Sale of Lands and Towns on the



and



In Texas

# B kell & Pitters A KSMITHING GENERAL Repa DESCRIPTION ARKANSAS

Brickell & Bruce,
BLACKSMITHING AND
General Repair ( )
HORSESHOEING A SPEC AL V.
QUION. — ARKANSAS.

General St. Shop Horseshoe No. 2 CALTY QUION. - AMERICANSAS

# THE LAND OF THE HOMESEEKER

# WHERE OPPORTUNITIES ARE UNEQUALED

TEX 53.3 F917

Brickel

General Colon, - ARKANSAS.

# Frisco-Santa Fé Land an∂ Development Company

INCORPORATED

MAURICE H. MEYERS, PRESIDENT. BEA NEAR . B. TD SEC. AND TREAS

Gene | Lis Shop Horseshet Kalebecialty

### GENERAL SALES DEPARTMENT

412-414 BALDWIN THEATRE BLDG

SPRINGFIELD, MO.

REFERENCES:

SPRINGFIELD TRUST COMPANY, SPRINGFIELD, MO.
THARP & GRIFFITH, BANKERS, CONROE, MONTGOMERY COUNTY, TEXAS

Brickell & Bruco,

BLA DEM. HID AND

GENERAL Shop

HOT LOWER TROTHER FOLIAL

GUON, ARKANSAS



The Texas State Capitol Building, at Austin, Second Largest Building in the United States

B kell & Freek

# THE LAND OF THE HOMESEEKER

# WHERE OPPORTUNITIES ARE UNEQUALED

TEX 53.3 F917 F 914 6 162

EXAS is to-day considered the most inexhaustible area with an adequate coast line IN THE WHOLE WORLD. Smyrna has no better figs. Its wine is as good as Languedoc. Its wheat is as perfect as the grains which have made Minnesota and the Dakotas famous the world over. Its mineral wealth is greater than Pennsylvania's. Its forests of hard and soft woods are the largest of the few remaining areas of marketable Its oil fields, scarcely five years old, contain enough fuel, light and asphalt to run the factories, to illuminate the houses and to pave the streets of the cities of a nation with fifty million inhabitants. Within its boundaries are all the thermometric varieties of both temperate and semi-tropic lands. Texas to-day offers the best field for the investment of brawn and capital of any state in the union. This statement is not based upon any predilection for Texas from a sentimental point of view, but is made with a due and clear consideration of actual facts in a general comparison with Texas and her sister states east and north. She, with her great natural resources, offers opportunities for investment vastly superior to those offered by any other section of this country; that is why more big things are being done in Texas to-day than in any other state of the union.

More wheat lands than both Dakotas

More corn lands than Illinois

More fruit lands than California

More timber than Michigan

Texas is an empire in herself. She has:

More rice lands than all the rest of the country

More marble than Vermont

at trustin, occount pargest building

More granite than New Hampshire

More petroleum than Pennsylvania More cotton than any other state

More iron than Alabama

More gypsum than any other state

More lignite than the whole of Europe

More kaolin than the whole of Europe

More railroad mileage than any other state

More cattle than any other state

Coal fields that rival in richness and extent those of Pennsylvania

Is the fifth state in the Union in population.



A Texas Corn Field

# THE LAND OF THE HOMESEEKER

### Texas Statistics, 1904

Texas has 247 counties, population 3,048,710 Public schools, best endowed on earth School fund, \$46,000,000; annual school income, \$3,700,000

Press publications in the state, 876 Taxable values over \$1,000,000,000

Banks, 335; National Bank deposits, over \$1,000,-000,000

Rate of taxation 16 2-3c. on the \$100 Cattle, 10,000,000 head; value, \$175,000,000 Cotton produced, 2,700,000 bales Horses and mules, 2,000,000; value, \$60,000,000 Hogs, 2,700,000; value, \$7,500,000 Sheep, 1,900,000; value, \$4,000,000 Number of farms in Texas, 400,000 Actual value of farms and improvements, \$1,000,-

000,000
Increased value of land last year, 15 per cent
Increased value of rice and truck land, 100 per cent
Bonded debt of state, only \$3,984,400

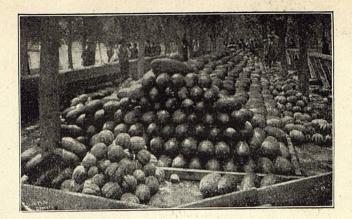
There are 11,700 miles of railroads in Texas; value \$150,173,000

### Mills and Factories

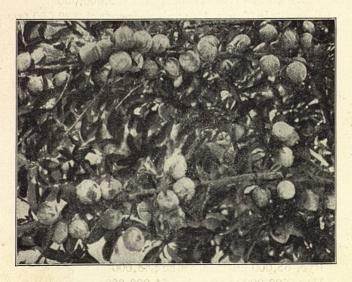
There are 15,000 industrial plants in Texas
Combined capital, \$100,000,000
Gross value of annual output, \$125,000,000
Oil mills in Texas, 160; value of product, \$20,000,000
Rice mills, 27
Cotton mills, 15; 3 more chartered
Sugar mills, 8
Saw mills, 243
Cigar factories, 192
Packing houses, 7

# Agricultural Products and Value

Texas produces annually as follows:
Total farm revenue, \$300,000,000
Wheat, 25,000,000 bushels, value, \$15,000,000
Cotton, and its bi-products, \$200,000,000
Corn, 82,000,000 bushels, value \$39,000,000
Oats, 30,000,000, value \$9,000,000
Barley, 51,000 bushels, value \$37,000
Rye, 65,000 bushels, value \$45,000
Hay, 600,000 tons, value \$4,000,000



Melons Ready for Shipment



Japanese Plums

Rice, 200,000 acres, value \$6,000,000
Fruits and Vegetables, value \$2,000,000
Grapes, value \$130,000
Sundries, value \$50,000,000, including tobacco

### Annual Value of All Products in Texas

Agriculture and Horticulture		\$327,000,000
Oil (petroleum)		5,000,000
Apiaries		1,000,000
Lumber		30,000,000
Cattle		25,000,000
Manufactured Articles	9.	150,000,000
Cotton Seed Meal and Oil .		15,000,000
Packing House Products .		2,000,000
Sundries		60,000,000
Coal and Lignite		2,000,000
Iron		400,000
Dairy Products		1,000,000
Poultry and Eggs		1,500,000
Total		\$619,900,000

TEXAS IS RICH. She is the only state in the Union where all the cereals and fibers grow side by side in the same fields, where the fruits, vegetables, melons and flowers of both the temperate and tropical zones Where rich soils, reliable seasons, healthful climate, forests, mines, oil fields, mineral waters, water power and sea coast invite to enterprising effort the tiller of the soil, the stockman, the lumberman, the miner, the manufacturer, the artisan, the business man and the common carrier by land and sea. 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, Mexico, the West Indies, Central America, South America and the Orient. SHE IS BLESSED with wise laws impartially executed. Witness her homestead law, the endowment of her public schools and universities, deaf, dumb, blind and insane asylums. The prohibition of cities, towns and counties from burdening themselves with any debts as donations or otherwise to corporations, and limiting the debts to moderation that they can create for any purpose, hence LOW TAXA-TION.

SHE WELCOMES YOU to become one of her citizens and to participate in these opportunities to your pleasure and profit and to her honor and development,

### **OUR PROPOSITION**

IN connection with the always interesting and ever growing subject of the great "Lone Star" state, the FRISCO-SANTA FE LAND AND DEVELOPMENT COM-PANY is pleased to call attention to its extensive enterprise in improving and developing its rich agricultural lands as well as the new and nicely located towns of JEROME and KEENAN, the former on the new Frisco route from Cleburne to Houston, and the latter on the Santa Fe route to Beaumont, all lying and being in the west part of Montgomery county, one of the richest sections of country to be found in all Southeast Texas. This company has just placed on sale, and will sell within the next few months, on a plan both attractive and advantageous to every purchaser, over Ten Thousand ACRES OF THESE FINE AGRICULTURAL LANDS, AND ALL THE TOWN LOTS WHETHER IMPROVED OR UNIMPROVED IN BOTH JEROME AND KEENAN.

These lands lie in one compact body and have unexcelled facilities for transportation, being supplied with two railroads handling traffic to principal points east, west, north and south. With comparatively little development as yet, the opportunities for future growth and increased values have no superior anywhere in the great Southwest.

Both JEROME and KEENAN are well located on most eligible sites, gently undulating, affording excellent natural drainage to contribute still further to the healthfulness of the locality. Surrounded by the rich and productive lands to be sold and developed, as well as enjoying numerous other advantages, the future of these towns is unquestionably assured.

The rich agricultural lands included in this sale are divided into 1173 tracts, ranging from 5 acres upward, the largest being 640 acres. These lands will produce two crops per year, and are as productive as lands in other localities that are now selling at \$100 per acre, and will, when put in cultivation, pay immense profits, running as high as \$150 per acre on one crop.

Every lot in the towns of KEENAN and JEROME, Texas, whether occupied by buildings or unimproved, goes in this sale. No lots in this sale are located in any additions, or outside of the original townsites. You ARE ACTUALLY STARTING WITH THE TOWN.

Each lot, whether business or residence, will be 50x140 feet.

SIX IMPROVED FARMS, FENCED AND IN CULTIVA-TION, EACH HAVING A HOUSE, BARN AND FINE WELL, GO IN THIS SALE. THREE OF THESE FARMS ARE 20 ACRES, TWO ARE 40 ACRES AND ONE 80 ACRES IN SIZE.



Interior of F. A. Talley's General Merchandise Store, Keenan, Texas

# A GUARANTEED INVESTMENT

THIS Company has placed on sale over 10,000 acres of rich agricultural lands in Montgomery county, Texas, including all the lots in the towns of Keenan and Jerome, Texas. There are 2,000 lots in Keenan, 2,000 lots in Jerome, 1,000 5-acre tracts, 100 10-acre tracts, 50 20-acre tracts, 10 40-acre tracts, 8 80-acre tracts, 4-160 acre tracts, and one 6 40-acre tract. This includes 6 improved farms, 2 hotels, 7 store buildings and 7 residences. All this property will go in this sale at the uniform price of \$40.00 per application for each unit interest.

The Frisco-Santa Fe Land and Development Company, besides various other improvements, at the time of the opening, will have completed sixteen new buildings in the towns of Keenan and Jerome. All of these buildings go in this sale, and are as follows:

At Keenan: One 10-room hotel, one 2-story business building, two store buildings, four 5-room residences.

At Jerome: One 10-room hotel, one 2-story business building, three store buildings and three 5-room residences.

Any person who makes purchase in this sale and who on the day of opening can show that this Company has in its printed literature misrepresented this proposition, we hereby absolutely guarantee to refund to such purchaser the price paid by him to this Company.

The disposition of these properties will be made at Keenan or Jerome, Texas. The date of same will be announced 30 days in advance. Each club captain or holder of five units interest in the properties will be sent a free round trip transportation ten days in advance. Transportation will include a round trip to these properties and Houston, Texas, from the following starting points:

Chicago, Ill.
St. Louis, Mo.
Kansas City, Mo.
Omaha, Neb.
DesMoines, Ia.
Indianapolis, Ind.
Evansville, Ind.
Peoria, Ill.

Memphis, Tenn.
Birmingham, Ala.
Grand Rapids, Mich.
Columbus, Ohio.
Milwaukee, Wis.
Davenport, Iowa
Atlanta, Ga.
Denver, Col.

Springfield, Mo.

Reduced rates from the above points will be given to the general public at the time of the opening of these lands and towns,



Residence of E. N. Oualline, Keenan, Texas.

# **OUR PROPOSITION**

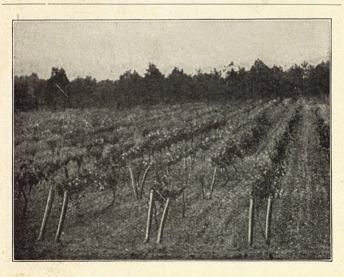
# A GUARANTEED INVESTMENT DO NOT MISS THIS OPPORTUNITY

One of the objects of this Company in offering for sale at this time the lands and town properties described in this prospectus, is that we are largely interested in the greater development of this locality, having other properties here, the value of which we desire to increase.

Through our agents many people throughout the United States are personally informed concerning Montgomery county and southeast Texas, and thus induced to come to this section and invest, while others may be interested to the extent that they will write us for further information concerning the cotton, fruit, truck and oil lands which we have for sale in this portion of Texas.

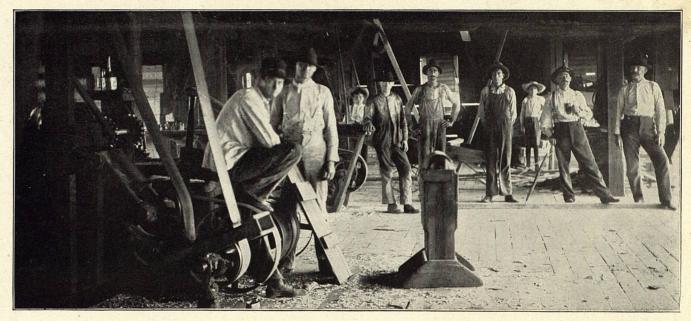
Many of these people who will be interested are from the ranks which constitute the backbone of this country, namely, the great laboring class. By making their homes in this section, this reliable and diligent class of citizens not only have the opportunity to better their condition, but will immeasurably benefit this locality.

All railroads give homeseekers' rates to points in Montgomery county and vicinity. We will be pleased to answer all inquiries and to assist anyone desiring to locate in the best all round country in the United States—the great coast country of Southeast Texas.



A Vineyard in Montgomery County

# IN THE GOAST GOUNTRY OF TEXAS RULES TO GOVERN APPLICATIONS



Box Factory at Keenan, Texas

# A GUARANTEED INVESTMENT DO NOT MISS THIS OPPORTUNITY

# IN THE COAST COUNTRY OF TEXAS RULES TO GOVERN APPLICATIONS

A GLANCE AT THE MAP SHOWS
THE GREAT DESIRABILITY IN
THE LOCATION OF THE PROPERTIES OF THE FRISCO-SANTA
FE LAND AND DEVELOPMENT
COMPANY

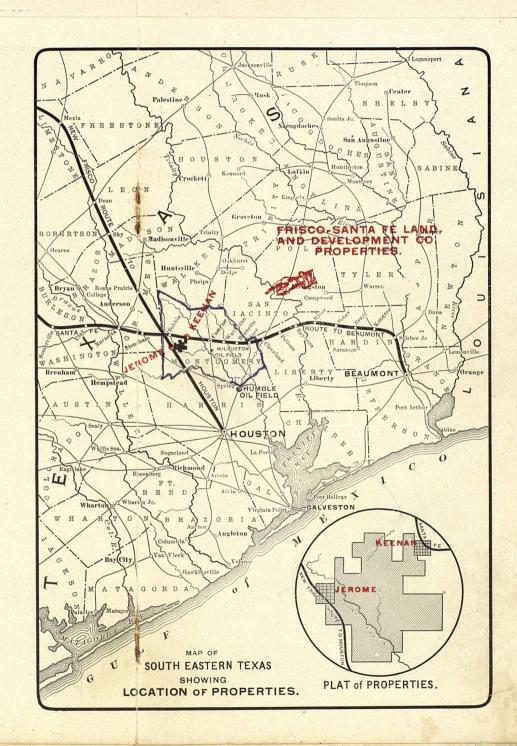
OVER 10,000 ACRES OF FINE AGRICULTURAL LANDS, BE-SIDES ALL THE TOWN LOTS IMPROVED OR UNIMPROVED IN JEROME AND KEENAN

35 MILES FROM HOUSTON
25 MILES FROM THE GREAT
HUMBLE OIL FIELDS

# This Opportunity Is Yours

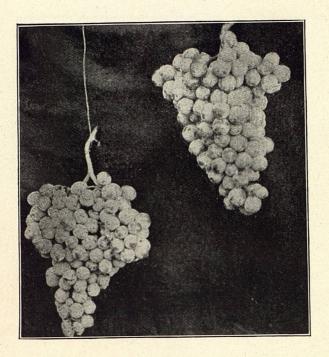
A \$40.00 Investment

TERMS: \$5.00 cash, \$10.00 in twenty days, \$10.00 in forty days, \$15.00 in sixty days.



# **OUR PROPOSITION**

# A GUARANTEED INVESTMENT DO NOT MISS THIS OPPORTUNITY



Montgomery County Grapes



Picking Strawberries

# IN THE COAST COUNTRY OF TEXAS RULES TO GOVERN APPLICATIONS

- 1. For every five applications paid for in full, the applicants therefor may have a free round trip transportation for one of their number, whom they may appoint as Club Captain to attend and participate in the disposition of said properties.
- 2. The uniform price of each application is \$40.00. Applications must be accompanied with \$5.00 each, and in twenty days thereafter the Frisco-Santa Fe Land & Development Co. will draw draft without exchange for the second installment, \$10.00, and in forty days from date will draw in same manner for \$10.00, and in sixty days for \$15.00, the final installment. The drafts will come in the form of receipts.
- 3. The Frisco-Santa Fe Land and Development Company will deed to three trustees, to be named by the applicants and Club Captains present at the opening, all the properties included in this sale. There are 5,173 unit interests and each applicant is to own one unit interest in all of said properties for each application made and paid for. The said properties will then belong to the applicants in common, and said applicants and club captains then present can then and there sell, divide, or dispose of said properties in any manner they may deem in keeping with the law and fair to all.
- 4. Warranty deeds and abstracts showing clear title to the properties offered for sale by this Company, are on deposit with the Springfield Trust Company, of Springfield, Mo.
- 5. The location of these properties is guaranteed to be as set forth in the official prospectus.
- 6. The Frisco-Santa Fe Land and Development Co. will not be responsible for any representations, contracts or conditions made by any agent other than is found in the official prospectus and application.
- 7. No more than five applications will be sold to one person.
- 8. The day of opening will be announced 30 days in advance.



Montgomery County Court House

# IN THE COAST COUNTRY OF TEXAS

THE rich county of Montgomery, area 1054 square miles, population of about 18,000, located in eastern Texas, about 75 miles from the Gulf of Mexico, with an altitude 250 feet above tide water, is within what is known as the coastal region. It has a climate that varies not more than 50 degrees the year round and a soil that is unequaled for the production of corn, sorghum, hay, sugar cane, Sea Island and Egyptian cotton, tobacco, figs, pears, grapes, and with few exceptions every grain, fruit, vegetable or grass that is known to modern agriculture.

Surface and Soil.—The surface is level or gently undulating and comprises a great variety of soil from light gray sandy loam to heavy black land. About one-third of the county is black land, the greater portion of which is found in the western part. The bottom lands are rich, black, alluvial soils. Among the very best in the county are what is known as hummock lands, an inexhaustible black, sandy loam found upon second bottoms. The uplands are a light sandy loam with clay subsoil.

TIMBER AND WATER—The natural growth of timber is pine, gum, oaks of various kinds, hickory and magnolia. There is a fine covering of forest grasses which affords good grazing for stock. Montgomery is one of the best watered counties in the state. Besides the San Jacinto river and numerous smaller streams, there are many small lakes fed by springs. Water of the finest quality and ample in quantity is obtained in wells at shallow depth, some of which have a continuous overflow.

CLIMATE AND RAINFALL.—The climate is mild and healthful. The average temperature is close to 70, the winters being extremely mild and the heat of summer tempered by the Gulf breezes. The extreme mildness means a long growing season for crops, there being hardly a month when something may not be found growing, while the average rainfall close to 50 inches, insures bountiful returns to the hand of industry and thrift.

# Agricultural Products

Crops are not only grown successfully, but in greater varieties than in sections less favored in the matters of soil, climate and rainfall, the possibilities of crop rotation and diversification being apparently unlimited.

Cotton—The yield ranges from one-half bale on the uplands to a bale per acre on the rich, black bottom lands,



Potatoes are Grown in Montgomery County

CORN—This is a sure crop, yielding 40 to 50 bushels to the acre.

SUGAR AND RIBBON CANE—There is not a more inviting field for investment than the sugar cane industry in this locality. The profits are from \$40 to \$60 per acre. Ribbon cane produces about 200 gallons of syrup per acre.

ALFALFA—Alfalfa is successfully grown in this section, and produces four cuttings a year with an average yield of four to six tons per acre.

TOBACCO—Montgomery county is the center of the tobacco growing interests of Texas. The United States Department of Agriculture reports that the Cuban cigar tobacco grown here is the finest in the United States and similar to the native article that sells for \$1.80 per pound. The growth is from 600 to 800 pounds per acre, the estimate on the cost of growing is from \$50 to \$60 per acre.

### Fruit and Truck Growing

The growing of fruits and vegetables is one of the most important as well as profitable branches of agriculture in the United States. No section offers greater opportunities in this line. The seasons are such that many of the vegetables may be successfully grown here when they are in demand in the greater portion of the United States. Great shipments of tomatoes, potatoes, asparagus, cabbage and strawberries may be sent to the Northern markets before such luxuries have even been planted in the more rigorous climates. As a result, the grower can receive the highest market price for his products.

PEACHES—Fine peaches from this section reach the markets one or two weeks before Georgia can begin shipping.

PLUMS—Plums of various varieties are grown, the most popular being the Japanese, which produces a profit of not less than \$200 per acre.

PEARS—A great many varieties of pears are grown, the most popular being the LeConte, Smith, Keefer and Magnolia. The profits per acre are about \$100.

Figs—In this section figs are grown for market, made into fancy preserves and shipped to the large cities at a great profit. The fig preserving plants at Houston offer 3 cents per pound for figs. At this price growers realize a profit of \$100 per acre,

rotatoes are Grown in Montgomery County

# MONTBOMERY COUNTY

Berries—To those who are familiar with the growing of strawberries in the North, where the berry season lasts for about three weeks, and where a frost during the blooming season means failure of crop, it may be of interest to know that the bearing season here lasts about three months, and with some varieties even longer. All other berries are raised in abundance. As much as 140 crates per acre of blackberries are produced in an ordinary season.

Melons—Large crops of water-melons and cantaloupes of the finest quality are shipped at fancy prices.

Tomatoes—Two crops of tomatoes per year are grown here. Mr. J. E. Marsales, near Keenan, has made as high as \$500 net from two acres of tomatoes, while a profit of \$200 per acre is an ordinary yield.

CABBAGE—Cabbage is making money for growers in this locality. \$200 per acre is the grower's average profit, although it is a paying crop at one-half the figure quoted.

POTATOES—Potatoes, both Irish and Sweet, are successfully grown and are ready for market about April 1st.

Onions—This is a profitable field crop in this section. The profits are about \$250 per acre, and instances are known where double that amount has been made.

OII, AND GAS—Montgomery county is situated in the heart of the great oil belt of Texas, the lower edge of the county being but one mile from the great gushers of the Humble field. The Wilburton field, is near the center of the county, is now being rapidly developed by some of the big oil companies. There is little doubt that the near future will show enormous oil developments here.

RAILROADS—The county is traversed by three great railway systems, the Frisco, now building, the Santa Fe and the I. & G. N., besides having the Houston, East & West Texas railway running through a portion.

Society, Law and Order—The people are law abiding and point with pride to their churches, schools and societies as evidence of advanced civilization in their midst. The county has 108 schools, with a permanent school fund and a good corps of teachers.

Montgomery county, with its close proximity to Houston and fine transportation facilities for shipping its products to that point, has a great future for its truck farming interests, as Houston, the coming metropolis of the great Southwest, with its rapidly growing population, will soon be able to consume all the products raised within its surrounding territory.



A Montgomery County Tobacco Field

# MONTBOMERY COUNTY

# THE GREAT HUMBLE OIL FIELDS

NE year ago what is now the Humble oil field was a prairie opening in a forest of pines. It is now the largest oil field in the world and has made the town of Humble with a present population of over 5,000. On January 7, 1905, the first gusher was brought in by D. R. Beatty, producing in the neighborhood of 12,000 barrels. Since that time the operations have been steady, and this wonderful field has in the space of eight months, produced the enormous amount of 15,000,000 barrels of oil with a record of 3,500,000 barrels production for the month of June, and a daily average of 125,000 barrels, or nearly three times as much as was produced in all the other oil fields of Texas and Louisiana combined. This eight month's output of the Humble field is without an equal in the history of the Texas oil fields. Four hundred wells have been drilled at Humble since the field was developed, with an average of about one hundred in operation. As a result of the development of this field, more than 250 miles of six inch pipe has been laid. Four lines, fifty-two to fifty-eight miles each in length, connect Humble with main trunk lines leading to tide water at Port Arthur and Sabine. A six inch line eighteen miles in length conveys Humble oil to These five lines can carry 50,000 barrels per day with ease. The other method of oil transportation A half dozen pipe lines extend from Humble is by rail. from the field to the Houston East & West Texas Railroad at Humble station. Through these lines oil is piped to tank cars and shipped to fuel oil consumers throughout the state of Texas and other points.

Since the discovery of oil in Texas, the total production is estimated to be about 95,000,000 barrels, 570 miles of pipe lines are now in operation, and since January, 1901, the investments in the oil industry have reached the collossal sum of \$41,000,000.

The properties now on sale by the Frisco-Santa Fe Land and Development Company are situated in the heart of the Texas oil belt, and only twenty-five miles from the great Humble Oil Field.



A Partial View of the Great Humble Oil Fields

# MONTBOMERY COUNTY

# THE GREAT HUMBLE OIL FIELDS

# HOUSTON, THE CHICAGO OF THE SOUTH

OCCXCR

OUSTON is too high for tidal waves, too low for cyclones, is far enough interior that the salt air does not affect machinery used in manufacturies. It is the farthest point south and west in the U. S. where tide water, a railway center, the lowest price iron, lumber, cotton, wool, hides, fuel and food supplies will always meet. Has a healthful climate and an inexhaustible supply of pure water. When its ship canal and the Panama canal are completed, it is destined to become the great manufacturing center and commercial emporium upon whose wharves will commingle the commodities of the immense volume of the growing commerce between the United States and Mexico, the West India Islands, South and Central America and the Orient.

The United States government has already expended \$1,500,000 in creating a deep water channel to Hous-The estimated cost of this channel being but \$4,-000,000, it is safe to assume that Houston will be a deep water port in the near future. The following tells a story that cannot be duplicated in cities of thrice the population of Houston, which is 80,000: Annual cotton receipts \$120,000,000. Annual value of manufactured products, \$34,000,000. Annual wholesale receipts, \$41,-000,000. Annual brokerage business \$7,500,000. Value of cotton seed oil mills annual product, \$7,000,000, consuming 1,500,000 tons of cotton seed, and paying \$1,-400,000 for labor. Volume of lumber used in Houston annually, and passing through the hands of companies in that city, 350,000,000 feet. 11 lines of railroad are operated to and from Houston, and three new lines are now under construction. The year's tonnage of Houston freight amounted to 7,500,000 tons. 200 freight trains and 72 regular passenger trains are operated out of Houston daily. Texas produces one-fourth of the entire cotton crop of the United States, and Houston handles one-fifth. Houston's bank clearings last year were \$687,544,863.

The properties now on sale by the Frisco-Santa Fe Land and Development Company are situated on a direct route 35 miles from Houston, a home market for Montgomery county products.

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