

8-12-1910

Letter from J.S. Johnson, August 12, 1910

J. S. Johnson

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The Lincoln County Development Company, Limited

Brookhaven, Mississippi

August 12, 1910.

My Dear Sir:

We are still offering the best bargains in farm lands in the United States. Some time ago you wrote us as if you had an idea of changing your location, and if you do this we want you to come here and help us develop this the best farming section in the world. We offer special inducements in the way of guarding the purchaser's interests. Our company is composed of the most prominent business men whose sole interest is to see that you get what you ask for, and do not pay too much for the land and are treated squarely in every way. They wish to build up the country, and thus offer to protect the homeseeker in order to induce him to locate amongst us.

We claim to have the best lands and are in a position to prove it. We have unsurpassed health, climate and water, and good schools and churches all over the county. We have good roads and the best transportation facilities. We have rolling, level, and bottom land, improved or unimproved at a lower figure than can be had elsewhere.

If you wish to change your location, write us what kind of a farm you want and what you wish it to cost you. We will then look it up for you and you can come and see it.

The Panama Canal is nearing completion and Brookhaven is on the straight line of transportation from New Orleans to Chicago, which will have a tendency to greatly enhance the value of the lands on this line in the near future.

On Saturday last, the 6th inst., Mr. Helmer Rabild of the Department of Agriculture in an address at the city park in Brookhaven, among other things said that "the agricultural resources of the county around the city are not equaled by those of any other section of the United States" and that he purposed buying a farm here.

Mr. Fred W. Webb a large grain grower of Indiana, after an extended tour of the west reaching to the coast, has located here and says this is the best country he has found.

Mr. C. Menelas traveled the world over and selected this section. After thirty years here he still retains the opinion that this is the finest country in the world.

We are not trying to make money out of you, on the contrary we render you our assistance free. We want you to become one of us and we offer you the benefit of our acquaintance with the people and the country to help you get the kind of farm you want at the right sort of price. If you were buying at home, you would not need help, but in a strange country you need a friend. This company simply lines up the business men of the city as your friends to see that you have the same chance as if you were at home.

Now come over and talk with us and see our country. We will give you a cordial welcome and a good time.

Your friend,

J. S. JOHNSON,
Manager.