

# MARKETING DAKOTA

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NOW IS THE TIME TO COME TO DAKOTA

Garden Spot  
of the World



Our lands are  
the very best

## ★ ★ FREE LANDS ★ ★

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Thousands upon thousands of acres of the richest  
and most productive soil that the sun shines upon

Her farms wonderfully productive  
Unequaled is her prosperity

A home and ultimately a  
**FORTUNE!**

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*Sponsored by the Larson Family Foundation and the South Dakota Future Fund.*



# MARKETING DAKOTA

## COME TO DAKOTA!

Free land drew thousands to Dakota

Railroads built lines into sparsely populated territory hoping immigrants and profits would follow. Government officials and town boosters encouraged settlers with promises of the good life. Communities, railroads, and the government all advertised aggressively. Reality seldom got in the way of a good promotional line. This exhibit looks at the marketing used to draw settlers to Dakota.

No one played nice in the fierce competition for settlers. Iowa newspapers referred to the “barren, desolate, Godforsaken land of Dakota.” Dakota boosters shot back, “You men from Michigan and Illinois, from Iowa and other states . . . where one-half of the year you are alternately freezing and thawing and wading in mud up to your ears . . . come to God’s country.”



Flandreau, DT, 1883.

**THE STATE OF DAKOTA.**  
 Besides of the daily newspaper press have been kept informed of the rapid strides Dakota Territory is making toward civilization, and they who are both aware of and alive to the exact situation of affairs, have only to take early advantage of time and opportunity, which are now before them. Dakota is emphatically **A Young Man's Country**, and fully thirty per cent. of the immigration consists of the able-bodied, which is to be the deciding factor between the two States of Dakota and the northern territory, has been drawn from the best classes of American born people. As proof of population, of character of citizenship, of social intelligence, and of commercial progress and enterprise, Dakota will become a **WHEATING HUB**, while its productive capabilities of soil and mineral wealth, the former is to be the greater and the other State.  
 In a recent editorial bearing on the subject, the Chicago State (Illinois) said: — "The north is that Dakota is to be the most progressive of the States of the new Northwest, and is to lead in the development of the great wheat lands on both sides, which the eyes of Europe as well as America are turned." Other towns are growing in Dakota faster with equal success. The story told and the dream of King Cohn and his northern hosts at about the high degree of attainment.  
 The wealth of the **Black Hills** is but just beginning to be known. It was at first commonly thought that gold was the only promise offered to which the Whites, abandoned to any extent, subsequent developments, however, have unambiguously demonstrated that gold is not one of their **prevalent products**, in which the Black Hills region is rich almost beyond belief. Within the past year large paying silver mines have been opened and developed to the production of silver in regularity, and there are vast areas of half-buried wealth in lead, copper, iron, coal, gypsum, salt, and petroleum.  
 Heavy deposits of **glaciers** are also found in the Black Hills, where several of the most fertile of lands are maintained by the heavy milt annually.  
 The vast stock ranges of the far Northwest extend through the Northwestern part of Dakota to the Missouri river.  
 Agricultural and mineral Dakota is rich in the soil to riches. Fast following upon the heels of its settlement and development, comes **commerce and manufacturing** Dakota, a land study of which is easily afforded by a glance at its towns of chief business importance.



Grain Palace, Plankinton, 1891.



GO TO HARROLD AND YOU WILL NOT REGRET IT!

**BOOM BOON**  
 WOULD YOU STOP TO THINK?  
 RAPID PROSPERITY  
 THE MOST DESIRABLE DELIVERED  
 HARROLD  
 ONE OF THE LEADING TOWNS  
 CENTRAL DAKOTA

**HARROLD**

CHICAGO & NORTH WESTERN RAILWAY  
 RICHEST FARMING BELT  
 OPPOSITE SIDE OF THE COSET?  
 ENJOYING A FARMER'S LIFE  
**HARROLD**

THE SKETCH BELOW  
**MODEL FARMS**  
 GARDEN SPOT OF DAKOTA  
 THE CLIMATE OF THE TERRITORY IS IDEAL FOR HEALTH AND ALL FINE RECREATION

A PRIME FEATURE  
**WATER SUPPLY**  
 YEAR ROUND FRESH  
 HYDRANTS RESERVOIRS

**OLD**



Stanley County, 2008.

PIERRE  
 CAPITAL CITY  
 OF A NEW CAPITAL LAND  
 ALL THE RIGHT  
 HURON AND STANLEY  
 COUNTY  
 CENTRAL SOUTH DAKOTA  
 FAIR  
 HURON  
 SEPTEMBER 24, 1892



# MARKETING DAKOTA

## LOCAL OFFICIALS

### Early officials sang Dakota's praises

Early governors touted Dakota's assets. Printed copies of their speeches made compelling promotional material. The territorial Immigration Bureau was established in 1871. The bureau printed and distributed promotional pamphlets written in English, German, and Scandinavian languages.

In 1875, the Immigration Bureau sent out over 18,000 promotional pamphlets.

**GEOLOGY**  
OF DAKOTA AND MISSOURI VALLEY

**LETTER FROM DR. HAYDEN**  
PHILADELPHIA, Jan'y 20th 1867

To his Excellency A.J. Faulk,  
Governor of Dakota Territory


Dear Sir: - I have the honor to forward you a copy of some of the remarks in regard to the geology of Dakota made before the American Philosophical Society of this place. From this time on I shall send you articles quite often for I am anxious that the people of Dakota shall have an opportunity to read the geological history of a country for which is now attracting the attention of the civilized world. I beg you to have these remarks published in the *Dakotian*:

Very respectfully yours,  
J.V. HAYDEN

Union & Dakotian, February 9, 1867

**The Golden Letter**  
When geologist Ferdinand V. Hayden visited the Black Hills in 1866, the governor asked him to write a description of the area. Hayden's response became known as the Golden Letter because it claimed the Hills had gold, silver, and gypsum. Printed by newspapers nationwide, the Golden Letter gave faraway readers a favorable impression of Dakota.

**OUTLINES OF HISTORY**  
OF THE  
TERRITORY OF DAKOTA  
AND  
**EMIGRANT'S GUIDE**  
TO THE FREE LANDS OF THE NORTHWEST



Containing a description of Country, Climate, Soil, Productions, Timber, Coal, Minerals, Fisheries, Cattle, Horses, Game, Agriculture, Railroads, Telegraphs, Navigation, Railroads, and a complete business directory of the Upper Missouri Valley and giving the reliable information for Emigrants who are desiring the best way to go west to country, where to travel and where to buy what they may need all in their own language.

ACCOMPANIED WITH A NEW SECTIONAL MAP

BY  
**JAMES S. FOSTER**  
*Commissioner of Immigration for Dakota Territory.*

YANKTON, DAKOTA TERRITORY,  
KURTZ & FOSTER, PRINTERS, '75 AND JOURNAL OFFICE,  
1875.

Land agents traveled throughout Canada and Europe urging prospective immigrants to settle in Dakota. Local agents selected land, prepared homestead paperwork and paid filing fees for newly arrived settlers.

South Dakota	
Year	Population
1860	1,153
1870	11,776
1880	98,268
1890	328,808
1900	401,570
1910	583,888

**Own a Farm**  
in the rich south-central  
**South Dakota**

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FINE Improved Farms,  
Stock Ranches and  
Prairie Lands. : : :

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Correspondence Invited

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**REYNOLDS & KRUEGER,**  
HOME OFFICE:  
**Kimball, S. D.**  
Reference: Any Bank in Brule County.

**SOUTH DAKOTA**

The Land of Sunshine,  
Happy Homes and  
Prosperous People, of  
Fertile Plains, Mountains  
of Precious Metals and  
Beautiful Scenery

---

**Has a Place for You**

For Definite Information as to  
the Spots & Opportunities

Address

**Department of Immigration**  
**PIERRE, S. D.**

The State of South Dakota

**DEPARTMENT OF IMMIGRATION**

*Presents This to You*

It is hoped you will use it to get better acquainted with the State and learn of its great resources.

THE FREE LANDS  
OF  
**DAKOTA;**

DESCRIPTION OF THE COUNTRY; THE CLIMATE; THE BEAUTIFUL VALLEYS, AND OCEAN-LIKE PRAIRIES; THE CROPS; THE LAND LAWS, AND THE INDUCEMENTS OFFERED TO

**BY FRED J. CROSS,**  
Territorial Superintendent of Immigration.

Published by order of the Board of Immigration.

YANKTON DAKOTA  
BOWEN & KINGSBURY, PRS. PRESS AND  
DAKOTAMAN OFFICE,  
1875.

Copies of this brochure went out in English, German, and Norwegian.



# MARKETING DAKOTA

## DAKOTA RAILS

Railroads had a profound effect on Dakota settlement. Railroads laid down track before people moved into an area. They advertised heavily to entice immigrants. Their overseas immigration offices spread the word about Dakota in Great Britain, Norway, Denmark, Sweden, Holland, Switzerland, and Germany.

### Splendid Opportunities To Establish New Homes in the West

Thousands of Acres of Government Land Open for Homesteads on the New Line of the Pierre, Rapid City & North Western Railway between Pierre and Rapid City



New towns, fine homesteads, ready markets and great chances for the man with small capital in this part of South Dakota, situated tributary to the new line of the Pierre, Rapid City & North Western Railway, offers great opportunities to the homesteader.

The finest grazing land in the world. Excellent openings for business offered in the new towns which are situated along the line of railway.

#### Special Low Rates for Homeseekers from all Points

First-class round-trip tickets to Pierre, good on through trains of The North-Western Line, are on sale on convenient dates. The rate from Chicago is \$21.00 for the round trip. Correspondingly low rates from other points will be quoted upon application.

These Homeseekers' tickets have a return ticket of twenty-five days from date of sale, which gives the holder an opportunity to look for a location.

#### South Dakota's Crops are Unexcelled

The people are prosperous, the markets are busy and the farmers are making money. It is the land where

#### Poverty is Unknown

South Dakota has the largest per capita wealth production of any state in the Union. Her school fund is large and her public school system is one of the best in the world.

#### Go and See for Yourself

Write for full particulars regarding railroad rates for passengers and household goods and for information regarding this great western country.

REPLY TO: 4200 BROADWAY, CHICAGO, ILLINOIS



W. H. MERRILL, Passenger Traffic Manager, C. & N. W. Ry., CHICAGO, ILL.

Please send me further information in regard to South Dakota, its resources and the opportunities afforded by same.

Name \_\_\_\_\_

Address \_\_\_\_\_



Okaton, ca. 1910.

Railroads platted over 400 towns in Dakota. With a town every 7 to 10 miles along the track, farmers with a team and wagon could get to town and return home in the same day.

ALL PARTS OF

## DAKOTA

are best reached via the Lines of the

**Chicago,  
Milwaukee,  
AND St. Paul**

RAILWAY.

For detailed information in regard to the resources of Dakota, how to secure Government Land, rates of passage and freight, apply by letter or in person to

**W.E. POWELL,**  
General Passenger Agent, St. Paul, Minn., U.S.A.

**S.S. MERRILL,** General Manager, **A.V.M. CARPENTER,** Chief Passenger and Ticket Agent,

**ROSEWELL MILLER,** Chief Ticket Agent, **A.C. BIRD,** General Freight Agent,  
MILWAUKEE, WISCONSIN, U.S.A.

**2,000,000 FARMS** of Fertile Prairie Lands to be had Free of Cost

# CENTRAL DAKOTA

The United States offers on a Gift Two Million Farms to Two Million Families who will occupy and improve them. These Lands lie between the 44th and 46th degrees of latitude, and between Minnesota and the Missouri River. In this belt is about

**30 Millions of Acres**

Of the Most Productive Grain Lands in the World. The attached Map shows the Location of these Lands.



**YOU NEED A FARM!**

Here is one you can get simply by occupying it. It will be noticed that the

# CHICAGO AND NORTHWESTERN

Has Two Lines of Road that run through to these Lands. It is the only Rail Road that reaches them.

to the River to the West, North and South of Westerns, are many millions of acres that you can reach by the CHICAGO & NORTHWESTERN RAILWAY. Along the line in Dakota have been laid out a number of Towns in which are needed the Merchant, Blacksmith and Lumber.

CENTRAL DAKOTA is now for the first time, open to settlement. The Indians have been removed and their reservations offered to those who wish to occupy them.

## HOW TO GET THERE

You should be able to get to these lands via the CHICAGO & NORTHWESTERN RAILWAY, in TRAIN or PASSENGER, Steamers, or in WAGON, etc. etc. as there are not yet any roads to all Dakota West of the line to Helena. From Minneapolis, or from any Western Town of South Dakota, you can get connections that will take you to the lands West, North or South of the Lake Superior line of the Railroad. All agents of the CHICAGO & NORTHWESTERN RAILWAY can tell you details in these lands.

#### AT CHICAGO YOU CAN BUY TICKETS AT

42 CLARK STREET; 75 CANAL STREET, Corner of Madison; at the WELLS STREET DEPOT, on Kinzie Street, north of Wells Street Bridge; and at KINZIE STREET DEPOT, on the Corner of Kinzie and Canal Streets.

**BEAR IN MIND YOU WILL NOT GET TO THE LANDS BY TRAIN**

**Chicago & North-Western R'y.**



# MARKETING DAKOTA

## DAKOTA RAILS

The railroads wanted tradesmen in Dakota

One publication wrote, "there are splendid openings in this new and rapidly developing country for carpenters, blacksmiths, shoemakers, harnessmakers, and workers at all other trades."

### THE BLUE BLANKET VALLEY!

Reached by way

Lebanon, Potter County, Dakota.

Openings for Business Men!

CHOICE LANDS AT REASONABLE PRICES!

GOOD WATER & AN ABUNDANCE OF IT

THE CROPS in this Valley have always been good. The farmers are thrifty and although the valley has only been settled four years there are many settlers in and around Lebanon.

Corn, Wheat, Oats, Barley and Potatoes give good yields, as our farmers will testify. All kinds of Live Stock can be raised here to good advantage and profit.

Hay--Range and Water, abundant.

### RAILROADS!SCHOOLS

Not a life nor a limb has been lost by frost or storm in Potter County this winter.

### TOWN OF LEBANON!

Is Twelve Weeks old,

and although settled late in the fall, has 30 business houses. Lebanon is surrounded by a first-class settlement. From its principal street you can see with the naked eye over 125 farm houses. In no part of Dakota will you find a more prosperous lot of farmers.

Our merchants and business men have plenty to do, are not afraid of competition, and guarantee you a business opening in almost any line of business.

Good Water can be obtained by Digging Fifteen Feet.

### A GOOD OPENING FOR A FLOURING MILL.

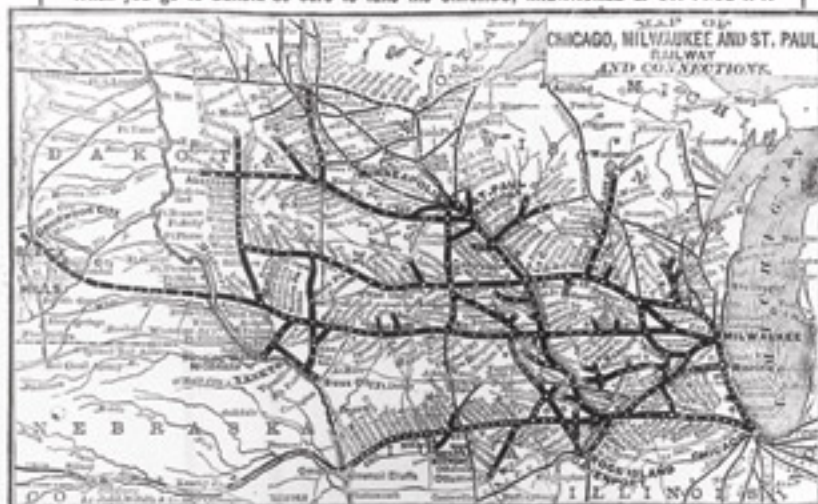
We are not booming for a metropolis, but we do claim the best trading point in Potter county. If you have energy and business ability with a little capital, you can be sure of a snug cozy business right here.

Your investment need not be large, but it will be safe. Merchants, lively men, mechanics, harness makers, shoe makers and professional men are invited to come and see this town. Farmers can get good lands from \$3 to \$7 per acre. The hardships of pioneer life are largely past. The country has been tested. It shows for itself. Come and help us build a town. No matter what your business, trade or occupation you will find a fair chance here. Don't expect too much, to come and see. It don't take a fortune to buy a town lot in Lebanon. You can get prices and terms that are reasonable. See our large circulars for further information, or write to

CHAS. W. SEARIGHT, Town Site Agent,

LEBANON, POTTER COUNTY, DAKOTA

When you go to Dakota be sure to take the CHICAGO, MILWAUKEE & ST. PAUL RY.



All the Roads shown in heavy black lines are owned and operated by the Chicago, Milwaukee & St. Paul R'y. A total of OVER 8000 miles of thoroughly equipped road.



Dakota train, 1885.

Approximately 2,179 miles of track were laid in South Dakota between 1878 and 1887.

### TYNDALL, DAK.

The Past Present and Future of one of the Most Promising, Enterprising, and Prosperous Towns of the West.

### ITS BUSINESS AND BUSINESS MEN.

Fine Location, immense Business, Intelligent and Public-Spirited Citizens, Good Buildings, Public Improvements, Bright Future, Enterprise and Thrift.

## SOUTH DAKOTA



Chicago  
Milwaukee & St. Paul  
Railway

### Publications of the Chicago, Milwaukee & St. Paul Ry.

They are free for the asking.

#### ALONG THE NEW LINE.

An illustrated book describing a 300-mile drive along the Pacific Coast extension of this railway in North Dakota and Montana.

#### A TRIP THROUGH THE NORTHWEST.

Describes a trip through the territory traversed by the Pacific Coast extension of this railway and the opportunities offered in farming, stock raising and fruit growing lines.

#### MONTANA.

A folder describing the opportunities in farming, stock raising and mercantile lines in Montana along the Pacific Coast extension of this railway. Contains a county map of the state.

#### GOVERNMENT HOMESTEADS.

Tells how to secure a free homestead in the Dakotas and Montana along the Pacific Coast extension of this railway.

#### NORTH PACIFIC COAST COUNTRY.

A descriptive book containing illustrations of scenes in Montana, Idaho, Washington, British Columbia and Alaska.

#### TO CALIFORNIA.

An illustrated leaflet describing the pleasures of a trip to California on The Overland Limited of this railway.

#### COLORADO.

A thirty-page book, with illustrations, describing Colorado.

#### ENCLOSURE SPRINGS.

A thirty-page book, with illustrations, describing this wonderful summer and winter health resort.

F. A. MILLER,  
General Passenger Agent,  
Chicago.

GEO. B. BURNES,  
Inspection Agent,  
26 Adams St., Chicago.



# MARKETING DAKOTA

## DAKOTA RAILS

Railroads had a profound effect on Dakota settlement

To attract German immigrants, the Northern Pacific changed the name of the railroad town at the Missouri River crossing from Edwinton to Bismarck in honor of the German chancellor.



### PIERRE

The capital of the State. The county seat of Hughes county. The center of the Gas Belt district, and the city that offers better opportunities than any city in the west to-day.

It is located on the Missouri River at the Point that the Northwestern R'y Co., will cross their Main Line Between Chicago and the Pacific Coast.

Population 4,000.  
 Six Churches.  
 Three large brick School Buildings.  
 Business houses mostly brick.  
 We own our own Water Plant.  
 We own our own Gas Plant.  
 We own our own Electric Light Plant.  
 Three National Banks.  
 Wholesale Grocery House.  
 Two Cigar Factories.  
 100-barrel Flour Mill.  
 Two Daily Papers.  
 Three Weekly Papers.  
 \$200,000 Government Building.  
 Carnegie Library.  
 \$7,000,000 Capital Building now under construction.  
 Cement Brick Factory.

Come and see us, we sell property in this prosperous city.

J. L. Lockhart Land & Investment Company  
 PIERRE, SOUTH DAKOTA



Pocket watch used on the Chicago, Burlington & Quincy Railroad, ca. 1885.

### BUY YOUR TICKETS TO SOUTH DAKOTA

Via C. M. & St. P. R'y to Selby, thence via daily stage to Mound City, or via the "Soo" line to Herreid, then take the livery to Mound City.

FARE REFUNDED TO PURCHASERS



Special railroad excursion rates of a penny per mile allowed potential settlers to look over the land. As many as 6,000 visitors a day did so in November 1880.

## SOUTH DAKOTA

Is now one of the

## UNITED STATES

### And her Future is Assured

The undersigned having control of 100,000 acres of the choicest land in the Counties of Hughes, Hyde, Potter and Sully, and desiring to afford home-seekers opportunity to make personal examination of lands, have arranged for three personally conducted Excursions by Special Trains, by the Chicago & North-Western Railway to Pierre, Dak., leaving Chicago

9.00 P. M., Wednesday, April 24th, 1870

9.00 P. M., Wednesday, May 22d.

9.00 P. M., Wednesday, June 19th.

Excursionists will have opportunity of examining lands in said Counties.

All arrangements for the comfort of excursionists being made under our own personal supervision, we can guarantee most satisfactory results.

For information and all details apply to any Ticket Agent on any Railroad east of Chicago, or to

**PROUDFOOT & McDONALD,**

309 Lackawanna Ave., Scranton, Pa.

of \_\_\_\_\_ is our Local Agent  
 Co. \_\_\_\_\_

**PROUDFOOT & McDONALD,**

IF YOU ARE CONVINCED THAT DAKOTA

IS THE GARDEN SPOT OF THE WORLD, HOW TO GET THERE.

THE CHICAGO & NORTH-WESTERN RAILWAY IS THE PIONEER DAKOTA LINE.

It enters the Territory at FIVE DIFFERENT POINTS, thereby rendering it accessible by this line ALL POINTS OF INTEREST in Dakota. It runs

Through Express Trains Daily Equipped with all Modern Appliances for Comfort, Speed, and Safety

BETWEEN CHICAGO, WATERTOWN, REDFIELD, ABERDEEN, COLUMBIA, HURON, PIERRE And all Intermediate Points.

It is also much the SHORTEST and BEST Route to DEADWOOD and all Points in the BLACK HILLS.

All Express Agents sell tickets via the CHICAGO & NORTH-WESTERN. If you require more definite information, maps, time tables, or rates of fare, apply to **R. B. WARE,** General Passenger Agent, C. & N. W. R'y, Chicago, Ill.







# MARKETING DAKOTA

## LOCAL BOOSTERS

Town boosters worked relentlessly to attract settlers

SIoux FALLS the metropolis of South Dakota, is a flourishing city of over 15,000 of the most enterprising and energetic people to be found in the central west.

FARMERS, MANUFACTURERS, CAPITALISTS.

INFORMATION ABOUT

• **Yankton County** •

SOUTH DAKOTA.

DO YOU WANT TO

**BECOME RICH?**

THIS IS YOUR OPPORTUNITY.

**Cheap Lands and Manufacturing Sites.**

FOR FURTHER INFORMATION ADDRESS

Chairman County Commissioners, Mayor of the City of Yankton,  
Yankton Improvement Company, Or. any Bank or Business House.

COME AND SEE FOR YOURSELF.

W. E. Cassiday Printing House, Yankton.

PIERRE

THE "Future Great."

THE ROAD to fortune is open. It leads through Pierre. Who would prosper and thrive may come in. A small sum, a few hundred dollars, invested judiciously in honest real estate in this young city, at present low prices, cannot but prove a safe, sure and immensely profitable investment.

OUR LANDS Are The **VERY BEST!**

OUR PRICES ALWAYS DOWN

Everybody Gets a Square Deal

Big Crops  
Fine Land  
Low Prices

Write Us For **MAPS AND PRICES**

HUGHES, HYDE, SULLY AND POTTER AND FAULK COUNTIES, SOUTH DAKOTA.

**WEST LAND CO.**  
PIERRE, S. D.

NO OTHER PART OF THE STATE HAS SUCH A VAST DISTRICT OF UNIVERSALLY FINE LAND AS **HUGHES AND SULLY COUNTIES**

South Dakota Is Getting More Immigration Than Any Other **STATE**

Her Crops ARE Unsurpassed

Unequaled IS HER Prosperity

Her Farms Wonderfully Productive

Hughes and Sully Counties Offer The Best **BARGAINS IN LAND**

Big Crops  
Fine Land  
Low prices

We Are From

**TURNER COUNTY**

Where Crops Never Fail

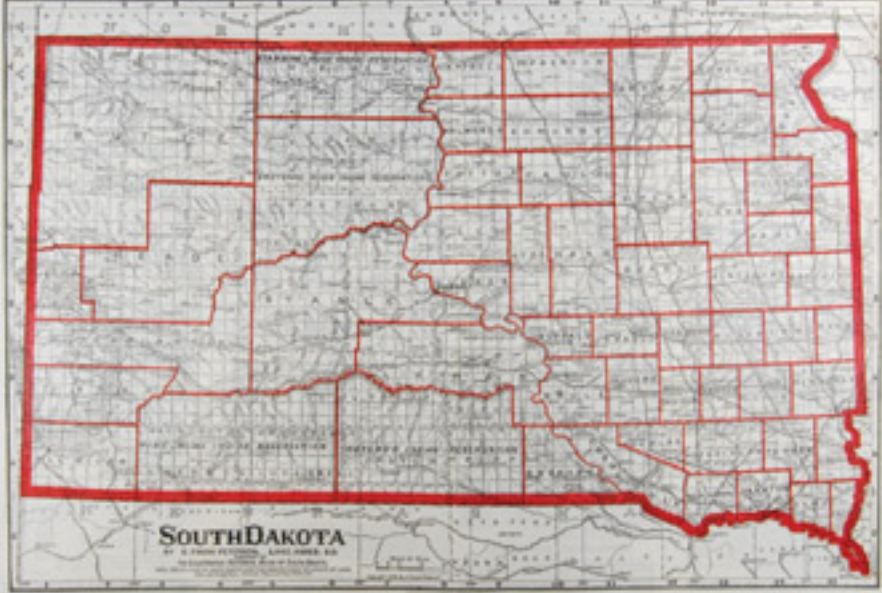


# MARKETING DAKOTA

## LOCAL BOOSTERS

Town boosters worked relentlessly to attract settlers

The Great State of South Dakota; the Land of Corn and Gold



**A. JOHNSON**  
Real Estate and Loans  
Sioux Falls, South Dakota

Sioux Falls, South Dakota  
Lands for sale in Kingsbury, Beadle, Clark, and Spink Counties.  
Headquarters for Land Sales and Transfers.  
Office over Investors State Bank.

**VALUABLE CITY PROPERTY FOR SALE.**  
The Subscribers offer for sale a quantity of **VALUABLE CITY LOTS,** LOCATED AT **BON HOMME,** COUNTY SEAT OF BON HOMME COUNTY, D.T.  
The Property will be sold at reasonable prices, by the single lot or by the Block, to suit the convenience of Purchasers. The Town is beautifully located on a Level Plateau, thirty feet above river, commanding a pleasant view of Steamboats passing up and down the river. BON HOMME is twenty miles west of Yankton, the Capital of the Territory, and in the seat of the Third Judicial District of Dakota. The first class line of **FOUR HORSE COACHES** OF C.E. & D.T. HEDGES, run regularly from **SIOUX CITY TO FT. RANDALL,** VIA YANKTON AND BON HOMME.  
The PACKET COMPANY'S BOATS, stop at Bon Homme, at which place there is a Steamboat Landing, equal to the best on the Missouri River, and which has never been affected by floods.  
BON HOMME, is surrounded by an excellent Agricultural Country which is rapidly filling up. Near Bon Homme on the Missouri River, are to be found some of the largest tracts of Timber in the country, and the New Steam Saw Mill of Hanson & Co., located at Bon Homme, furnishes a good quality of Lumber, at reasonable rates. The town contains two Hotels, several Stores and Mechanic Shops, besides the County Office, School House, and Post Office. Apply to Dr. W.A. BURLEIGH at Bon Homme, or to A.J. Faulk at Yankton, D.T.

1905

**SOUTH DAKOTA**  
Offers Exceptional Advantages to the **FARMER AND HOMESEAKER**

NOWHERE ELSE CAN YOU FIND SUCH DESIRABLE CONDITIONS AND LAND VALUES SO REASONABLE AS HERE.

For detailed information call upon or write to  
**F. C. Whitehouse & Co.**  
Land and Immigration Agents  
Sioux Falls, S. Dak.  
Home Office  
681  
9/2/12

**PRENTICE & PETTIGREW'S**  
ADDITION TO **PIERRE**  
The Prospective Capital of Dakota and Commercial Metropolis of the **Far Northwest.**  
The Missouri River, the Black Hills Mining, Pine and Agricultural Country, and the Great Sioux Reservation, are considered in connection with the Position of Pierre.  
Golden Opportunities for Safe and Sure Investment in the **BEST TOWN LOTS IN DAKOTA**  
For further information than may be contained in this circular, address  
**V. E. PRENTICE,** PIERRE, D. T.  
**R. F. PETTIGREW,** SIOUX FALLS, D. T.  
**F. W. PETTIGREW,** FLANDREAU, D. T.  
With A. Chapman, Farmers, W. Cook, Sioux, Chicago.




Rapid City, ca. 1890.



**BROOKINGS COUNTY** SOUTH DAKOTA

**CHAS. STRUCK LAND CO.,** ELKTON, S. D.



**Good Lands Cheap**

OVER 50,000 ACRES

of Choice Wild and Improved Farms for sale to  
Eastern South Dakota and Southwestern Minnesota  
At prices from \$20 to \$50 per acre.

Write me for full description and Prices, or call on my local agent in your town.

To those Interested in Building up Dakota - Send us letters descriptive of your various localities. Tell us how many bushels of wheat, oats, potatoes, corn &c. were raised in your neighborhood last year. How much by any one farmer. How much to the acre. How deep you dig for water. What arrangements you are making for the coming season? Tell us about your people, schools, churches, accidents, incidents, projects, advantages, marriages, deaths. Water powers, timber, kind of soil, stone quarries, brick clay. Write us a short letter every week and mention some of those matters. Keep the ball rolling.

**COME TO DAKOTA**  
Yes, come to Dakota! Here you are removed from the immediate troubles that unfortunately hang around our beloved country. Here you will find health, peace, and prosperity, and the society of an industrious Christian people. Already has the Genius of Religion set up her shrines, and temples of learning are in the course of erection. Here you will find the broad protecting folds of the Star Spangled Banner proudly floating over hill and valley, emblematical of Union, Liberty and Power. And here you will find brave hearts and strong hands to defend that against traitors at home and foes abroad.



# MARKETING DAKOTA

## FAIRS & EXPOSITIONS

Events draw big crowds

At the 1893 World's Columbian Exposition in Chicago, South Dakota boosters highlighted the state. Displays included over 100 varieties of wheat, oats and other grains and a 14-foot cornstalk arch. The wool industry displayed a stuffed sheep. At the local level, town boosters used fairs and expositions to entice settlers with visions of abundant crops and robust livestock.



South Dakota's State Building, 1893 World's Columbian Exposition in Chicago.



Produce display at the State Building, 1893 World's Columbian Exposition in Chicago.



Over 180,000 people –  
20,000 from South Dakota  
– signed the massive  
guest register at the South  
Dakota pavilion of the  
Columbian Exposition.  
The register was billed as  
“the world’s largest book.”





# MARKETING DAKOTA

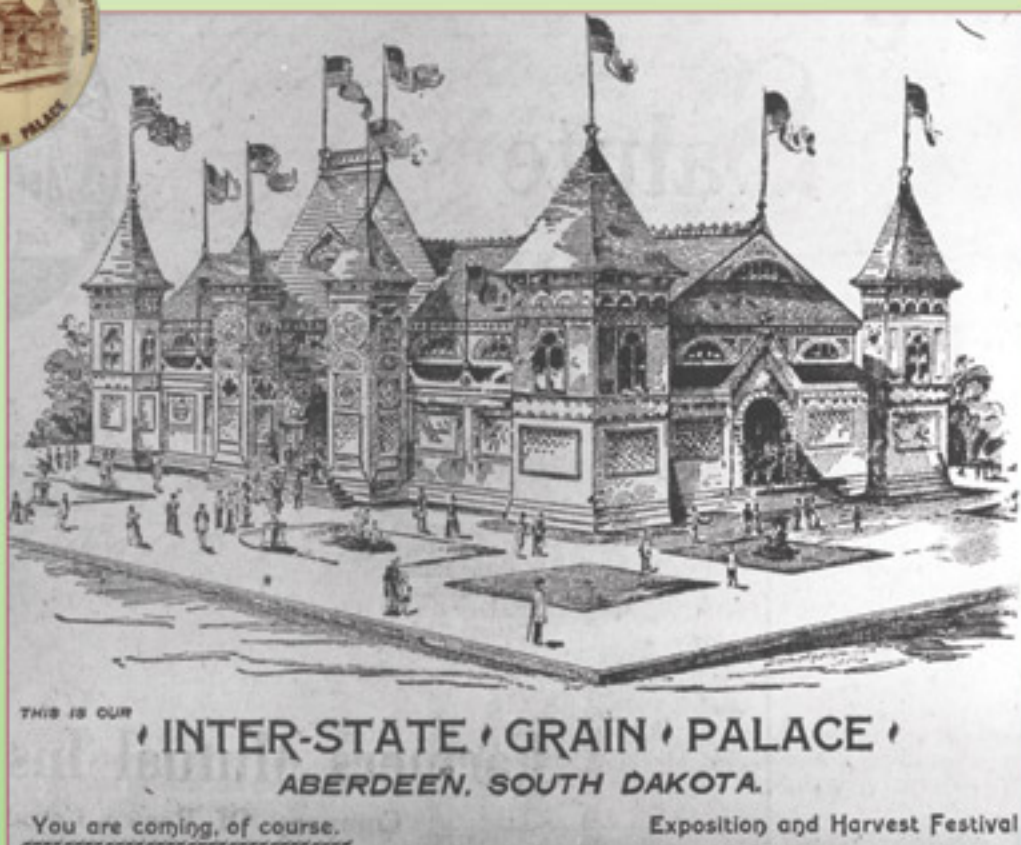
## FAIRS & EXPOSITIONS

Events draw big crowds

Grain palaces popped up around the region, but South Dakota's Corn Palace in Mitchell lasted. As the site of the Corn Belt Exposition in 1892, the Corn Palace enticed settlers and entrepreneurs to the area. After a few shaky years, the Exposition became an annual event.



Corn Palace, Mitchell, 1892.



CORN BELT  
EXPOSITION.

A  
BIG WEEK  
FOR  
SOUTH DAKOTA

MITCHELL, S. D.  
Sept. 28 to Oct. 6, 1892.

COME.

ALFALFA  
AND

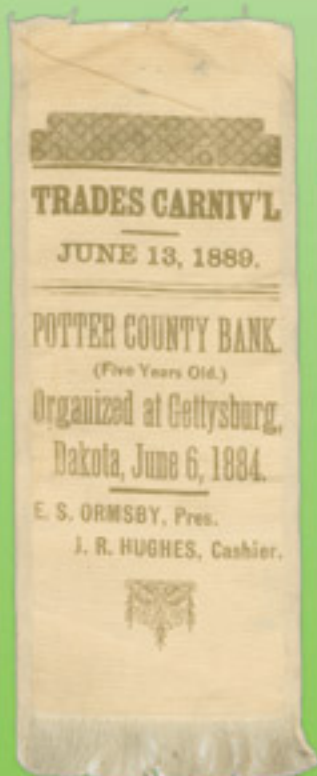


CONVENTION  
ABERDEEN, S. D.  
FEB. 9-14  
1914

BETTER FARMING  
ASSOCIATION  
OF SOUTH DAKOTA

Turner County held its first fair with produce exhibits, livestock shows, and fancy homemade goods in 1880. The fair is still held annually.

In 1884, a rail car display of Dakota produce included a 185-pound squash from Lincoln County.





# MARKETING DAKOTA

## COME TO DAKOTA!

Thousands answered the call to "Come to Dakota"

Political, social, and economic growth – and statehood – depended on a growing population. The government actively pursued settlers and the chance to own land drew many. Early settlers encouraged friends and family to come and try their luck. Railroads and town boosters enticed settlers with exaggerated promises of easy weather and good crops. Marketing efforts paid off handsomely and the territory's population grew from 11,776 in 1870 to 328,808 by 1890.

**Free Lands in Dakota** — There are no lands in Dakota subject to the remorseful guilt of Speculators. Our lands are open to actual settlement under the pre-emption and homestead laws, and none but actual settlers can obtain them from the Government. For this reason we have no great uncultivated waste in the hands of outside parties, to hinder the compact settlements of the Territory. Except what has already been taken by actual settlers, every acre is free to the first who comes and occupies it. In this way Dakota will become thickly settled. Thousands of acres of our best lands are now ready for the actual settler – free of cost under the homestead law – or \$1.25 an acre under the pre-emption act. Come now and secure 160 acres of good land.

**Land for the Landless – Homes for the Homeless** are what Dakota offers. Room and opportunity here for 100,000 poor men to become rich.

A word to our Eastern friends. Now is the time to come to Dakota. Commence now and grow up with Territory. Have a hand in framing the institutions of what will soon be a powerful, populous, and wealthy State. Secure now a Home and a Farm, where your future years may be passed comfortably. Come now and aid us in bringing up our towns and in founding new ones; In making our laws; erecting our school houses and our churches. Come now and get a foot hold that will in a short time give you advantages of wealth and influence. You can not select a better time. Here are Free Lands and Free homes for thousands of willing workman.

**Wanted Immediately.** — Twenty thousand Farmers to know that Dakota has millions of acres of the finest Farm Lands in the country, which she proposes to give away to actual settlers.



Sioux Falls, ca. 1890.

*Today you are given the advantage of 24,000,000 acres from which to make your selection. Another year and the opportunity is forever past. Dakota's past development assures the newcomer that, no matter how great the extent of virgin soil surrounding him today, tomorrow he will be on the confines of a thrifty village, with schools, churches, and a busy, bustling Western town at his very door.*

Dakota Territory Commissioner of Immigration, 1887

