

Let Us Talk Over the Matter of Your Removal to San Benito

Where Land is EASY to BUY, EASY to CULTIVATE, and SURE to PRODUCE CROPS

No. 3.

A man once started out with a handful of twenty dollar gold pieces which he had wagered with a friend he could sell AT THE FACE VALUE to the first person he met. He traveled far and wide, offering them here and there. To his surprise he FOUND FEW BUYERS. People seemed actually afraid of the coins. They didn't know pure gold when they saw it. They had been humbugged so often that it had become second nature to distrust practically everything. Neither would they stop to investigate.

Now that's a good deal the way it is with our San Benito land proposition. As a purchaser once said to us: "YOUR PROPOSITION HAS SO MANY ATTRACTIVE FEATURES THAT IT'S REALLY TOO GOOD TO BE TRUE."

The only thing we want is an OPPORTUNITY to convince you that it IS true. We don't claim that we're a philanthropical institution. Not we. But there's as much real good in our offer to homeseekers as there is in much philanthropy.

Do you remember the experience of the man with the steamboat some years ago? Fulton was his name, wasn't it? Many were skeptical. Said "THAT BOAT WILL NEVER GO." But did it? DID IT?

And how about the first reaper? The first thrasher? The first steel plow? The first cotton gin? The first aeroplane? The first ANYTHING? They said: "Watch out. It's a fake."

You remember very well, don't you, the days of the "old farmer" regime? When everything was done BY HAND on the farm. How long it took to plant and cultivate and harvest a crop? And how small was the profit on account of the great time and labor spent?

But you also realize, don't you, what a wonderful change has come? What improvements you now have. How quickly you NOW plant and cultivate and harvest? What has done this?

You know it's MACHINERY. This has been the AGE OF MACHINERY on the farm. It has made the American farmer the most independent, the wealthiest, the most widely revered man in America.

As a popular magazine writer has said: "One American harvest will buy the kingdom of Belgium, King and all. Two would buy Italy. Three would



The Officers and Directors of the San Benito Land & Water Company.

buy Austria-Hungary. And five, at a spot cash price, would take Russia from the Czar.

NOW, HOWEVER, WE'RE JUST ENTERING ON THE AGE OF SCIENTIFIC METHODS IN FARMING.

Scientific agriculture is young. It had to wait until machinery paved the way. First, we found out the composition of water. A Frenchman did this. Next we founded agricultural experiment stations. Then agricultural colleges and schools, as well as agricultural papers. Then we applied chemistry and found out that the soil was alive. Indeed, we find now that farming is touched by science on all sides. YOU know you can take a pinch of your soil, send it to a chemist and have him tell you just what crops are best suited to it.

Are all these things IMPOSSIBLE? IMPOSSIBLE YESTERDAY. ENTIRELY PRACTICABLE TODAY.

Step by step farming is becoming A SURE AND SCIENTIFIC PROFESSION.

But perhaps the GREATEST "trick" of all is in the vast stretches of waste and arid lands now being turned into fertile valleys by IRRIGATION. It transforms the desert into a farmer's paradise where NOTHING IS SO PUNCTUAL AS THE CROPS.

Now we want to say to you that the land we are offering you on such liberal terms at San Benito is as far superior to ordinary farm property as an automobile is to an ox-cart.

Why? Because under the conditions existing here FARMING IS REDUCED SUBSTANTIALLY TO A SCIENTIFIC BASIS.

You can't name a single necessary factor to successful, diversified, un-interrupted farming that is LACKING at San Benito.

We have the land—rich, alluvial silt deposited through the ages by the meanderings of the mighty Rio Grande in its delta. We have an equable climate, not too hot, not too cold. Practically everything grows here. Demonstration after demonstration has been made. You can grow staples, forage crops, fruit, vegetables, berries, nuts, anything and everything.

And you'll average about double the yield of other lands, and get a better quality than elsewhere, too. Don't forget that.

You can harvest as many as four crops a year. Think of it. No time lost on account of the weather.

You have here an inexhaustible water supply THAT YOU CAN CONTROL AT YOUR PLEASURE. When your plants are thirsty, you can give them to drink. When they're satisfied, the ditches remove the surplus. You're your own judge and master of the water problem.

This scientific surety of crop production has been secured through our great gravity system of irrigation. It places in your hand as wonderful a power to produce wealth as the magic wands wielded by the wizards of old.

All is not gold that glitters BUT REAL GOLD GLITTERS AS WELL AS BRASS AND TINSEL. Don't forget that.

THE ONLY VARIABLE QUANTITY IN THE FARMING EQUATION AT SAN BENITO IS THE "KNOW HOW" THAT YOU USE

Now, there's just one factor in the farming equation at San Benito, that IS VARIABLE—UNCERTAIN, but that is something over which we have no control. It's the "KNOW HOW" THAT YOU YOURSELF FURNISH.

Naturally, we can't guarantee that YOU, or any particular individual, can come to San Benito AND GET RICH QUICK. To do so would be a gamble on our part for WE DON'T KNOW WHAT YOUR ABILITY MAY BE.

But we can say this to all. You can come here, and, with the same amount of energy, business ability, and brain work, you can certainly DO MUCH BETTER than you have done elsewhere. For here you have our great gravity irrigation system right at your beck and call. You can't suffer from drought. Nor from floods. We've protected you from both.

We want YOU TO CONVINCING YOURSELF FROM A PERSONAL INVESTIGATION THAT HAPPINESS AND PROSPERITY AWAITS YOU AT SAN BENITO. IF YOU DON'T, YOU MAY SOON LEARN OF AN EXCEPTIONAL OPPORTUNITY LOST.

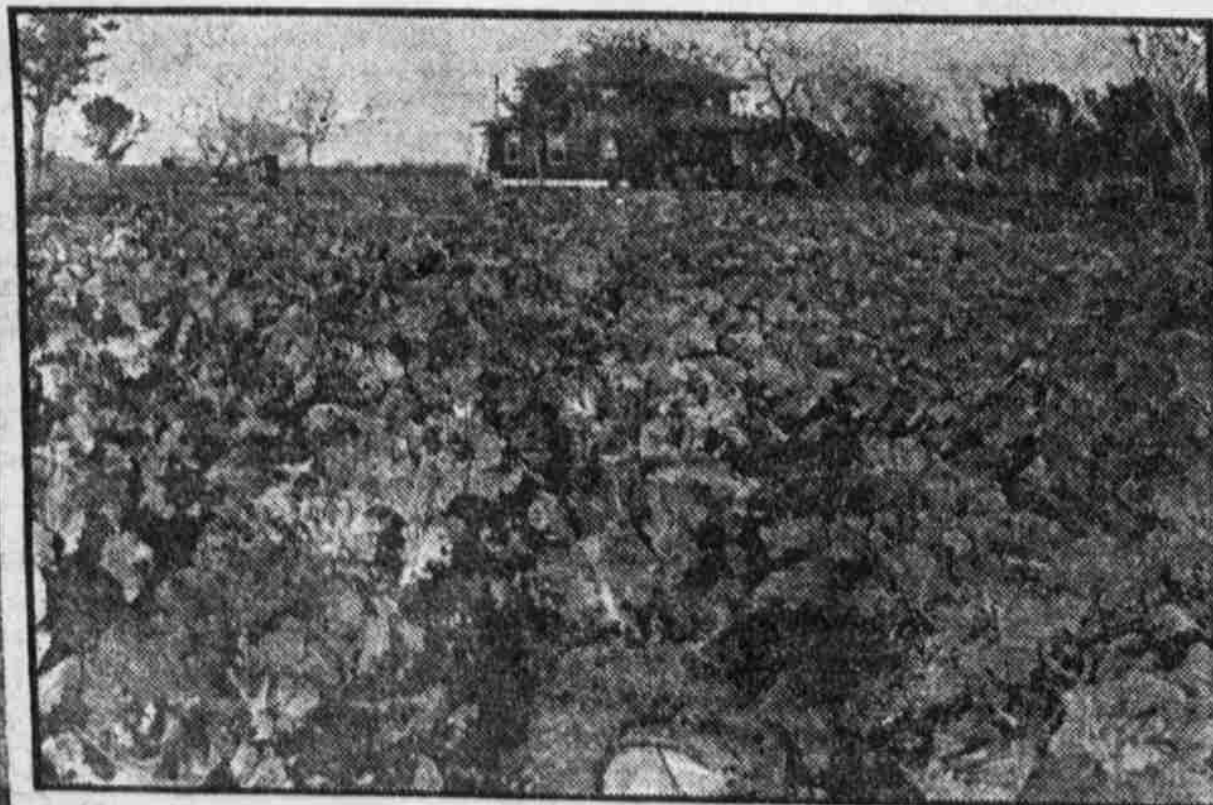
Our land is limited in area. It won't last always.

Perhaps the best way for you to judge the true worth of our proposition would be to also get literature from land companies elsewhere and compare the two. Try it. Write for our booklet. Address SAN BENITO LAND AND WATER CO., Box B, San Benito, Cameron County, Texas. Alba Heywood, President and General Manager.

Will Make Over \$4,200 from 10 acres Planted in Cabbage

March 22, 1909.

Mr. Frank Caldwell, Sales Mgr., San Benito Land & Water Co., San Benito, Texas.—Dear Sir: We have ten acres in cabbage on the San Benito Canal, which we are now harvesting. Judging from what we have already cut we estimate that the entire crop will average about 12 tons to the acre. What we have sold brought us \$38.00 and \$39.00 per ton free on board at San Benito. Buyers are now offering \$42.00 with the market strengthening. Our expenses are about as follows: Seed for 10 acres, \$5.00; transplanting 10 acres, \$25.00; water for 10 acres, \$100.00; cultivation and irrigating, \$25.00; cutting, hauling to station and loading on cars, \$200.00; total \$355.00. You can readily figure the profits we may reasonably expect. Yours very truly, E. L. & C. C. Powell.



Cabbage at San Benito, Texas. Photo made February 14, 1908.