

SAN BERNARD RIVER LAND DEVELOPMENT COMPANY SALES BROCHURE 1911

Compiled by Basil Shannon basil_shannon@yahoo.com. Source Charlene Finley.

This is a partial copy of a sales brochure put out by the San Bernard River Development Company in 1911. **LOOKING FOR A COMPLETE COPY.** Background text is from the This is Sweeny 1976 Bicentennial Project document:

About this time R. D. McDonald's Bernard River Land Development Company bought up a great deal of land in this area, cut it up into small plots and sold it. The combination of rich soil and a rail outlet for produce made it most attractive.

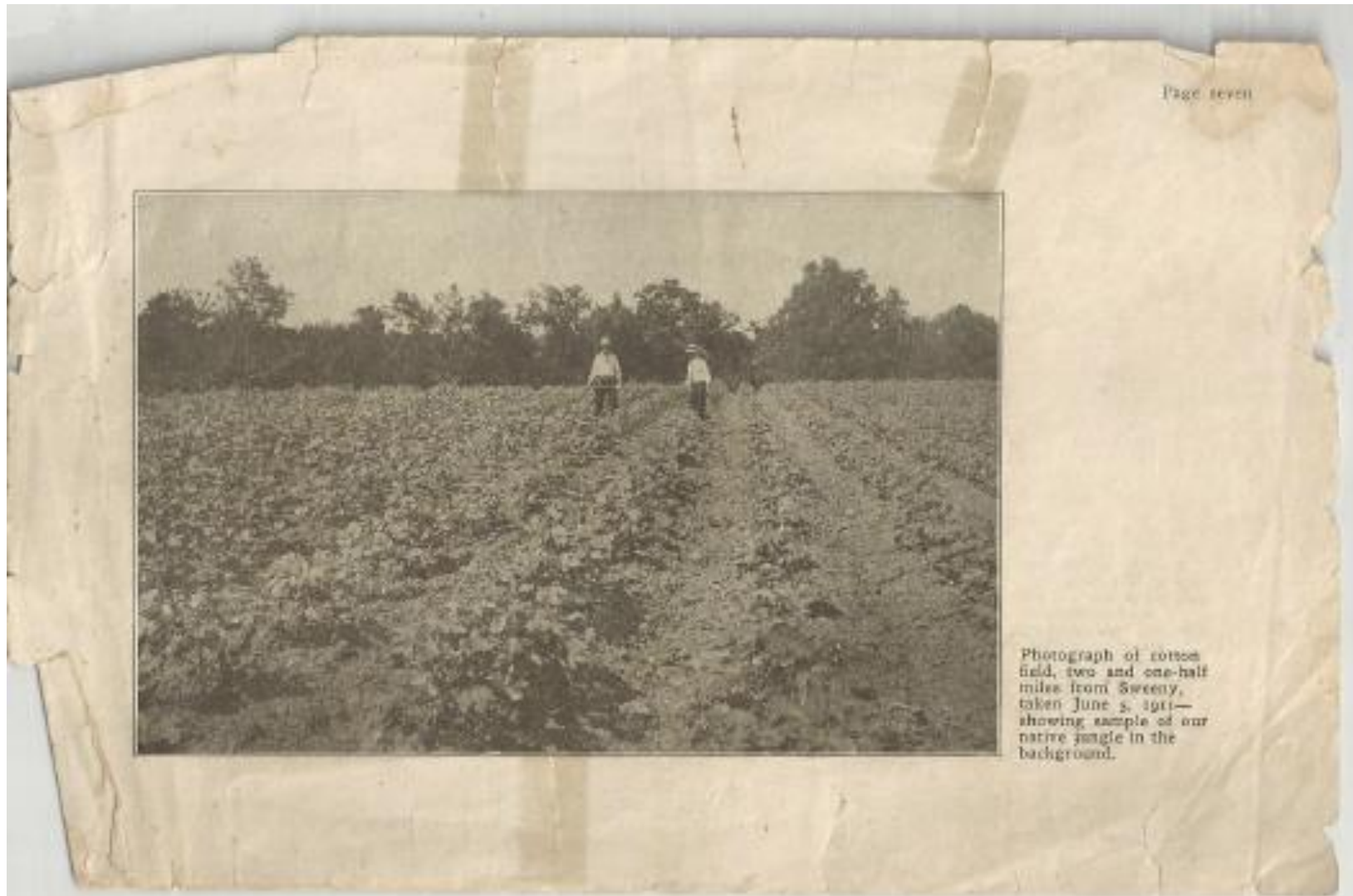
Nobody is sure just how Burton D. Hurd fits into the picture. He may have been McDonald's partner, his agent, or he may have been an independent operator. Anyway, he gets credit for laying out the City of Sweeny in March, 1911 and for promoting it for several years. This also might be considered Sweeny's birthday.

A favorite method of promotion was to offer low cost railroad excursions to prospective customers. Gardens and orchards were planted along the tracks to demonstrate how fertile the country was. One such garden was at Sweeny.

Hurd's Industrial Land Company called Sweeny "A New Important Business Town" and offered ten-acre suburban garden farms — terms of sale: \$5.00 per acre cash; or payments at three months' periods from purchase date. Ten percent discount deducted from listed price for cash.

He also claimed that samples of Sweeny's soil, entered in the Paris Exposition of 1905, won first prize for fertility and germinating power. Hence, his slogan "Soil Richer Than the Valley of the River Nile".

Pages from brochure. Notice the reference to the "native jungle" on the following page:



Page seven

Photograph of cotton field, two and one-half miles from Sweeny, taken June 2, 1910—showing sample of our native jungle in the background.



A newly cut out trail
through the dense live-
oak, pecan, elm and ash
hardwood forest.
Let your eye penetrate
along up the trail
under the hanging
branches covered with
Spanish moss, and you
will observe a new
settler's garden and the
chimney of his house.



A two-year-old black bear is chained under the live-oak tree; see acres of corn, cotton and other farm crops are growing on this farm.

This photograph was taken June 5, 1911—showing a portion of Emmitt Rimmer's one hundred and ten-acre cornfield. The entire field, on new clearing, is estimated by the most conservative farmers to make a yield of from 65 to 80 bushels per acre.





View of the neat
little depot building
at Sweeny.

Cotton gin and corn-
meal mill at Sweeny.
We also have a saw-
mill. It sounds good
to hear the factory
whistles blow in our
new town opened up
for settlement for the
first time February 1,
1911.

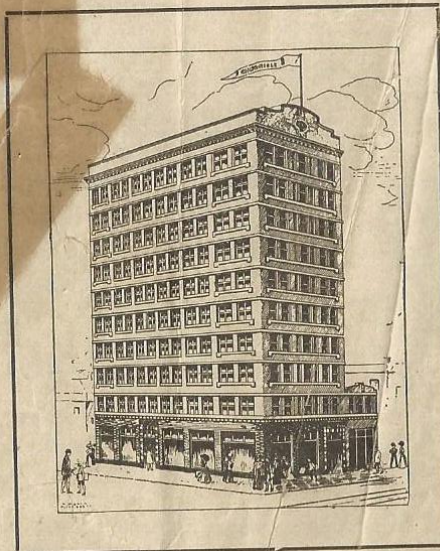




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Emmitt Rimmer's new farm home, one mile from Sweeny. Mr. Rimmer and family came here from Ray county, Mo. They are making money, enjoying the best of health, and every member of the family is in love with the country and with their new home.



Chronicle Building, Houston, Texas.
Home of the Bernard River Land
Development Company, Rooms
615-616.

