

Stratford

The County Seat of Sherman County is one of the newer but growing and prosperous Pan Handle towns.

It is beautifully situated on the north side of the Rock Island Railroad, has many nice residences, stores, hotels, two banks, high school and court house.

Its population is about 1,000, but it bids fair to double that number in the next two years.

Small Tracts in Our New Addition

We own and have recently platted Section 180, adjoining the town of Stratford. This addition is laid off in 40 acre blocks, and is being sold in 5, 10, 20 and 40 acre tracts at very low prices.



Hallman Printing Co.,
Kansas City, Mo.

OUR NEW PICTURE BOOK

(OCTOBER 1, 1907)



Sherman County Texas

BANNER COUNTY
OF THE
PAN HANDLE

THE STANDARD LAND CO.
INCORPORATED

Capital \$100,000.00

ROCK ISLAND IMMIGRATION AGENTS

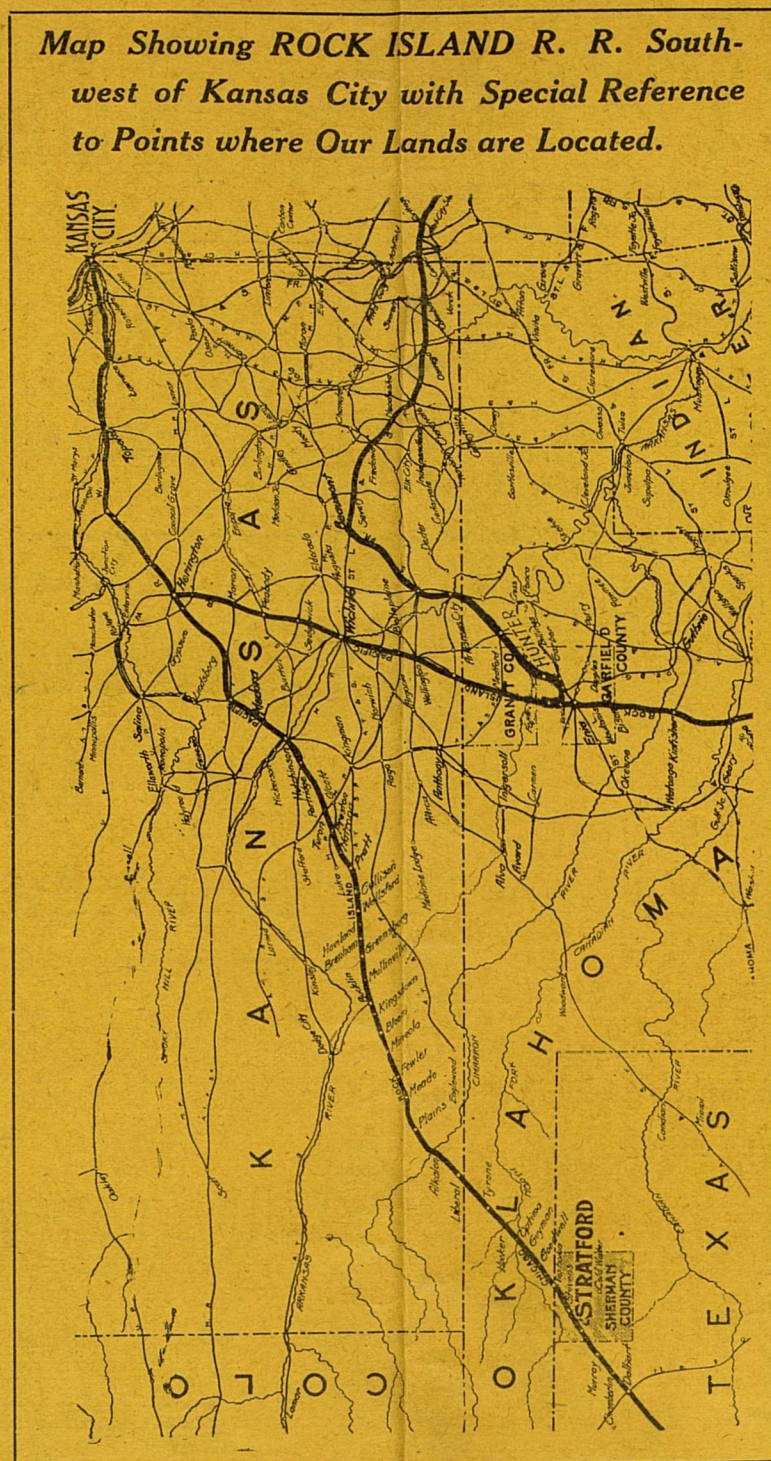
Northeast Cor. 9th and Walnut Sts.
RICKSECKER BUILDING

Kansas City, Mo.

LOCAL AGENT:

A. J. Stickney
Poulson & Co.

We are located on the main Southwestern line of the Great Rock Island R. R. less than 500 miles from Kansas City.



No part of the Great Southwest is settling so rapidly as Northwest Texas, for no other section is so well adapted to diversified farming.



ED. G. SHELDON,
General Manager Standard Land Co.

OFFICERS AND DIRECTORS.

ED. G. SHELDON, President and General Manager.
WILSON F. LANGLEY, Vice-President and Treasurer.
A. E. PUTNAM, Secretary.
W. N. MCKEE, Manager Chicago Office.
C. E. PURNELL, Manager St. Louis Office, 513 Frisco Bldg.
L. D. HIGGINS, Manager Iowa Office.
H. G. HUGHES, Manager Texas Office.

CHAN. B. CAMPBELL, General Agent,
In charge of West Missouri and Kansas,
Room 6, Main Offices.

The Standard Land Company

FARM LANDS AND INVESTMENTS

MAIN OFFICES

NORTHEAST CORNER NINTH AND WALNUT STS.,
KANSAS CITY, MO.

Bell Phone 850 Main

Home Phone 5684 Main

CHICAGO OFFICE—1344 First National Bank Bldg.

ST. LOUIS OFFICE—513 Frisco Bldg.

IOWA OFFICE—Washington National Bank Bldg.,
Washington, Iowa.

TEXAS OFFICE—Stratford, Texas.

REFERENCES:

National Bank of Commerce, Kansas City, Mo.
Dun's and Bradstreets' Commercial Agencies.

THE TRUTH ABOUT THE TEXAS PAN HANDLE

This is comparatively a New Country. Not one-tenth of it
is yet improved and in farms. The great body of
it is smooth, level prairie with deep rich
soil, waiting the plow.

Every picture in this Book is from a Photograph Taken on
the Ground.

TEX
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Vinson
Michael

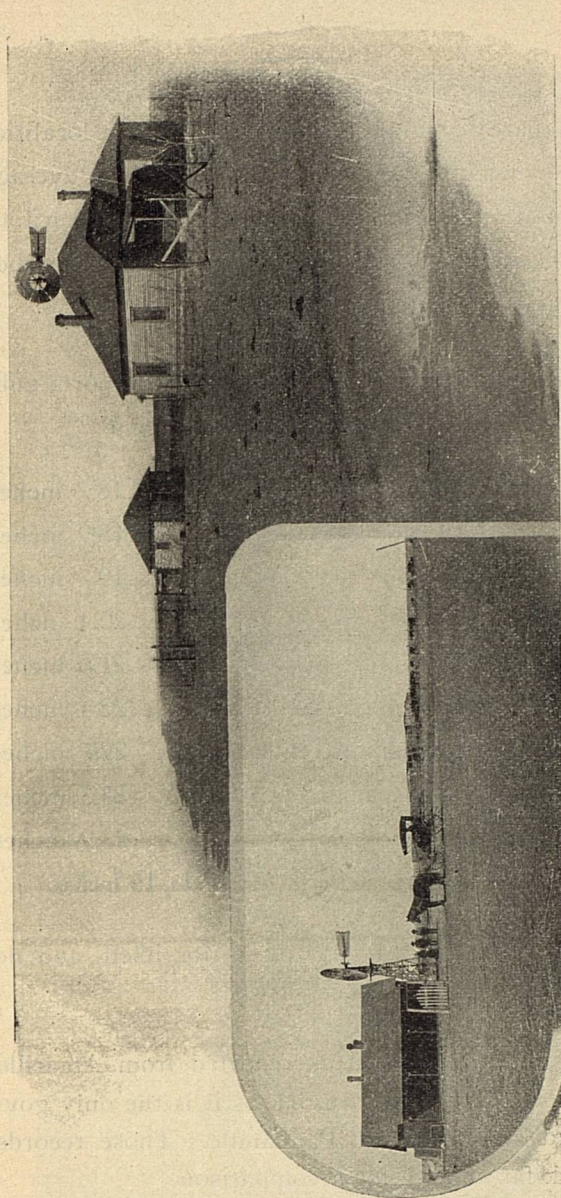


This picture was made from a photograph taken three years ago of a newly married couple on their way to build a home on the prairie near Stratford.

The Object of this Booklet

is to make people better acquainted with the Texas Panhandle. For many years this region was occupied by the great stockmen as a cattle range. It was their policy to keep settlers out of it, and to do so, they represented it as almost a desert, and wholly unfit for cultivation, but nothing could be further from the truth than this idea. The supposed desert is now known to be as fine an area of fertile prairie land as exists in the United States. Its rainfall is ample to insure the best of crops, and its underground supply of pure water is inexhaustible, while its mild climate and pure air make it the abiding place of good health. It is destined to become the great wheat field of the West, the abode of a million prosperous and contented farmers. To give a truthful representation of this wonderful region, **The Standard Land Company** has had the series of pictures herewith given prepared from photographs taken on the spot. They speak for themselves of four short years of development and progress, and from them you may catch, with your own eyes, some glimpse of the Panhandle as it is. But the reality of this "Land of Fulfillment" is finer than any picture.

**We Own the Lands We Are Offering
and Can Give You Rock
Bottom Prices**



Mr. Turner's new home near Coldwater (formerly the county seat of Sherman County), two miles from the Experimental Farm of the Standard Land Co.

General Description.

The Way It Looks

Sherman county contains a greater amount of rich, level prairie land, and it is settling and developing faster than any other county in the Panhandle, and the pictures in this book show the developments.

But, don't expect to see ten steam plows in a string or a house going up on every quarter section. It is a very new but rapidly improving country.

Surface.

The Panhandle consists principally of immense prairies, whose surface is almost level, having just slope enough to drain off the surplus water, and not enough to cause it to gully or wash.

Soil.

The soil is a deep, rich, black or chocolate-colored loam, of inexhaustible fertility, under which is a porous subsoil which may be easily penetrated by the roots of alfalfa or other deep-feeding plants. It is easily tilled and well suited to every variety of crops grown in similar latitudes.

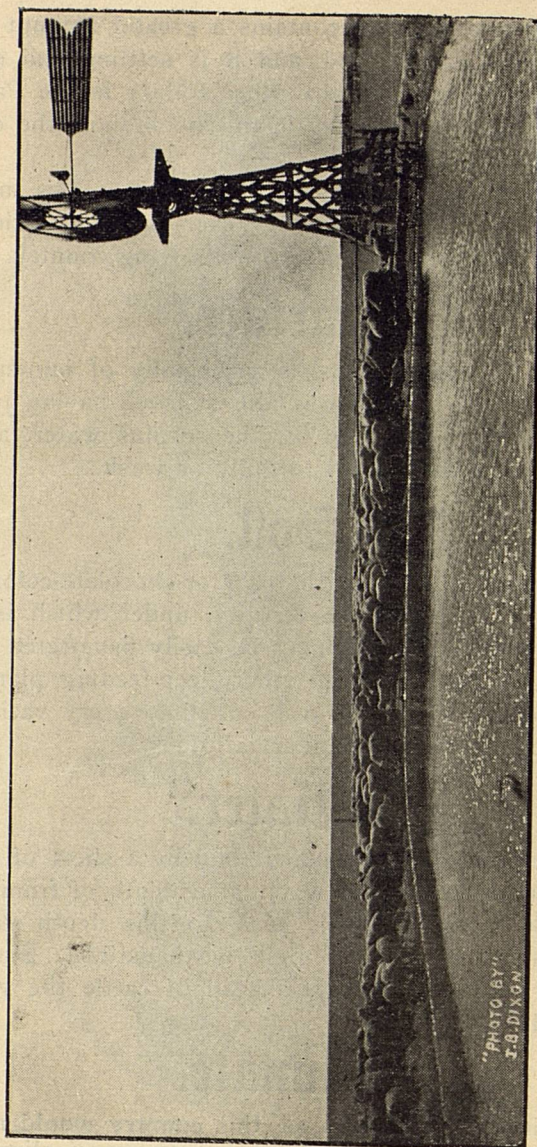
Water.

The whole region is underlaid by a sheet of the purest and softest of water at a depth of from 50 to 200 feet, and wells sunk to this depth yield a supply that is absolutely inexhaustible. Single wells have watered 1,000 head of cattle the year round.

Climate.

Lying south of Kansas, this country would naturally be expected to have a very warm climate, but as it has an altitude of half a mile above Kansas City, the summer's heat is tempered, and the result is a long warm season and very little of real winter.

There are no swamps or malaria, and no more healthful country could be desired.



Watering 3,000 sheep at the well on the Munn Ranch, 15 miles east of Stratford.

"PHOTO BY"
J.B. DIXON

Has the Pan Handle Sufficient Rainfall?

Compare its rainfall with that of other localities as shown in the annexed table, where the average precipitation during the growing season (April to September) for twenty years is given for a number of widely separated districts.

The figures given are all taken from reports published by the United States Government:

Average at Detroit, Mich.	18.7 inches
Average at Milwaukee, Wis.	18.9 inches
Average at Chicago, Ill.	19.7 inches
Average at Minneapolis, Minn.	20.4 inches
Average at Davenport, Ia.	21.6 inches
Average at Cincinnati, O.	22.4 inches
Average at Indianapolis, Ind.	22.7 inches
Average at St. Louis, Mo.	23.5 inches
Average at Louisville, Ky.	23.9 inches

11 Years' Average in Northwest Texas, 19 Inches.

There's the record. It speaks for itself, and no comment from us is necessary.

We give the rainfall as reported from Amarillo (75 miles south of Stratford), as it is the only government station in the Panhandle. Those records go back far enough for a comparison.

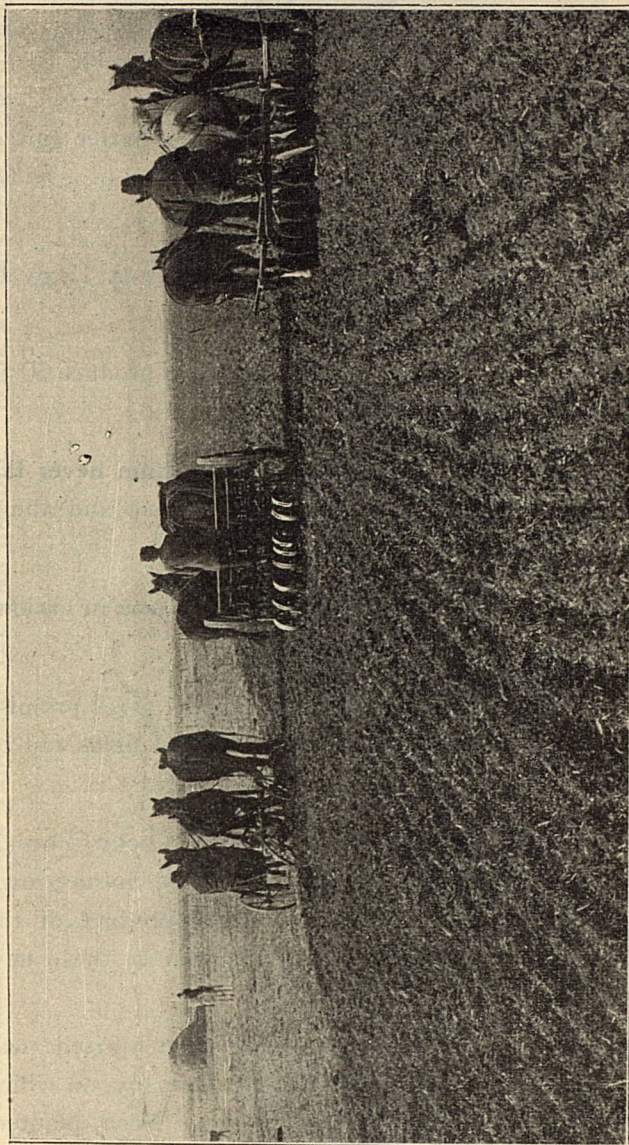
It should be noted that with the progress of cultivation in the Southwest its rainfall is steadily increasing.

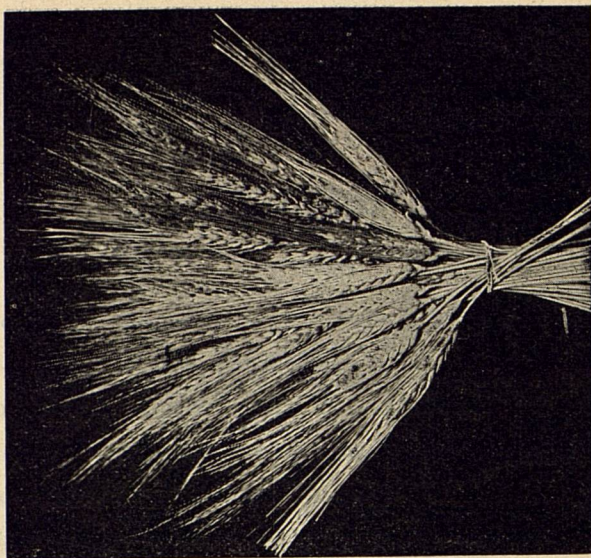
Good Land Getting Scarce.

Do you realize what a limited amount of good land remains unoccupied? Only here and there a little strip is to be found. The great West is practically settled up, and in a few years such a thing as good farming land at a cheap price will be unknown. The Southwest has probably the greatest area of good land to be found in the United States, but with the vast tide of immigration that is taxing the railroads to their utmost to handle, it can only be a question of a few years until every acre of good land is occupied.

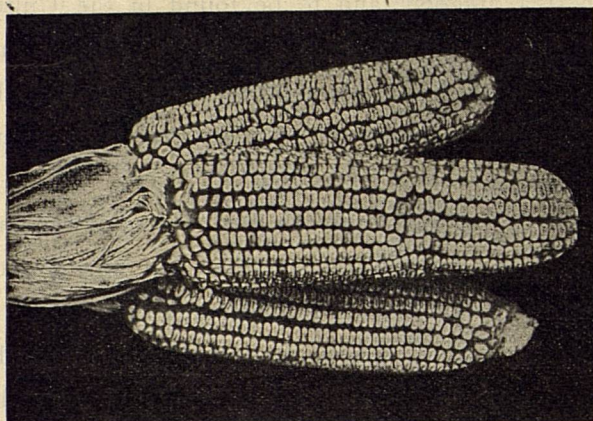
Only a few years ago the great states of Indiana, Illinois and Iowa were unsettled; but now a good farm in any of them is out of reach of the man of moderate means. The wealth of 90 per cent of the farmers of the United States has been gained by the increased value of their land. From the crowded East they came West and bought cheap land, and the increase in its value places tens of thousands of them in the rank of from "well-to-do" to rich. The same opportunity is offered you now. You can buy a section of fine, rich land in Sherman county from \$8 to \$20 per acre, each quarter of which will in a few years be worth many times what it now costs you. The shrewdest land men all over the country are buying this cheap land in sections and townships. They know that the money they are investing will double many times in the next few years.

Plowing in the Panhandle.

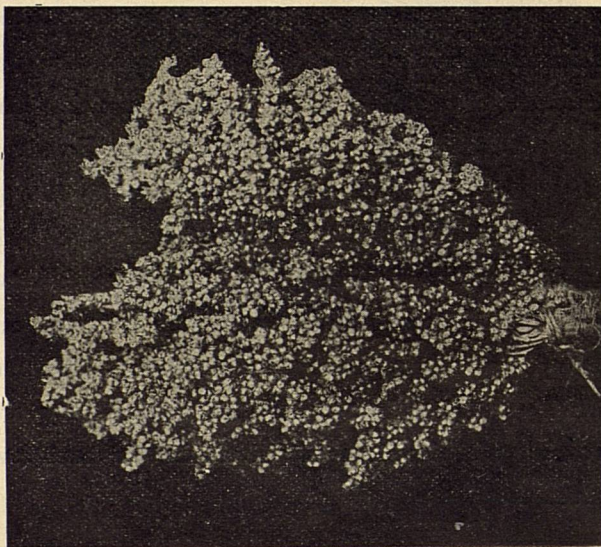




1905 MACARONI WHEAT.
From the Green Farm near Stratford. Never
fails and yields from 15 to 40 bushels per acre.



1905 INDIAN CORN.
This sample is from a field on the
Pronger farm, 7 miles south of Stratford.



1905 KAFFIR CORN.
Official reports show that 21 bushels of this is
equal in feeding value to 19 bushels of Indian
corn. It is a sure crop every year and yields from
40 to 80 bushels per acre.

What Crops Can Be Raised in the Pan Handle.

No region in the United States is better suited to the successful and profitable growing of a wider variety of crops than the Panhandle.

Wheat is a sure crop and yields from 15 to 40 bushels per acre.

Oats do exceedingly well and often produce 50 to 60 bushels per acre.

Kaffir Corn, Milo Maize and Sorghum never fail and may be relied on to produce cheap and abundant stock food and forage.

Good fields of **Indian Corn** may be seen in various parts of Sherman County.

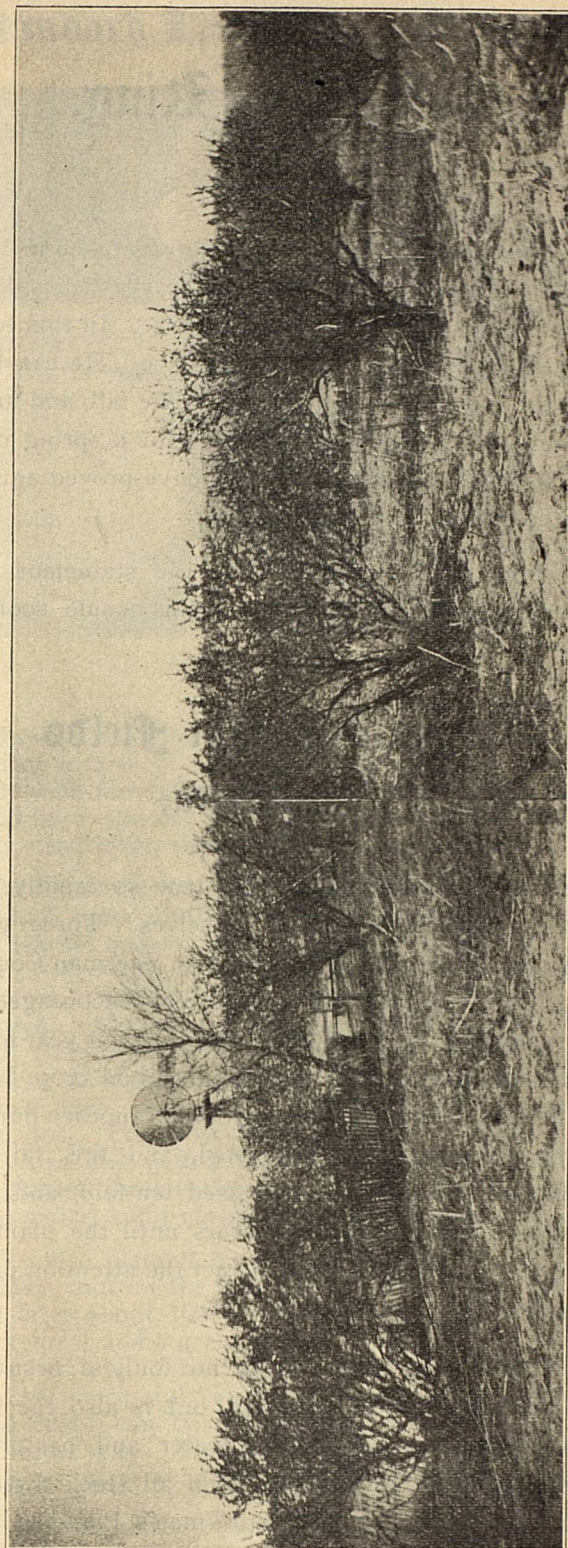
Alfalfa is being sown by many and gives promise of being a real success. Several good fields can be seen near Stratford.

Cantaloupes rival the famous "Rocky Fords," and **Watermelons** are the largest and finest grown anywhere. In fact, almost every product of the temperate zones is admirably suited to these new prairie farms.

An **Experimental Farm** has been started near Stratford by the Standard Land Company, on which over fifty varieties of crops have been planted, and may now be seen by our visitors in various stages of growth.

You can raise almost anything you plant and take care of.

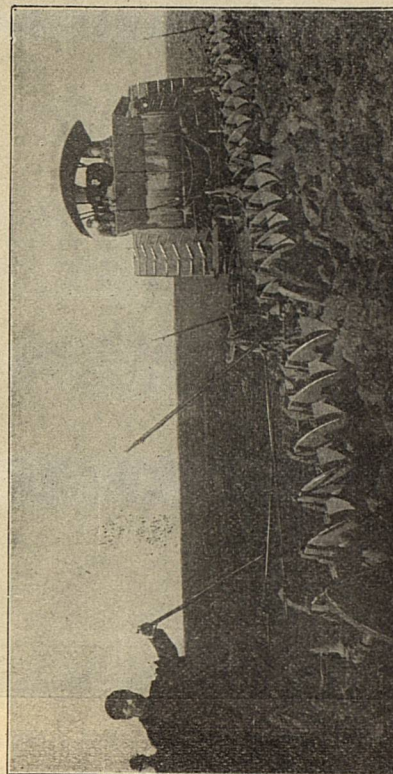
FRUIT TREES GROW AND THRIVE IN THE PAN HANDLE. LOOK AT THIS PEACH ORCHARD.



Scene on the James Farm, near Stratford, in Sherman County, Texas. Alberta Peach Orchard.

12 Steam Plows.

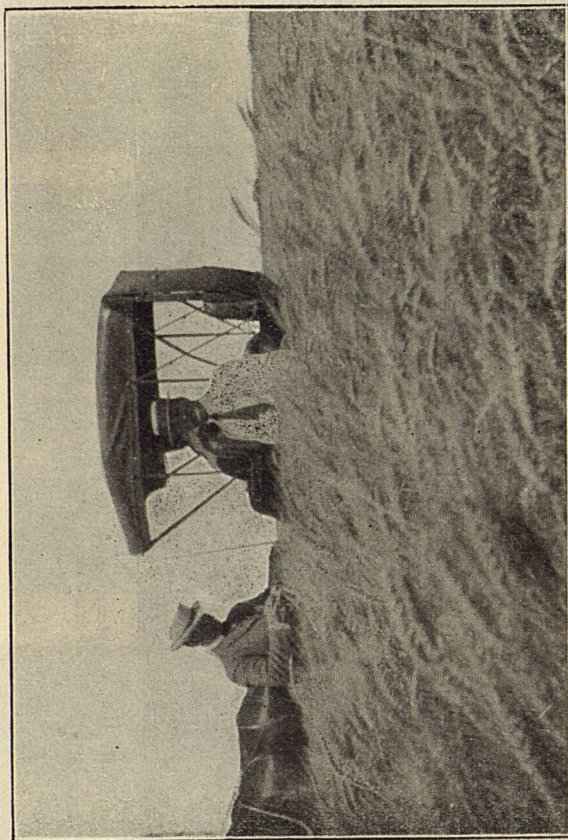
Within a radius of a few miles, in the vicinity of Stratford, 12 big steam plows are at work. Under favorable conditions they tear up from 300 to 400 acres of virgin soil per day. Men of judgment from all parts of the North are already interested in the Panhandle country. It is Northern money which is now converting these beautiful prairies, once thought to be of little value, into fields green and rich with bounteous crops, and it is Northern pluck which is building up new and luxurious homes in this, the garden spot of the new Southwest.



Harry Huston's steam plow at work on Experimental Farm near Stratford.

Ten More Steam Plows

can find immediate and profitable work in Sherman County. Everyone wants plowing done, and all are preparing to put in all the wheat they possibly can this fall.



108 acres of fine wheat on the Green place, six miles east of Stratford. This photo shows Mr. Langley of the Standard Land Co. and W. A. Harris of the Rock Island Immigration Department in Green's 108-acre wheat field. Mr. Green has also fine crops of barley, oats, kaffir corn, maize and cane.

Wheat is King.

The accompanying photograph was taken in June, 1905. This year's crop is now harvested and has made from 15 to 40 bushels per acre. In this country the farmer has a double chance. He can seed all the ground he has prepared in the fall, and in the winter he can plow and prepare for a spring crop, as both fall and spring sowing have proved equally successful.

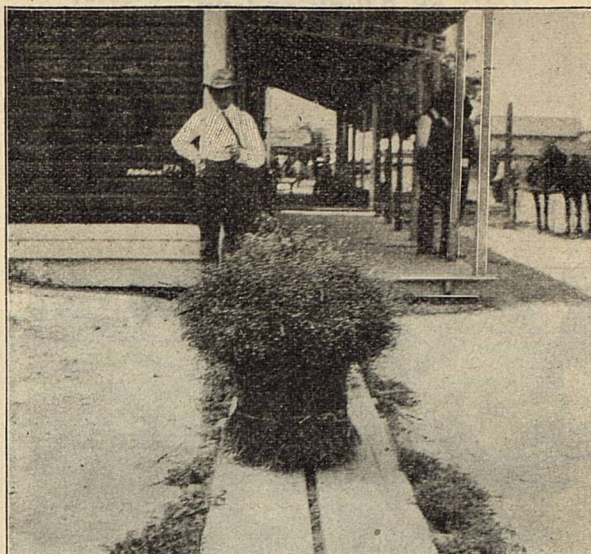
Three years ago we made the statement that these rich, level, productive plains would soon be the

Greatest Wheat Fields in America,

and the prediction is coming true so rapidly that we can hardly realize it ourselves. Three years ago there were few wheat fields in Sherman County, but what there was was good. This encouraged the few settlers that were there, and the next year found an increased acreage and another good crop. Last fall more than ever was sown, and another bumper crop has just been harvested, and this fall the acreage will again be increased ten-fold, and it is only a question of a few years until the plains of Northwestern Texas will attract the attention of the world as a wheat country.

The Panhandle region is not only a first-class location for general farming, but is also the ideal stock country. Abundant water and pasture, a mild climate and freedom from all stock diseases, combine to render it the stockman's Paradise.

Standard Land Co., "Farmers"



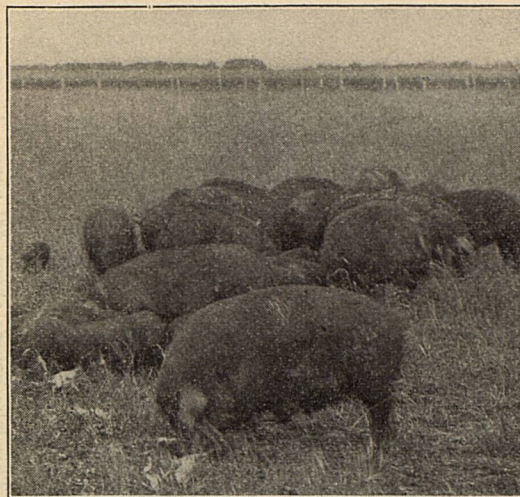
A Bundle of Flax.

On the 8th day of May, 1906, we decided to operate a farm of our own, where we could experiment with untried crops and utilize up-to-date farm machinery and methods that were being successfully used elsewhere.

On that date, we set aside 1,600 acres seven and one-half miles southeast of Stratford for this work, and started a steam plow to work breaking sod. We first plowed two inches deep, with harrow attached to plow. Within three or four days this buffalo sod which the harrow had completely torn up was dead (the weather having been favorable for the work). We then replowed this land about seven inches deep, reharrowed and completed a perfect seed bed. The plow and harrow was followed on the same day with a two-row planter, with which we planted three varieties of white and yellow corn, milo maize, kaffir corn, forage cane, broom corn, etc.

We also planted ten acres of alfalfa on the 21st of May, and on the 26th of May five acres of flax, and later about 100 acres of millet, a few acres of buckwheat and a great variety of melons, pumpkins, squashes, etc. The "experimental farm" has been wholly successful, and has demonstrated that a "sod crop" can be depended on for good returns the first year. The crops on every acre of our farm are more than worth the price of the land.

A Fortune in Hogs.



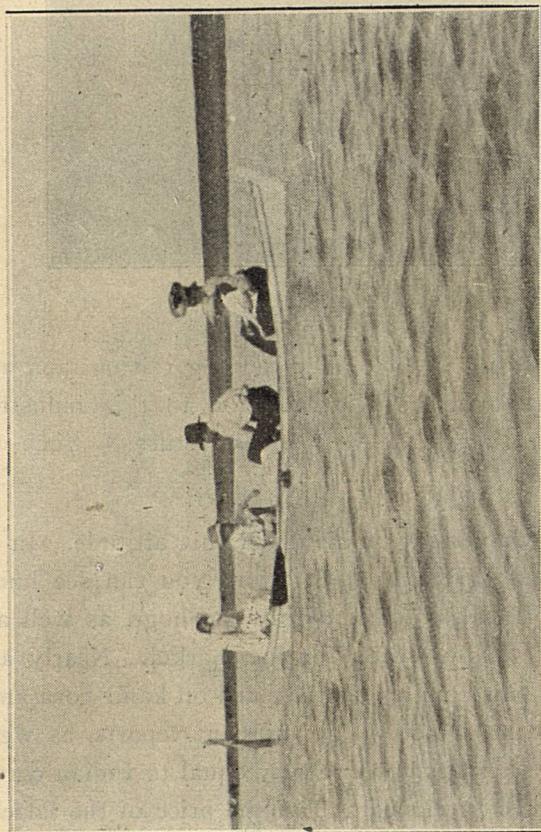
Alfalfa Porkers.

This is an ideal country for hog raising, and all who are turning their attention to this industry are realizing large and quick returns. Such a thing as

Hog Cholera is unknown in this altitude. In a few hours' drive from Stratford you can see hundreds of healthy, thrifty, growing hogs, as well as big, fat fellows ready for the market. Nearly all hogs in this country are fattened on kaffir corn and milo maize, which all government reports, as well as actual tests, show is nearly equal to Indian corn, and can be produced at half the price of the latter. Besides, this is a crop that **never** fails in this country. While the Illinois and Iowa farmers usually raise a good corn crop, it is not absolutely sure, but the oldest inhabitants in the West will tell you that they never knew a failure in kaffir corn or milo maize when it was properly planted and cultivated.

Alfalfa is also a fine feed for growing hogs, and can be successfully raised anywhere in this country.

Alfalfa Does Well Without Irrigation.



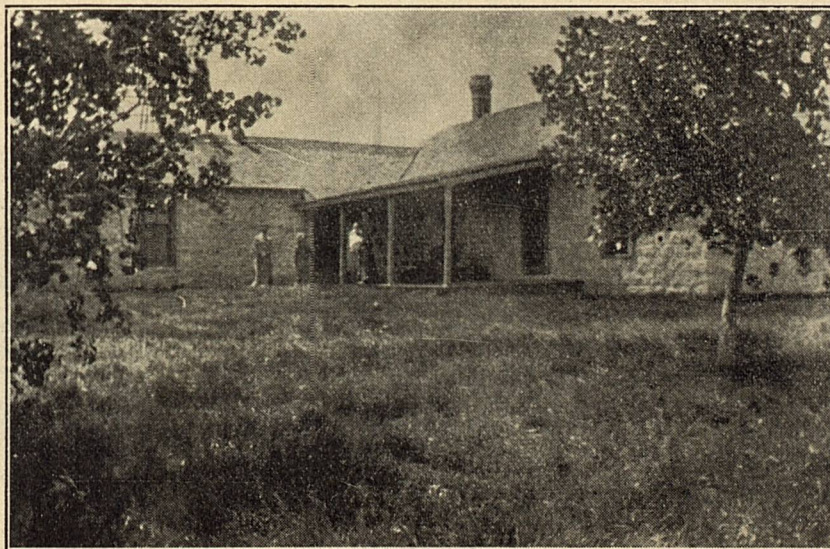
Boating in the Panhandle. Scene on Burleson Lake, north of Stratford. This lake covers about 200 acres. There are many beautiful small lakes in Sherman County.

Water Is Soft and Pure—Not a Trace of Alkali or Gyp.



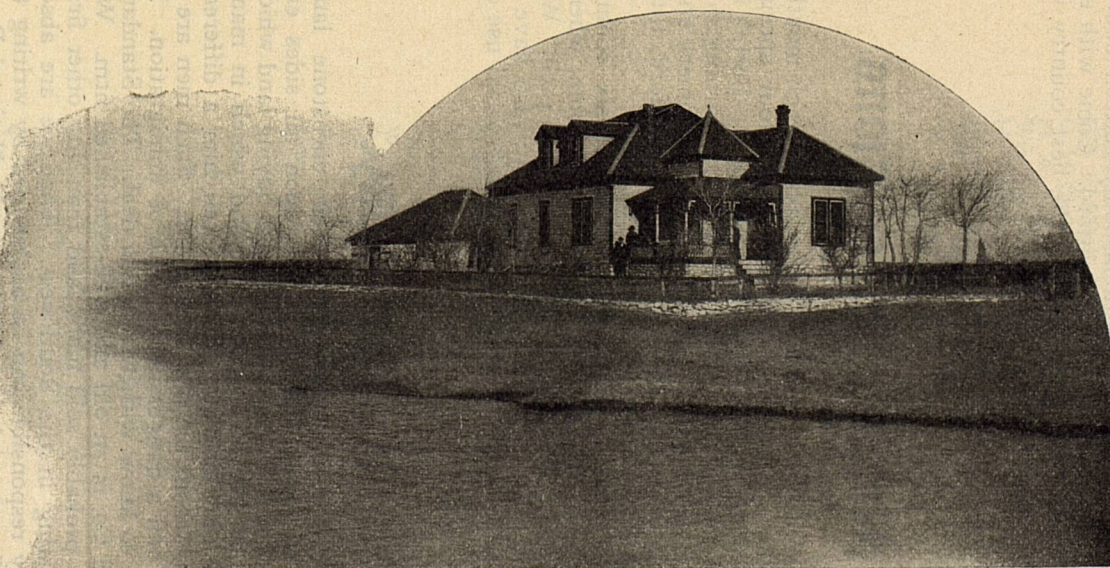
This is one of the many fields of corn to be seen in Sherman County.

DON'T PAY RENT. GET A SECTION OF
THIS RICH TEXAS LAND NOW.



This splendid ranch is on the Coldwater in the eastern part of Sherman County, and is owned by Goff and Thompson. Among the many attractive features of this ranch are fields of alfalfa and spreading shade trees.

11



Judge Slaughter's home, 21 miles south of Stratford. One of the good farm houses of Sherman County, Texas.

Our Lands

Are located less than 500 miles from Kansas City, on the main line of the Rock Island R. R. No change of cars to reach them—only sixteen hours' ride from Kansas City to Stratford. Come with us on the next excursion and see the best country in the Southwest.

Our Regular Excursions

Are on the first and third Tuesdays of each month. On these days we run from two to four special cars for the exclusive use of our people. Bertins in these cars are free, both going and returning, for all Standard Land customers. Our customers also use these cars to sleep in while at Stratford, thus saving hotel bills.

Our office at Stratford consists of six rooms. Adjoining the office is a large dining room, where the best of meals are served at 25 cents each. We furnish, free of cost, plenty of livery; also have a number of large automobiles for the special use of our customers.

Responsibility.

All new countries have their curbstone land agents. Irresponsible parties upon all sides endeavor to entice the stranger into buying land which they do not own or control, and which in many cases they cannot deliver, or sell him a different section from the one shown him. Such men are a pest and a danger in the work of immigration. It pays to know with whom you deal. The Standard Land Co. is an old and well-established firm. We have probably sold more land than any other firm operating in the Southwest. That we are absolutely responsible can be ascertained by writing to the Commercial Agencies or to the National Bank of Commerce, Kansas City, Mo., or to any of the hundreds of satisfied customers who have done business with us during the past year.

WE OWN THE LANDS WE ARE OFFERING,
AND CAN ALWAYS DELIVER THE GOODS.

Our Best References

Are Our Satisfied Customers, a partial
list of whose names are
given below

A. J. Lierly, Stratford, Tex.
O. Shepard, Stratford, Tex.
C. J. Gaffney, Stratford, Tex.
Mary E. Sloey, Fond du Lac, Wis.
H. C. Horning, Waukegan, Ill.
Earnest Barnstable, Edwardsville, Ill.
Edw. Klopfenstein, Washington, Iowa.
John Hoffman, Savanna, Ill.
E. A. Fosler, Savanna, Ill.
E. M. Coppage, Stanton, Iowa.
Henry Berger, Nauvoo, Ill.
Mrs. M. J. Clark, Utica, Ill.
E. W. Cheesbro, Potosi, Ill.
J. C. Wolfbarger, Nauvoo, Ill.
Harry Huston, Stratford, Tex.
N. C. Townsend, Farmington, Iowa.
Carl Hedges, Winfield, Iowa.
Chas. W. King, Hartford Bldg., Chicago, Ill.
C. W. Spofford, Hartford Bldg., Chicago, Ill.
S. W. Neal, Washington, Iowa.
W. J. Francy, New London, Iowa.
F. E. Knowles, Princeton, Ind.
J. M. Sumners, Oakland City, Ind.
J. M. Meade, Oakland City, Ind.
J. D. Scott, Earl Park, Ind.
Salathiel Boldman, Stockton, Ill.
Wm. Boldman, Earl Park, Ind.
Wm. Stewart, Mt. Pleasant, Iowa.
Elmer E. Davidson, Salem, Iowa.
A. Hunter, Washington, Iowa.
G. W. Mahler, Edwardsville, Ill.
Wm. Barnsback, Edwardsville, Ill.
Joseph F. Stutzman, Girard, Ill.
Raymond S. Pease, Mt. Hamil, Iowa.
Adolph Hitz, Alhambra, Ill.
Edson Savage, Olathe, Kans.
Henry Ostendorf, Edwardsville, Ill.
Henry Dankenbring, Edwardsville, Ill.
J. T. Kirkpatrick, Winfield, Iowa.
S. J. Chester, Fairfield, Iowa.
C. W. Trowbridge, Fairfield, Iowa.
R. R. Fisher, Mt. Pleasant, Iowa.
R. C. Naylor, Seymour, Iowa.
A. F. Stickney, Toulon, Ill.
Chas. A. Gregg, Mt. Pleasant, Iowa.
Mrs. Sarah A. Hanna, Mt. Hamil, Iowa.
C. P. Dewey, Toulon, Ill.

Albert M. Moss, Freeport, Ill.
 John DePriest, Stendal, Ind.
 John H. Richards, Freeport, Ill.
 Jacob L. Thomen, Freeport, Ill.
 H. C. Squire, Edwardsville, Ill.
 Fred Deppold, Edwardsville, Ill.
 B. G. Johnson, Edwardsville, Ill.
 Frank C. Hook, Toulon, Ill.
 Henry Hoefer, Elgin, Neb.
 John Werning, Elgin, Neb.
 Daniel Newton, Elgin, Neb.
 Samuel J. Cocklin, Washington, Iowa.
 H. H. McCully, Washington, Iowa.
 Mrs. Anna Argast, Nauvoo, Ill.
 Louis L. LaGue, Fowler, Ind.
 A. R. Stonier, Toulon, Ill.
 W. M. Black, Washington, Iowa.
 D. O. Addis, Toulon, Ill.
 W. J. Crozier, Washington, Iowa.
 P. E. Boesen, Fairfield, Iowa.
 John and Jacob Dandermann, Alhambra, Ill.
 H. C. Squire, Edwardsville, Ill.
 F. J. Barnett, Edwardsville, Ill.
 Owen L. Sampson, Crawfordsville, Iowa.
 Richard I. Peatman, Centerville, Iowa.
 John W. Brubaker, Girard, Ill.
 Mrs. Effie C. Lisher, Shelbyville, Ind.
 Wm. Bibler, Warsaw, Ind.
 Adolphus Moore, Warsaw, Ind.
 W. E. Logan, Washington, Iowa.
 Wm. H. Pierson, Toulon, Ill.
 Levi Silliman, Toulon, Ill.
 Frank W. Jarrett, Claypool, Ind.
 C. P. Dewey, Toulon, Ill.
 Henry Schnur, Mt. Vernon, Ind.
 C. F. Wolf, Edwardsville, Ill.
 E. R. Jenkins, Washington, Iowa.
 Henry Smeltzer, Washington, Iowa.
 C. Hollingsworth, Washington, Iowa.
 Wm. Lee, Centerville, Iowa.
 Tinsley T. Maxey, New York, N. Y.
 John F. Staiger, Mt. Vernon, Ind.
 John Heaton, Washington, Iowa.
 Maurice Utter, Middleton, Iowa.
 John J. Wieman, Freeport, Ill.
 Lee Scranton, Kremlin, Okla.
 Melissa C. Lesh, Chicago, Ill.
 Albert E. Austin, Stratford, Tex.
 Philip Juncker, Mt. Vernon, Ind.
 Henry Schreiber, Mt. Vernon, Ind.
 Jacob Juncker, Mt. Vernon, Ind.
 J. N. Davidson, Princeton, Ind.
 James Alexander, Corydon, Iowa.
 W. E. Cole, Fond du Lac, Wis.
 Will S. Prewitt, Fairfield, Iowa.
 Edward Hirsch, Saline, Ill.
 Chas. Wideman, Saline, Ill.
 John S. Bell, Mt. Hamil, Iowa.
 Daniel Haffner, Mt. Hamil, Iowa.
 W. M. Green, Olathe, Kans.
 Geo. E. Eaton, Savanna, Ill.
 Chas. M. Sager, Savanna, Ill.
 John Zajicek, Maryville, Ill.
 Joseph Zajicek, Maryville, Ill.
 W. L. Barnsback, Edwardsville, Ill.
 Sidney L. Smith, Marine, Ill.
 John F. Finley, Breckenridge, Mo.

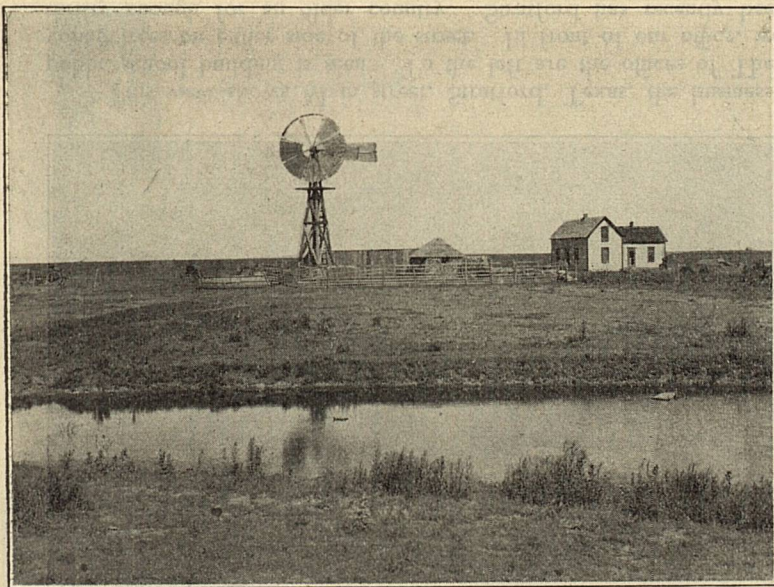
Wm. M. Price, Winfield, Iowa.
 W. B. Seeley, Mt. Pleasant, Iowa.
 John W. Short, Mt. Pleasant, Iowa.
 Chris. Pessel, Oakland City, Ind.
 Samuel Walker, Seymour, Iowa.
 Henry Brick, Ridott, Ill.
 James M. Moody, Chicago, Ill. (with Roth-
 childs).
 Eimer E. Glaser, Clayton, Ill.
 Geo. F. Shaul, Wolcott, Ind.
 C. H. Shaul, Remington, Ind.
 H. A. Purnell, Kansas City, Mo.
 Wm. Gladden, Winfield, Iowa.
 H. V. Edwards, Spirit Lake, Iowa.
 James M. Stickney, Nashville, Tenn.
 Wm. H. Pierson, Toulon, Ill.
 W. T. Seamon, Mackey, Ind.
 Andrew Eads, Spirit Lake, Iowa.
 Andrew Dahl, Spirit Lake, Iowa.
 James F. Denton, Winslow, Ind.
 J. F. Barnett, Edwardsville, Ill.
 Mrs. Anna M. Mahler, Edwardsville, Ill.
 I. M. Willie, Freeport, Ill.
 Arthur Brubaker, Warsaw, Ind.
 John S. Metzger, Warsaw, Ind.
 John Merchant, Winslow, Ind.
 C. F. Woldt, Olathe, Kans.
 Geo. Gerdes, Bethalto, Ill.
 John C. Neunaber, Bethalto, Ill.
 Albert Sturgeon, Fowler, Ind.
 Scott Lane, Ononago, Mich.
 J. A. Huglin, Fairfield, Iowa.
 W. C. Reimbold, Nauvoo, Ill.
 J. O. Burton, Girard, Ill.
 Oscar Sander, Edwardsville, Ill.
 H. H. Collman, Bethalto, Ill.
 J. F. Zimmerman, Bethalto, Ill.
 Marion Omhart, Girard, Ill.
 S. G. McKinney, Stendal, Ind.
 Oliver L. Mason, Francisco, Ind.
 Chas. Hoehn, Mt. Vernon, Ind.
 William Hinterthur, Belleville, Ill.
 Robert Howe, Princeton, Ind.
 W. H. Isom, Chicago, Ill.
 Baxter Ingham, Brighton, Iowa.
 James C. Jeffries, Mt. Vernon, Ind.
 Julius W. Jeffries, Mt. Vernon, Ind.
 Louis E. Jeffries, Mt. Vernon, Ind.
 Geo. A. Kizer, Plymouth, Ind.
 Charles S. King, Washington, Iowa.
 Ethan A. Kizer, Plymouth, Ind.
 Albert J. Kerr, Tuscon, Ariz.
 Henry T. Klekamp, Litchfield, Ill.
 William H. Klekamp, Litchfield, Ill.
 W. E. Lisher, Shelbyville, Ind.
 Chas. T. Williams, Morristown, Ind.
 M. E. Latta, Washington, Iowa.
 Joseph Miller, North Manchester, Ind.
 J. Geo. Mueller, Indianapolis, Ind.
 John Martin, Evansville, Ind.
 Samuel Monatt, Kalona, Iowa.
 Martin Meade, Francisco, Ind.
 W. P. Martin, Evansville, Ind.
 Wm. N. McKee, Chicago, Ill.
 Kenneth McKenzie, Toulon, Ill.
 John McGinnis, Moulton, Iowa.
 R. I. McKee, Edwardsville, Ill.
 Helen Mount Nicely, Chicago, Ill.

August Neiman, Litchfield, Ill.
 W. A. Oliphant, Petersburg, Ind.
 Geo. T. Oliver, Toulon, Ill.
 Jonas and R. J. Peterson, Toulon, Ill.
 Roberson Richeson, Winslow, Ind.
 Russell R. Runner, Fowler, Ind.
 H. A. Ritchey, Plymouth, Ind.
 Chas. T. Rainsburg, Brooklyn, Iowa.
 Wm. T. Moore, Brooklyn, Iowa.
 Roswell D. Ackley, Brooklyn, Iowa.
 Taliesin E. Roderick, Brooklyn, Iowa.
 Henry Schnur, Mt. Vernon, Ind.
 John M. Simpson, Carmi, Ill.
 Anton Schaeffer, Spring Grove, Ill.
 Solomon Stockman, Plymouth, Ill.
 Wm. Stolte, Edwardsville, Ill.
 W. B. Seeley, Mt. Pleasant, Iowa.
 Chas. H. Sander, Mt. Vernon, Ind.
 F. B. Scheetz, St. Louis, Mo.
 Fred H. Stolte, Edwardsville, Ill.
 Julius H. Stolte, Edwardsville, Ill.
 Henry W. Saunders, Maysville, Mo.
 Edwin Saxby, Litchfield, Ill.
 E. H. Statler, West Chester, Iowa.
 Sidney H. Smith, Chicago, Ill.
 W. J. Burleson, Mt. Vernon, Ind.
 Frederick Breniman, Brooklyn, Iowa.
 Gottlieb Breniman, Brooklyn, Iowa.
 W. H. H. Brewer, Mt. Pleasant, Iowa.
 James M. Burroughs, Junction, Ill.
 John Bloomquist, Washington, Iowa.
 Med. S. Byrd, Junction, Ill.
 Annetta Beck, Bourbon, Ind.
 B. S. Couch & Co., West Salem, Ill.
 H. C. Craggs, Stratford, Texas.
 R. Glenn Campbell, Ft. Scott, Kan.
 Howard M. Confer, Adams, Nebr.
 Orman T. Confer, Adams, Nebr.
 Dr. Wm. B. DeJarnette, Columbia, Mo.
 Matilda Druckamiller, New Paris, Ind.
 Lillian Z. Davidson, Brooklyn, Iowa.
 Aquilla Triplett, Brooklyn, Iowa.
 D. J. Dempsey, Junction, Ill.
 Fred L. Dunfee, Columbia City, Ind.
 Edgar B. Ecker, Manteno, Ill.
 John R. Fox, Shelbyville, Ind.
 Wm. H. Funk, Freeburg, Ill.
 H. J. Reimers, Macomb, Iowa.
 S. E. Green, Parkville, Mo.
 Dr. Andrew Grassan, Malta, Ill.
 Andrew Granburg, Woodhull, Ill.
 A. H. Hoss, Vincennes, Ind.
 Wm. J. Hagemenn, Howell, Ind.
 John Hish, Ridgeway, Ill.
 W. E. Hiatt, Unionville, Iowa.

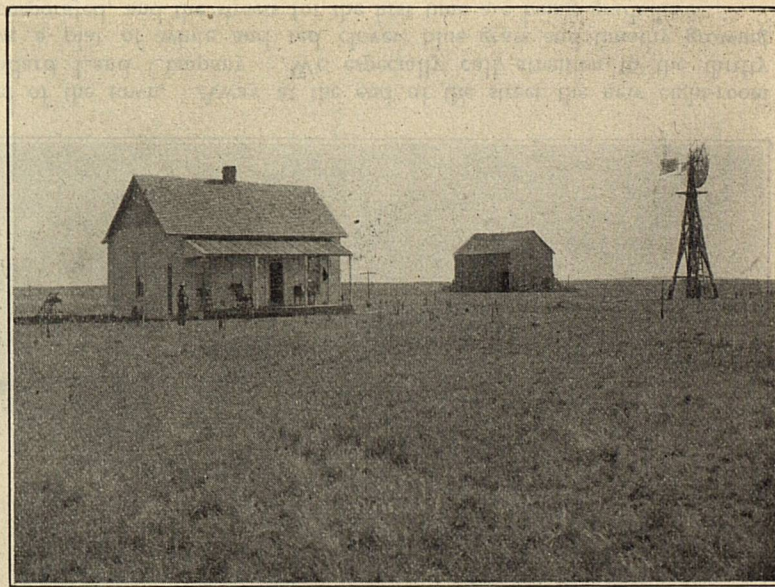
Henry Hellman, Alhambra, Ill.
 David Hipsher, Lawrenceville, Ill.
 H. D. Huetson, Adams, Nebr.
 Martha L. Junkin, Fairfield, Iowa.
 Elnora Watson Jackson, Talequah, I. T.
 A. A. Kuhne, Troy, Mo.
 Chester A. Logan, Junction, Ill.
 Frank Martin, Evansville, Ind.
 Mary E. Mason, Princeton, Ind.
 Fred Mann, Newburg, Ind.
 Christian Musser, Goshen, Ind.
 Joseph A. Merritt, Bloomfield, Wis.
 Thos. J. Mason, Princeton, Ind.
 N. G. Mason, Princeton, Ind.
 Mrs. John McDonald, Lake Geneva, Wis.
 Elbert B. McCorkle, Toulon, Ill.
 Wm. P. McMillan, Mt. Carmel, Ill.
 Geo. E. Newton, Windfall, Ind.
 Wm. T. Noland, Stratford, Texas.
 Jesse B. Organ, Vincennes, Ind.
 John I. Parker, Manteno, Ill.
 Henry Prignitz, Buckskin, Ind.
 S. W. Parker, Manteno, Ill.
 John Rammes, Mt. Olive, Ill.
 Mary C. Ritchey, Oakland City, Ind.
 Henry C. Ritchey, Oakland City, Ind.
 Mrs. Allie S. Rowland, Martinsville, Ill.
 Mary E. Roberts, Martinsville, Ill.
 Hal S. Ray, St. Louis, Mo.
 A. Ryman, Packwood, Ind.
 Theo. Sherrer, Shawneetown, Ill.
 Geo. Schoeny, Shawneetown, Ill.
 Wm. J. Royalty, Oakland City, Ind.
 E. C. Stewart, Maynard, Iowa.
 Jacob Schlamp, Princeton, Ind.
 John Swail, Bridgeport, Ill.
 John F. Staiger, Mt. Vernon, Ind.
 Peter Schofer, Wadesville, Ind.
 Jno. Smeltzer, Washington, Iowa.
 W. B. Swinney, Ridgeway, Ill.
 C. W. Schwartz, Huntingburg, Ind.
 Jas. Shea, Shawneetown, Ill.
 Peter Salzman, Merrimac, Iowa.
 Emily C. Sheldon, St. Joseph, Mo.
 Albert Schumacher, Owensville, Ind.
 Wm. Shea, Shawneetown, Ill.
 Horace Seeley, Brighton, Iowa.
 R. Clarence Stephens, Plymouth, Ind.
 Fred E. Winans, Lafayette, Ill.
 D. B. Whittaker, Lawrenceville, Ill.
 Albert S. Williamson, Mt. Pleasant, Iowa.
 William Webb, Lawrenceville, Ill.
 Clarence N. Williams, Monroe City, Ind.

This is only a partial list of the people we have sold land to in Sherman and Dallam Counties, Texas, and if there is a dissatisfied customer among this list, we do not know of it.

The Standard Land Co.
 KANSAS CITY, MO.



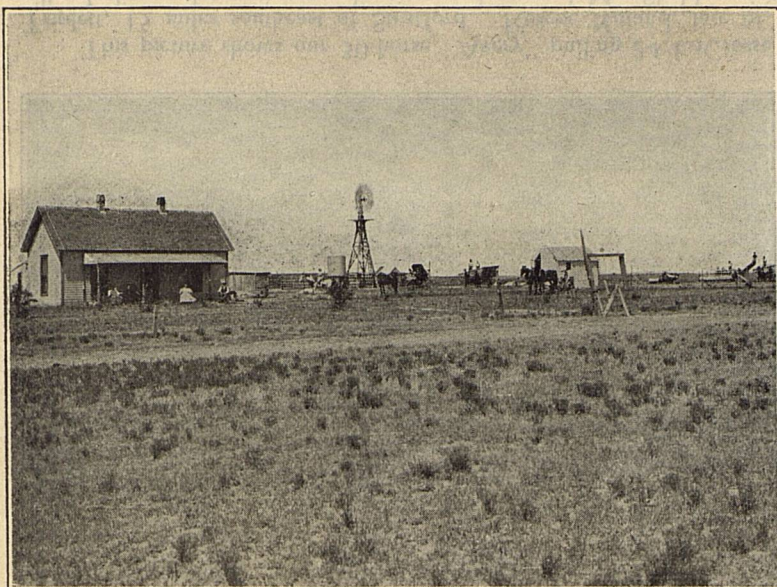
This farm, formerly known as the "Dudley Sloan Place," is $2\frac{1}{2}$ miles northeast of Stratford. It is the property of Jasper N. Davidson, of Princeton, Gibson County, Indiana, who also owns two other section farms in Sherman County. Mr. Davidson has a couple of live Hoosier tenants by the name of English, who are cultivating several hundred acres of his land.



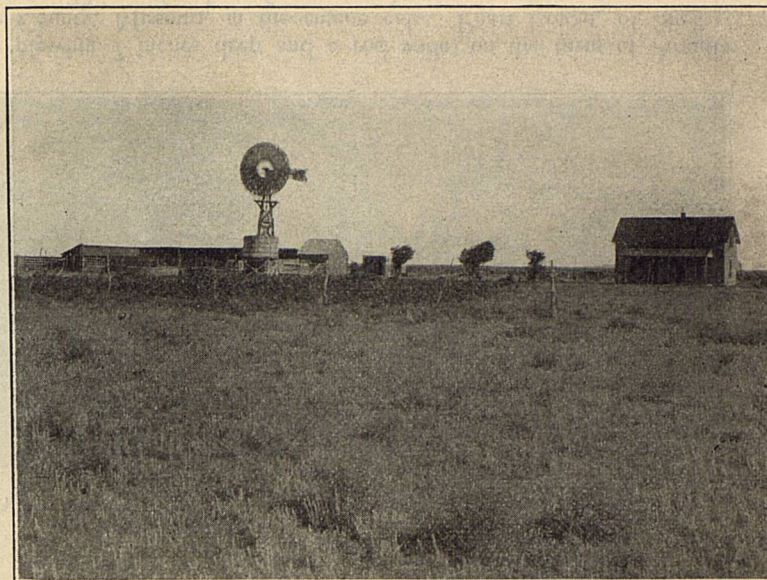
The home of Jas. A. Craven, who came from Indiana. Mr. Craven purchased 160 acres from The Standard Land Company 5 miles west of Stratford, but is living $3\frac{1}{2}$ miles north of Stratford on the farm of Chas. Shaull, of Remington, Indiana. Mr. Shaull also has another 480 acre farm 5 miles east of Stratford. His brother, Geo. F. Shaull, of Wolcott, Indiana, also has a fine tract of land south of above house.



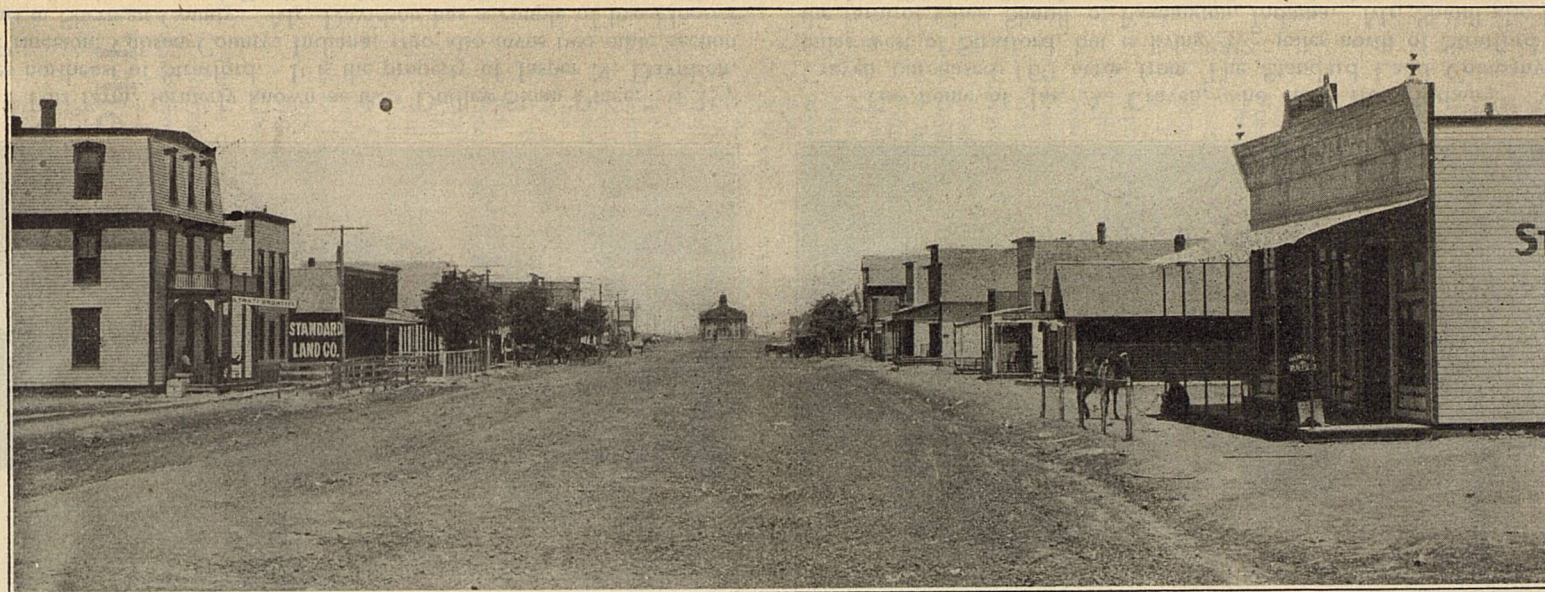
This picture shows our 30-horse "Avery" pulling 24 LaCrosse discs, plowing 7 inches deep and a rod wide, on the farm of Aquilla Triplett, 15 miles southeast of Stratford. Roscoe Noland, late of Platte County, Missouri, in the engine cab. Pearl Logan, of Shelbyville, Indiana, the engineer, adjusting a plow, and Mr. Sheldon visiting them. This outfit plows 5 acres an hour.



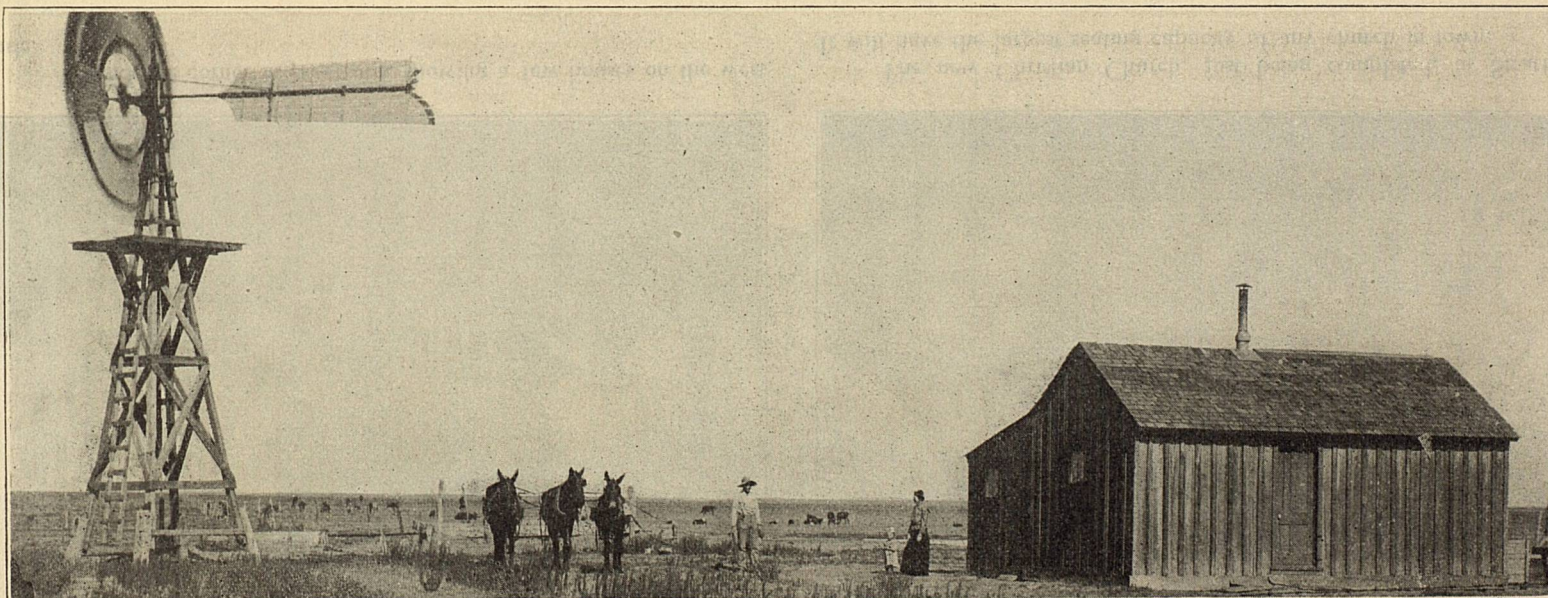
The home of John Merchant, one mile north of Stratford. This picture was taken just after the noon hour, and shows the harvesting machinery, hands and teams ready for work. Mr. Merchant is from Pike County, Indiana, and was one of the first Hoosiers to whom The Standard Land Company sold land.



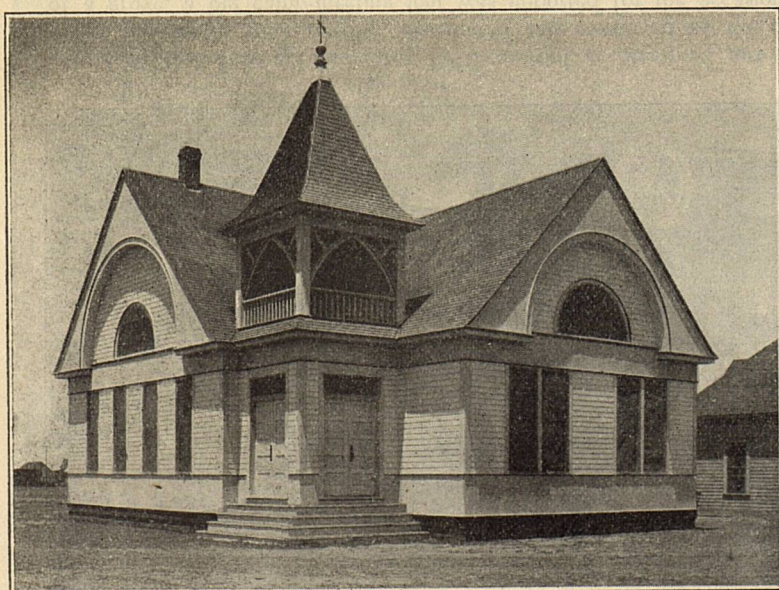
The property of Peter Salzman, of Merrimac, Jefferson Co., Iowa. This is one of the best known farms in Sherman County. Has 400 acres in cultivation, and has been known as the "Lawrence Place." A Mr. LaMar, from Dearborn, Platte County, Missouri, is on the farm this year as a tenant.



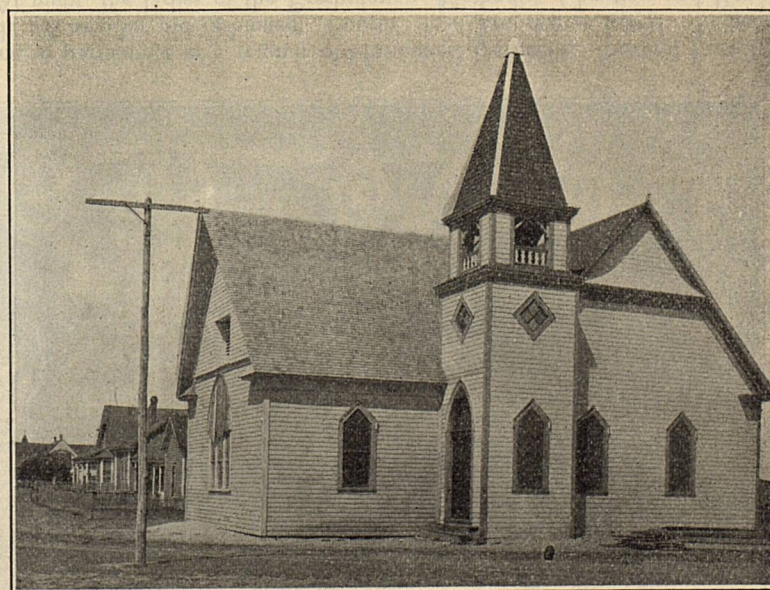
This view shows Main street, Stratford, Texas, the business street of the town. Away at the end of the street the new eight-room public school building is seen. To the left are the offices of The Standard Land Company. We especially call attention to the thrifty young trees on either side of the street. In front of our office, we have a plat of white and red clover, blue grass and timothy growing thrifty enough for an older country. Stratford has recently been incorporated, and the streets for the first time are being graded.



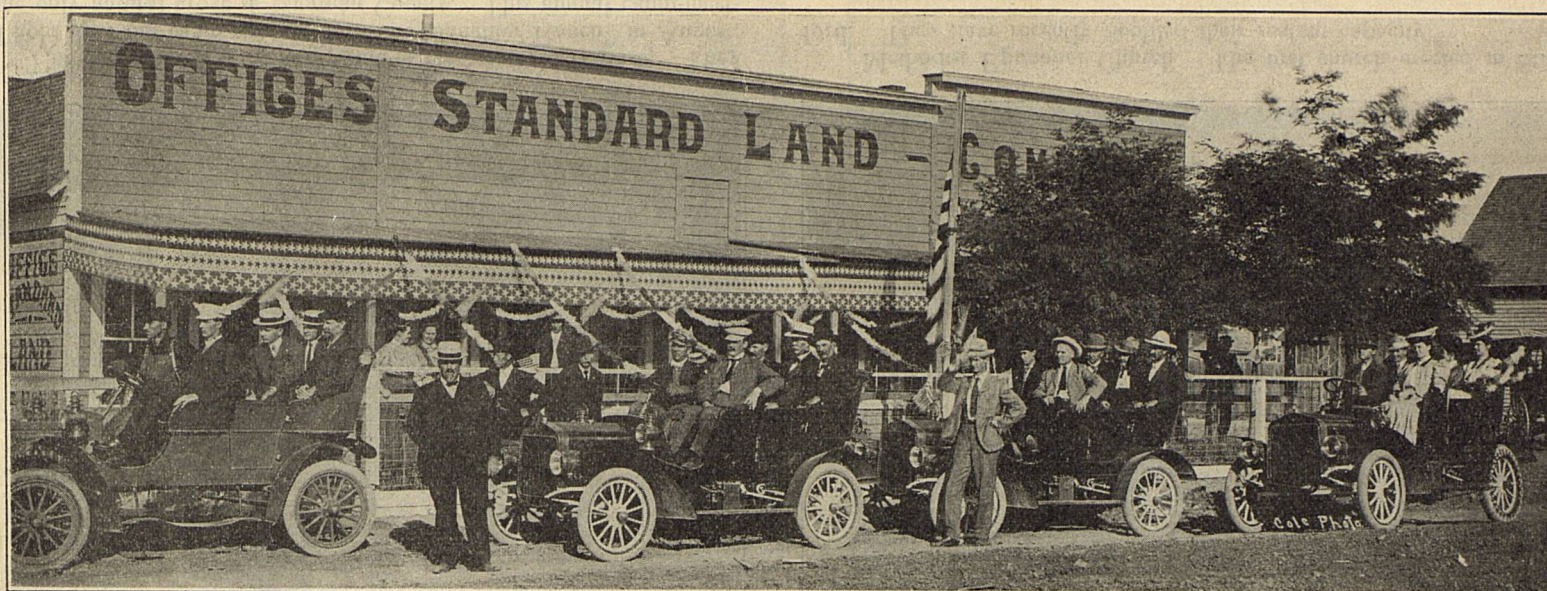
Washington County, Iowa people will be interested in this illustration. It shows Fred Ingham and family, including wife, baby and mules, at his temporary home on Section 76, 5 miles north of Stratford. This section is the property of Mr. Anderson of Washington County, and formerly belonged to Baxter Ingham of Brighton, Iowa. Fred Ingham's own land is the first farm south. His father, John Ingham, President of Farmers Bank of Washington, owns a choice section 3 miles north of Stratford, cornering with Fred's land. Several Washington County people have purchased in this neighborhood, including George Griffith, Wm. Black, Wilson Daugherty, John Parkes, Owen L. Sampson and W. J. Crozier.



This cozy church is the new home of the Stratford Baptists. They will hold their big camp-meeting on "The Slaughter Ranch" in August, in the only natural grove in Sherman County. This annual camp-meeting is a great event in North Texas.



Methodist Episcopal Church. The first church erected in Stratford. They have recently doubled their seating capacity.

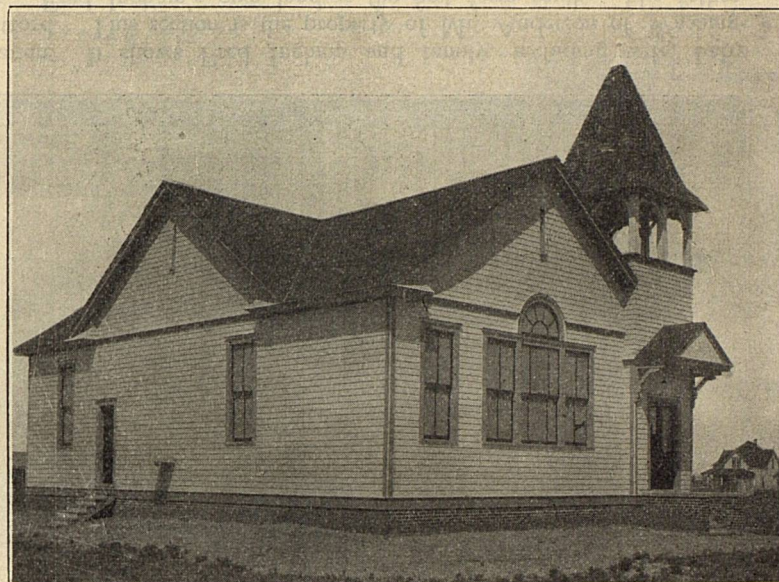


Our first July excursion for 1907 arrived at Stratford just in time to participate in a regular old-fashioned Barbecue. Several beeves, sheep and shoats were roasted, distributed and consumed by the crowd. A regular old-fashioned "Fourth" in a brand new town! In lieu of a grove, a big camp-meeting tent was imported for the occasion. At night, the ladies of the Presbyterian, Methodist, Christian and Baptist churches utilized the tent for a musical and patriotic entertainment for the joint benefit of the churches.

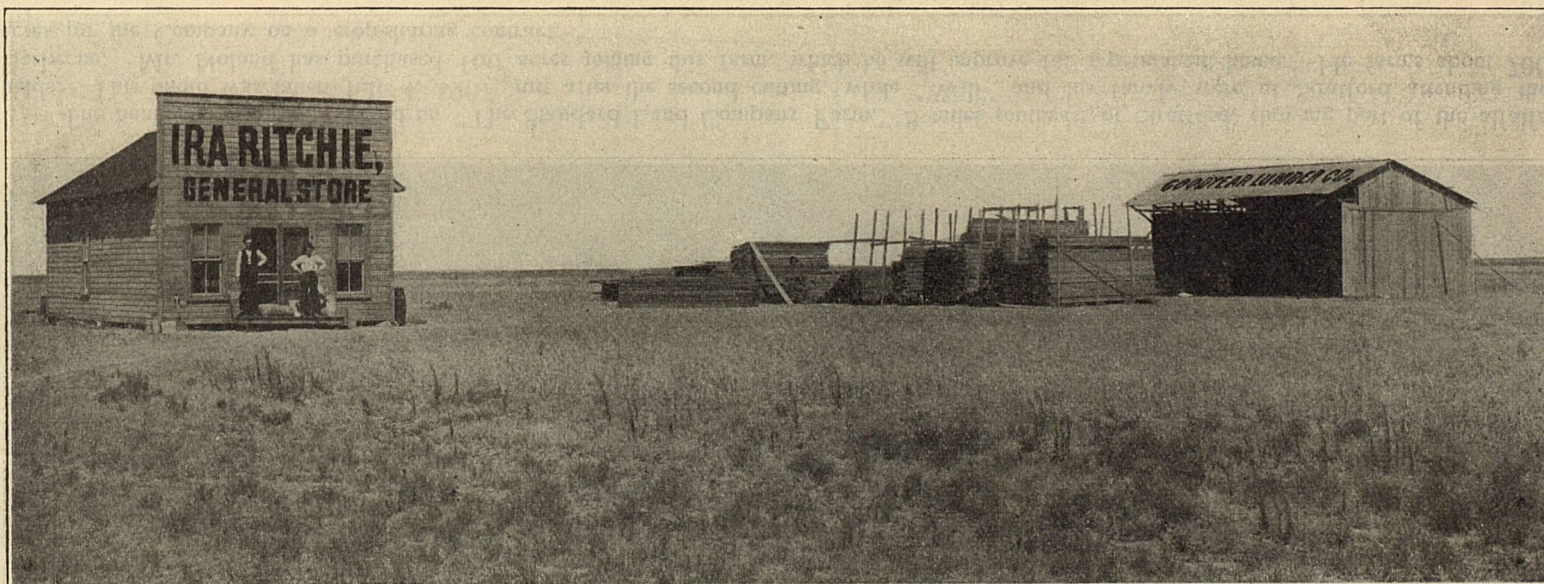
The above cut shows the Texas home of The Standard Land Company, with four of our automobiles just leaving for a trip through the corn and wheat fields.



A residence corner in Stratford, showing a few houses on the west side.



The new Christian Church, just being completed, at Stratford. It will have the largest seating capacity of any church in town.

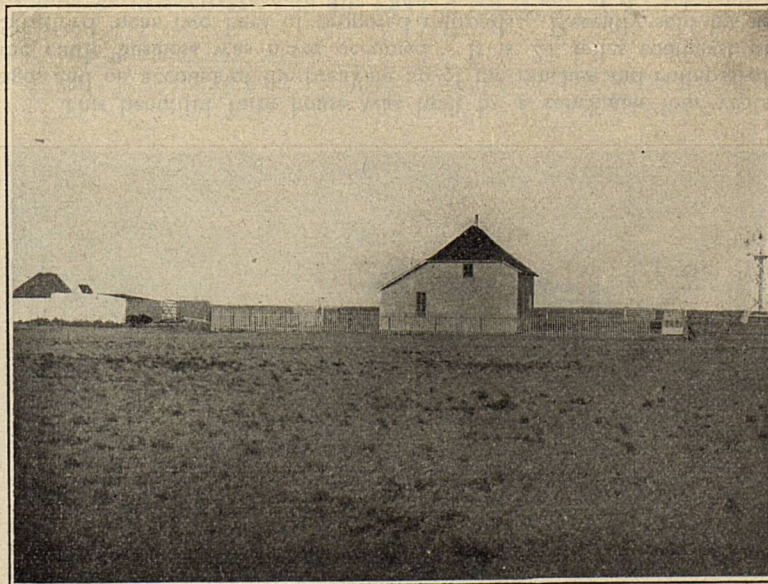


CONLEN, TEXAS.

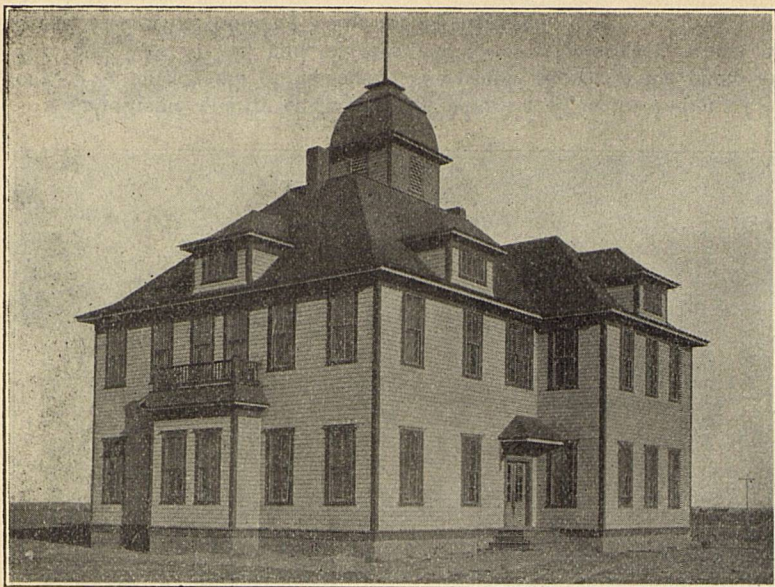
This cut shows the beginning of the next town west of Stratford, 12 miles away. A wheat crop has just been harvested from this town site. We have the town all platted (on paper), and will soon have the "Pegs stuck" by a surveyor. It is the property of The Standard Land Company. The Goodyear Lumber Co. have their sheds partly built and several cars of lumber on the ground. Mr. Ira Ritchey has erected the first store. Both of these gentlemen are members of the Indiana Colony. Next year's picture book will tell a different story.



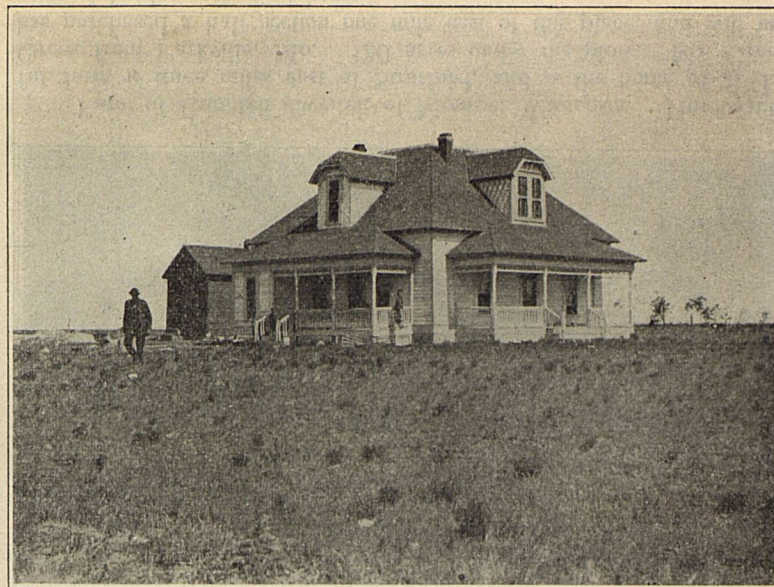
The home (partly completed) of Mr. Yazel, in the Indiana Colony, $5\frac{1}{2}$ miles south of Conlen. The people shown in the photo are Mr. and Mrs. Yazel and children and George Goodyear, whom we found on the roof building a flue for his neighbor.



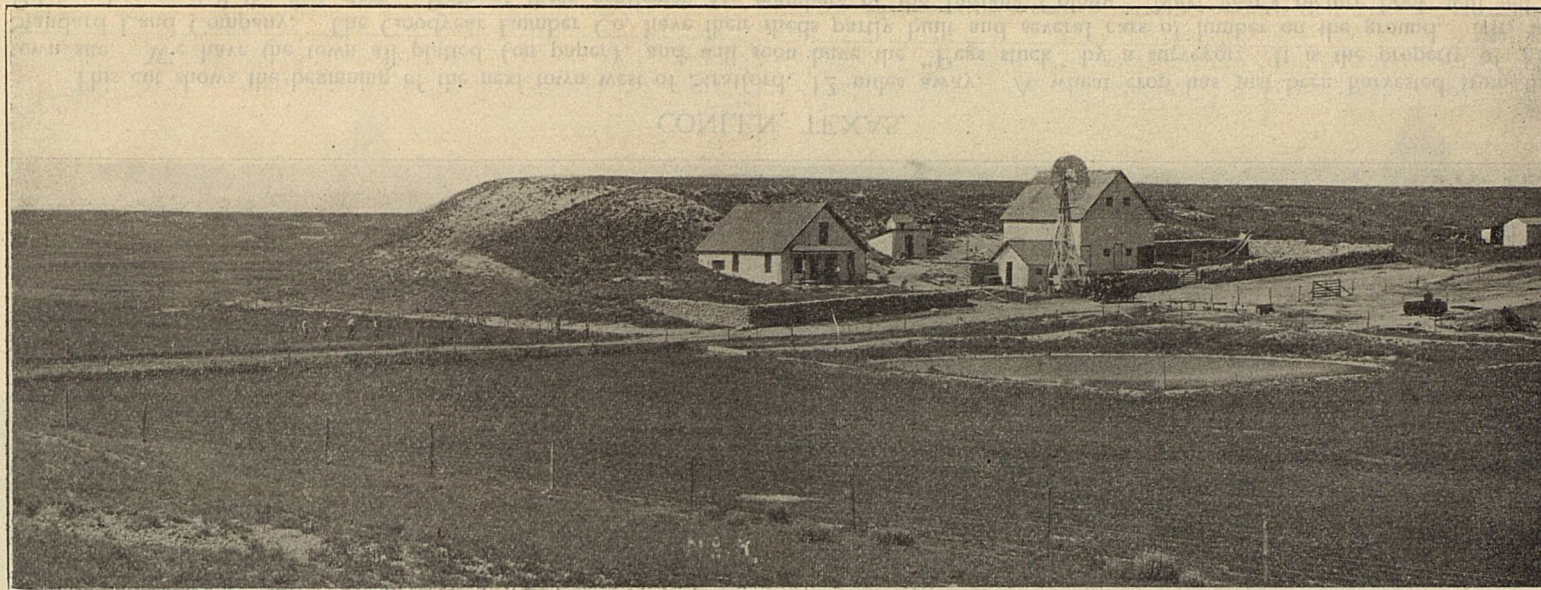
Farm of Rudolph Zweifel, of Monroe, Wisconsin. This beautiful farm is three miles east of Stratford, and is the home of S. E. Green from Parkville, Mo. 320 acres under the plow. Mr. Green has purchased a half section one mile east of this place, and will improve it for his permanent home.



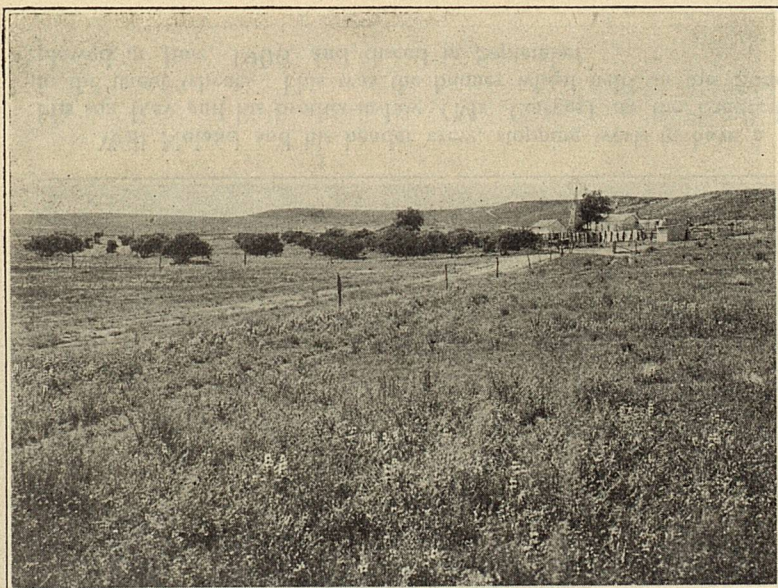
This eight-room school house is the pride of Stratford. One term has already been held in this building. The standard of education in public schools is as high in Texas as can be found in the United States. The High School four-year course is taught here. For the ensuing year new branches (including the services of an accomplished music teacher) are being added to this school.



This beautiful farm house was built by a ranchman four years ago, and on account of the breaking up of the ranches and collapse of the cattle business was never occupied. It is 21 miles southeast of Stratford, near two lines of proposed railroads. Recently sold by us to John Swail of Bridgeport, Ill. Mr. Swail is one of the substantial and well known citizens of Lawrence County.



The home of Wm. T. Noland on "The Standard Land Company Farm," 8 miles southeast of Stratford, showing part of the alfalfa fields. This photo was taken July 4, 1907, just after the second cutting, while "Will" and his family were at Stratford attending the Barbecue. Mr. Noland has purchased 160 acres joining this farm, which he will improve for a permanent home. He farms about 700 acres for the Company on a crop-sharing contract.



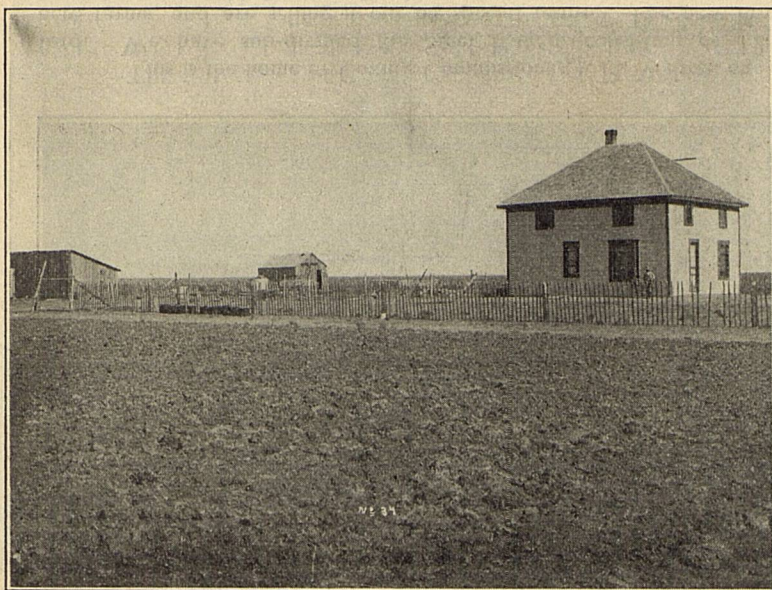
This home under the hill was the headquarters of the old James ranch, which formerly embraced many thousand acres. Only 640 acres now belong with these improvements. It belongs to The Standard Land Company and is occupied by Cal Craggs, of Carlinville, Ill. Many excursionists have eaten the Alberta peaches and cherries from this orchard.



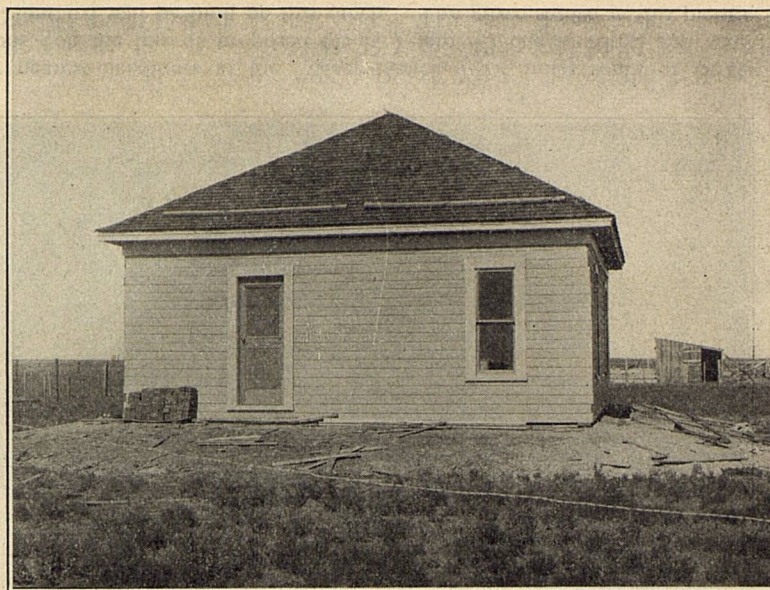
The home of Arch Hughes, who came from Platte County, Missouri. It is 6 miles south of Conlen, in the "Indiana Colony." It is the property of W. H. Seymour, of Marshall County, Indiana, who will make it his home. This farm has 400 acres in cultivation, and has been known as the "Otto Williams Place." Mr. Williams now lives two miles west on land sold him by The Standard Land Company.



This is the home of County Commissioner J. R. Wilson, one of our nearest neighbors at the "Steel Ranch," 17 miles south of Stratford. We have sub-divided the Steel Ranch, consisting of 12 sections (on the line of proposed R. R.) into 48 one hundred and sixty acre farms, and are selling it out on special terms. The new town of Standard will be built on this ranch. The grove shown in this picture is of three year old Carolina Poplars.



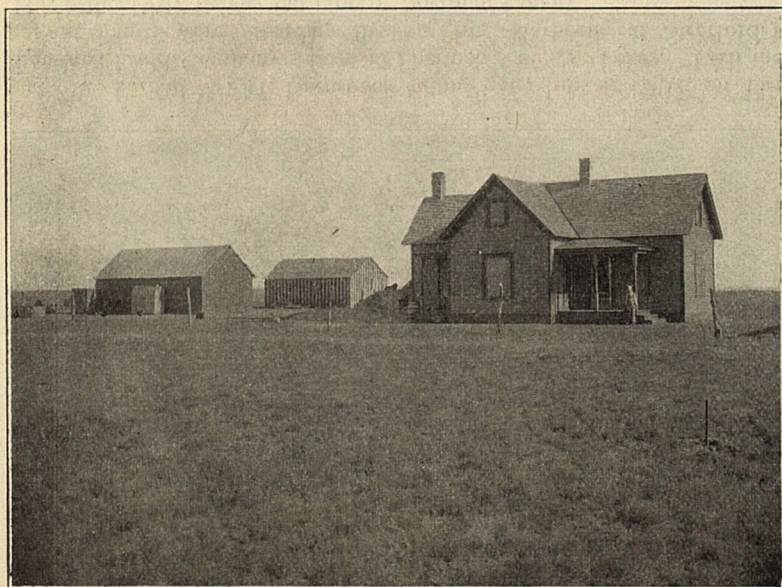
Eight-room house (nearing completion) of George Goodyear, 6 miles south of Conlen, Texas. Mr. Goodyear is a leader of the "Plymouth Colony" from Marshall County, Indiana.



This cottage in the Indiana Colony is the home of Harry Ritchey. When we called with the artist they were all away from home, but we took a snap shot all the same.



Will Noland and his header crew, stopping work to have a snap shot taken. This photo shows Mr. Noland himself on the header. His son Ray and his brother-in-law (Mr. Garges) on the header-barges. Carl Higgins of Washington, Iowa, and Mr. Sheldon standing in the uncut wheat. This was the banner wheat field on the Standard Land Company's farm. It was a sod crop, the sod having been plowed in June, 1906, and disced in September.



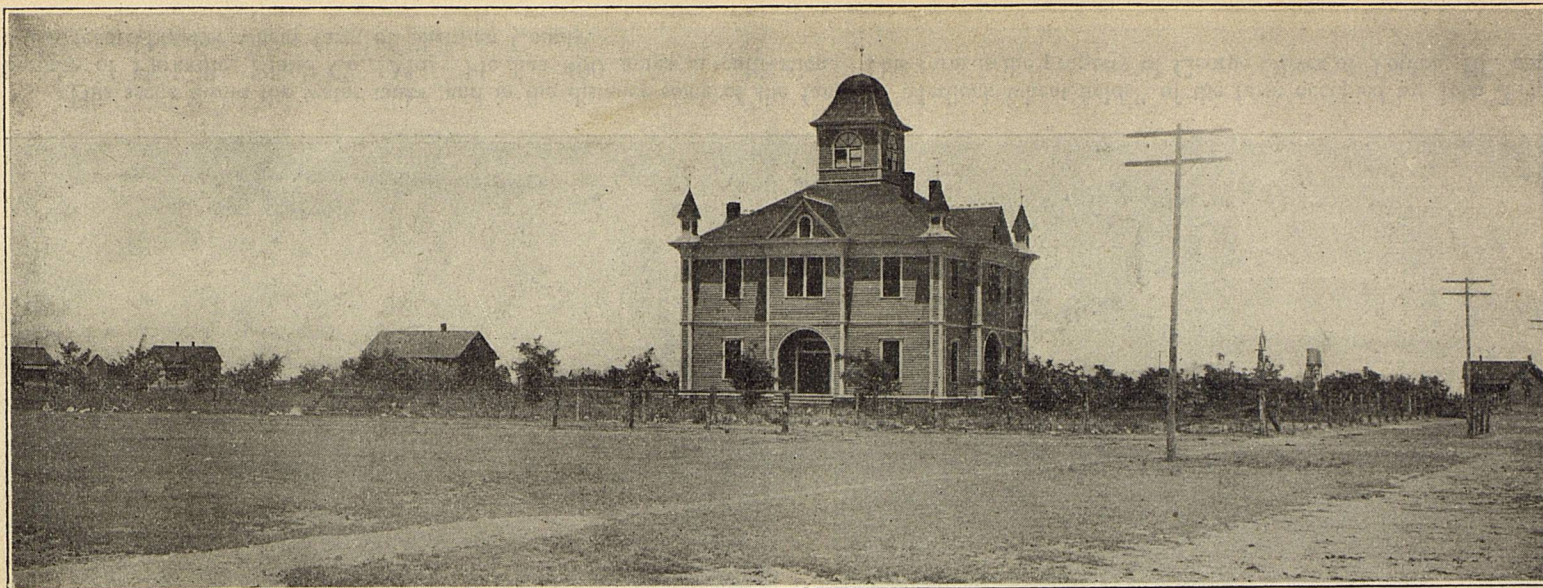
The home of C. C. Craggs, adjoining the town of Stratford, on one of the "Neal Addition" 10-acre lots. This section has all been sub-divided into blocks of 40 acres each, and each block surrounded by wide streets. Has been marketed in four lots of 10 acres each at the uniform price of \$500 per lot. About half of the section has been sold.



Lee Bros. (William, David and Thomas) of Centerville, Iowa, now own five or six sections in Sherman and Dallam Counties. This picture shows the home of William Lee, 6 miles southwest of Stratford. Richard I. Peatman, also of Centerville, Iowa, is farming with Mr. Lee and is now building a comfortable farm house on his section adjoining.



This scene shows the water tanks, and in the distance some of the famous "Medlock wheat fields" of the farm occupied by John Timberlake of Parkville, Platte Co., Mo. He has 400 acres in cultivation. This farm is the property of George Oliver of Toulon, Ill., and is the record-breaker wheat farm of Sherman County.

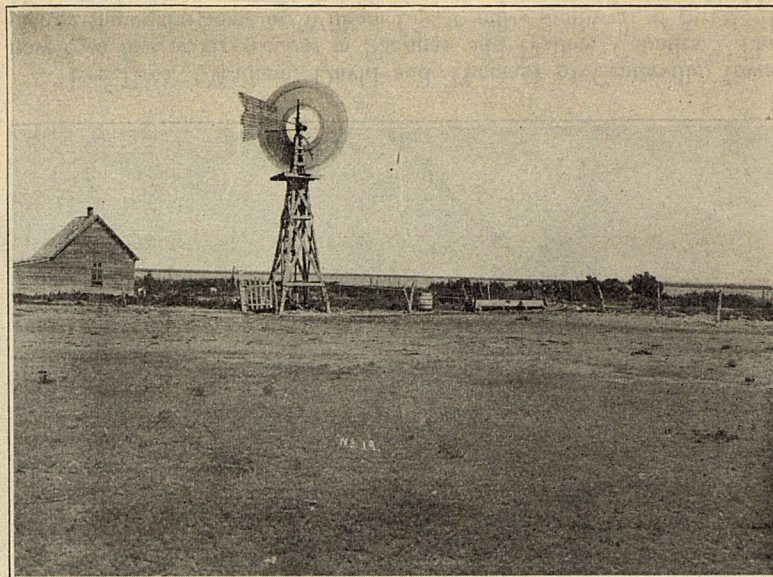


SHERMAN COUNTY COURT HOUSE, STRATFORD, TEXAS.

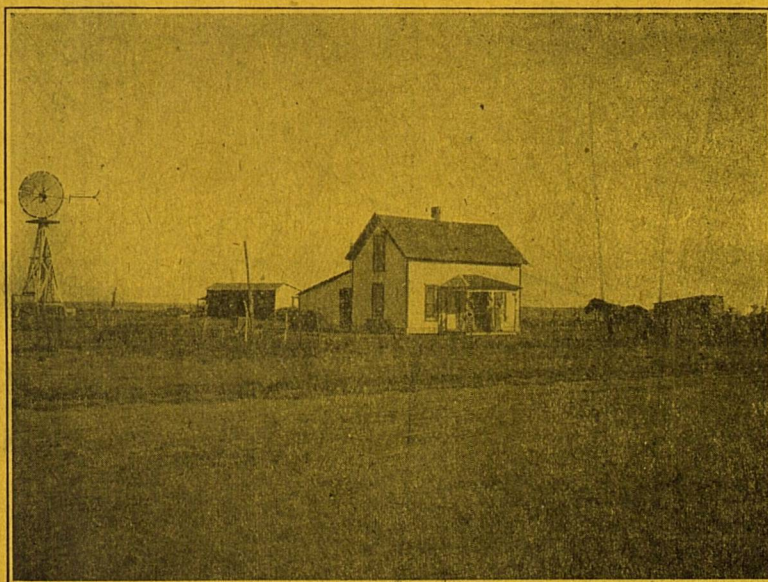
Sherman County has less waste land and is more uniform in quality than any county in Texas. The soil is a deep, rich, alluvial dark chocolate colored loam, more or less mixed with a magnesia lime stone sediment. Ideal wheat land, and good for all kinds of cereals. Water is found in unlimited quantities at an average depth of 175 feet. It is pure snow water. All of the snows that have melted in all the ages on the Rocky Mountains, less than 100 miles away, lies in a great gravel bed under this land. No alkali, no gypsum, no salts, no sulphur—just pure, filtered snow water.



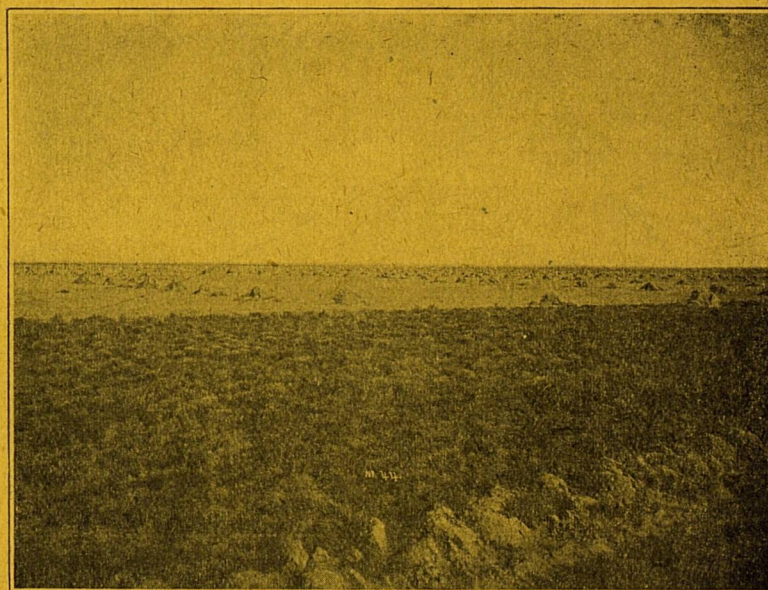
W. L. and W. M. Barnsback cutting oats, July 4, 1907, on The Standard Land Company's farm in Sherman County, Texas. (All the harvest hands were attending the big free Barbecue at Stratford.) This is the 1907 banner oat crop of Sherman County.



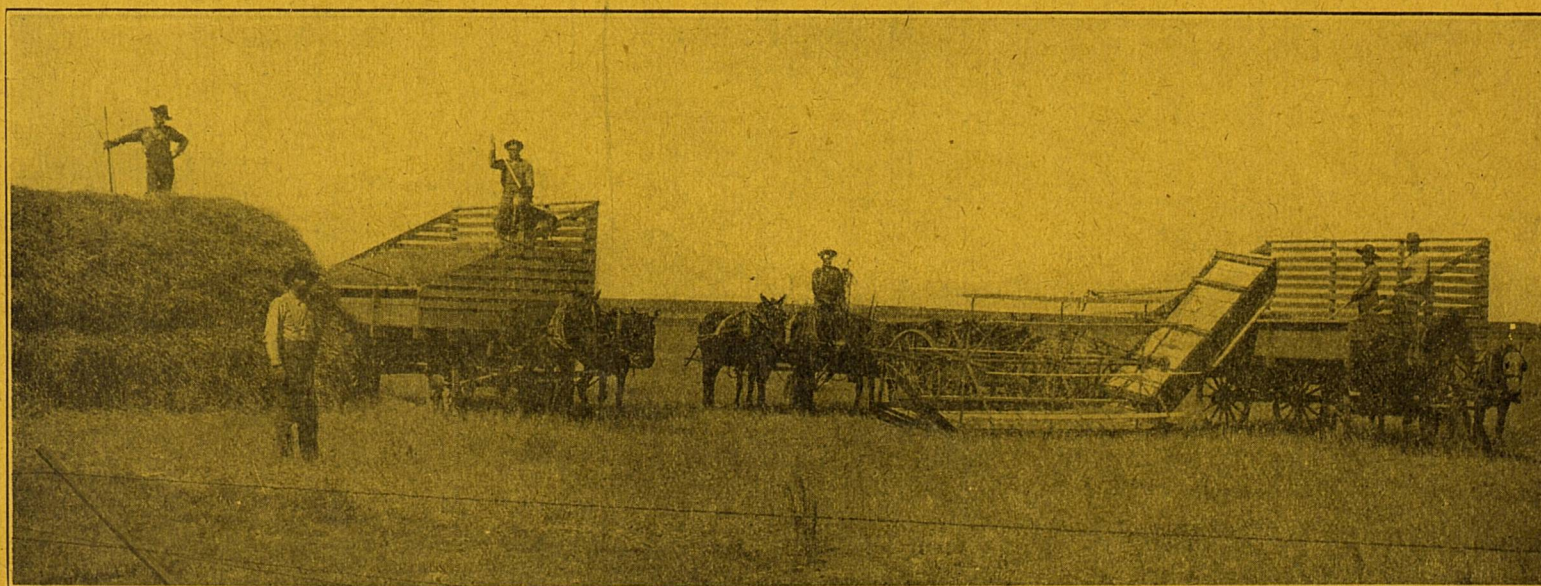
The property of Sidney Smith, of Edwardsville, Ill., 6 miles south of Stratford, Texas.



This picture shows the home of Wm. Hageman, from Posey County, Indiana. He is a hustling German-American Hoosier come to Texas. This farm belongs to John Hish, of Ridgeway, Ill. Mr. Hageman owns the land adjoining. (The shed near the team is on his own land.) Mr. Hageman will soon build a commodious house and barn on his own 220 acres. A Posey County neighbor of Mr. Hageman by the name of Peter Schofer owns and will improve land adjoining him on the west. This home is 2 miles south of Stratford.



Messrs. O. F. Dorrance and Albert Davidson (merchants and bankers) and others from Brooklyn, Iowa, purchased five sections from The Standard Land Company out of the "Henry Watson ranch," 12 miles southeast of Stratford. This wheat scene was taken on some of this land owned by T. E. Roderick, cashier of the Poweshiek County Savings Bank, and R. D. Ackley. They own a section and have 460 acres in cultivation. Chas. T. Rainsburg and Wm. T. Moore, of Brooklyn, own the adjoining land, and have a steam plow tearing the earth up for a 1908 crop.



This harvest picture of Harry Huston and his twelve-foot header on his farm one mile south of Conlen, looks good. Harry had a 500 acre crop this year, and says that it will be 800 next year. The cut shows Arch Hughes engineering the header with a four mule team. These faces will look familiar to everyone from Platte County, Mo.

Fred G. Kimball Toulon, Ill.

Our Experimental Farm

We own and operate a 2560 acre Experimental Farm, eight miles southeast of Stratford. Last year we had over fifty varieties of crops on this farm, most of which succeeded splendidly. This has done much to demonstrate the fact that the climate and soil of Sherman county are perfectly adapted to diversified and general farming.

Hundreds of people from the northern and eastern states have seen it and gazed in wonder at its products and growing crops and gone away with new and corrected ideas of the Pan Handle as an agricultural region.

On the 8th of May, '06, this farm was in prairie sod, and two months later it carried a magnificent growth of wheat, corn, rye, barley, oats, milo maize, sorghum, kaffir corn, flax, millet, castor beans, buckwheat and many other crops, and at harvest time showed that no part of the United States can give surer or better returns for the farmer's labor.