able to deliver it without delay when the deal is closed. We will tell you the exact truth about this country and about the land we offer, relying upon the merits of the land itself to sell it. We will be pleased to have you make inquiries as to our responsibility at any bank in the city.

McCarty-Way Land Company

Ground Floor Scanlan Building

Houston, Texas

If you wish to profit by the growth of one of the nation's great cities,

buy land near
Houston



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