

The HOME SEEKER
In **TEXAS**

“THE GREAT
FRIONA
COUNTRY”

ERDMANN & HEERMANN,
SHEROYGAN, WIS. R. F. D. NO 2

Reliable Information for
those interested in getting
the Best There Is at the
Smallest Cost

ISSUED BY

GEO. G. WRIGHT CO.

920 Commerce Bldg.

Kansas City, Missouri

THE CHEAP, GOOD LANDS OF TEXAS

Are located in the prosperous Panhandle, in the great Friona Country. They are adapted to farming, poultry raising, grazing, gardening, orcharding, fruit. . . Better than government lands, because they may be bought at a low price and on very easy terms, and there are no strings on the title.

The Lands We Offer

are located near railroads, with shipping facilities convenient.

Will Produce

Corn, Wheat, Oats, Rye, Potatoes, Alfalfa, Kafir Corn, Sorghum, Fruit and Truck of all kinds, and the best of Live Stock.

For Information Address

Geo. G. Wright Co.

920 Commerce Bldg.

Kansas City, Mo.

THE GREAT FRIONA COUNTRY

□ IN THE □

PANHANDLE OF TEXAS



IN THE GREAT FRIONA COUNTRY.

The climate is attractive and healthful.

Water is abundant, easily obtained, and of the purest.

The soil is fertile, readily tilled, and very productive.

Wheat of the very best quality is a profitable staple.

Hogs and cattle are grown and made ready for the market at the minimum of cost.

The whole region is developing rapidly.

It is peopled with a progressive, energetic, and optimistic citizenship.

Oats, kaffir corn, millet, and other forage crops are sure and certain in production and financial returns.

Every vegetable adapted to the temperate zone may be grown with profit.

Fruits—apples, pears, peaches, plums, cherries—repay well the required care and attention.

It is an ideal location for a home; providing health, wealth, and every rational requirement of happiness.

The growing season is long; rainfall is ample; the sunshine is genial and the winters are not severe.

There are neither tornadoes, severe storms, or sunstrokes.

No malaria or other climatic disorders.

To those seeking relief from pulmonary, catarrhal, bronchial, asthmatic and similar troubles it is a Paradise.

Broom corn of the highest quality is grown to perfection.

A quarter or half-section bought now at prevailing prices means a small fortune in the years to come, in enhanced value alone.

The man of moderate means will find here his greatest opportunity.

There are churches, schools, and all the other adjuncts of modern civilization.



SCHOOL HOUSE, FRIONA, TEXAS

FOREWORD

For the purpose of calling the attention of the Northern farmer and investor to the several thousands of acres of desirable well-located farm land owned by us in the Panhandle of Texas this little book is prepared.

Realizing that the fame of the great Friona Country has already penetrated even the scarcely accessible sections of the Middle West, we are but briefly alluding to the many facts that have served to draw thousands of the brainiest and brawniest from the older parts of the United States to this promising locality. Aware of the fact that success has not always immediately followed the efforts of the pioneers—a fact that applies with equal force to every new country, without exception—nevertheless, our opinion, founded upon years of experience in the great Friona Country, remains firmly entrenched as at the beginning. It is a great country, destined to produce great men and develop great natural resources. Indeed, the days of experimentation are over. Already the farmers upon their cheap lands are growing crops and banking dollars in manners and ways that may well cause the owners of the high-priced lands of the North and Middle West to "sit up and take notice."

It is a significant truth, and one that must and does appeal to the careful investor, that during the last decade Texas has gained a larger percentage in population than any other State in the Union; and of equal significance is the fact that the Staked Plains is today supporting an immense population in comfort and affluence such as was thought impossible ten years ago. And population continues to increase throughout the Union. Good agricultural lands, such as the lands of the Panhandle have proved to be, are bound to and by the very nature of things must increase in value. The opportunity to get good land in the Panhandle at low prices will not always remain available. A strong upward tendency has been apparent for many years with no signs of abatement.

We do not "boom" the Panhandle; being aware that the day for the necessity for exploitation is past. The country now speaks for itself. Its thousands of homes, farms, orchards, its cities, towns, churches, schools; its happy, prosperous people—these things serve to tell the story better and far more convincingly than even the expert pen or truthful camera can do.

Our one word of advice to intending home-seekers and investors is this: Make a trip of investigation to the great Friona Country, apply your own common sense to what may be seen and heard and then act upon the promptings of your own individual judgment.

GEO. G. WRIGHT CO.,
Kansas City, Mo.

THE GREAT FRIONA COUNTRY

This is a name given to a very large scope of country lying in the central western part of the Texas Panhandle, its most northern point extending to within a mile or so of the Rock Island railroad running from Amarillo to Tucumcari, thence southward to a distance of about twenty-five miles south of the main line of the Santa Fe from Chicago to California. Eastward from the New Mexico line this tract extends perhaps thirty miles. At about its center is located Friona, a thriving community from which the country derives its name.

Topographically, all the lands we own are prairie, the surface of which is almost level, with just enough slope to make for perfect drainage.



Kafir Corn is a Money Maker.

THE PLAINS OF TEXAS

Most people know the geographical location of the Plains of Texas; that it is the group of counties stretching northward from the northwest part of the main body of the State, bounded on the north and east by Oklahoma and on the west by New Mexico. But they know little or nothing of the physical characteristics of this region which distinguish it from all other portions of the Lone Star State.

Briefly stated, the Plains is a great tract of gently rolling prairie extending over two hundred miles north and south by about one hundred and fifty east and west. It is entirely without timber except a scanty growth along the water courses, and awaits in perfect readiness the coming of the man with the plow and the hoe. It is a part of the vast table-land bordering the eastern foothills of the Rocky Mountains, and lies at an altitude of three thousand to

four thousand feet above the level of the sea. This great altitude together with its southern latitude combine the invigorating climate of the mountains with the agricultural advantages of the lowest prairie lands.

It is broken by the Red River, Palo Duro canyon, Blanco (Wichita) River, Yellow House, Canyon (Brazos River) and tributaries. (The Red River canyon is called the Palo Duro in the upper part of its course.)

These streams rising in New Mexico cross the Plains from west to east. There is some small timber along these waterways, especially cedar in the Red River canyon. Scattered all over these Plains are a great number of little lakes, which, being formed by the abundant rains that fall here during the summer season, contain fresh water and furnish drinking places for the immense number of cattle and other stock which is raised here.



BROOM CORN—1910

For untold ages the "Llano Estacado," or "Staked Plains," as they were called by the early Spanish explorers who first visited this region, were the winter feeding ground of uncounted herds of buffaloes which came south to escape the cold of Kansas, Nebraska, and the Dakotas where they spent their summers. With the passing away of the buffaloes the cattlemen took possession of these grassy stretches of wild prairie with their great herds of Texas Long Horns, which later were gradually improved by the introduction of blooded Herefords and Durham Short Horns.

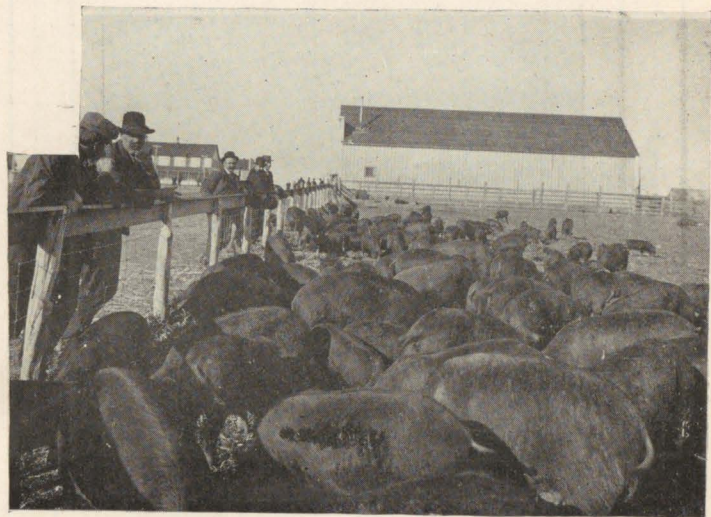
No farming was attempted at first, but little by little as various agricultural crops were tried on a small scale and found to grow successfully, it became evident that these immense tracts of fertile prairie were too valuable to be used for grazing. The farmers of the older settled States demanded them for their plows, and offered prices for them which moved the pocketbooks, if not the hearts, of the wealthy cattle kings who had reigned over them so long.

The cattle men have sold out, or are selling out now and retiring with their droves of stock to the broken and less valuable lands in the foothills of the Rocky Mountains. The time for the landless

and renting farmers of the North and East to make a strike for liberty is at hand. This is the last large tract of unbroken plains land remaining in the United States. This is the Call of Opportunity, and the last call too, to many a frugal, hardworking farmer in the colder and more thickly settled States, where land is high and people crowding and getting higher and crowding harder each succeeding year.

SOCIAL CONDITIONS

Social conditions are good. The commoner from all parts of the United States is the prevailing class of inhabitants. Taken as a whole, no finer people than those of the Plains of Texas could be found anywhere. Men and women dress and demean themselves



THE HOG IS A MONEY MAKER

as they do in the oldest communities; sometimes with even an added touch. The school house and the church are on every hand and public buildings in country towns are often of a stateliness and cost not known in regions more than a hundred years old. Lawyers are plentiful, and all the routine of justice has long been established. Doctors live there in numbers hardly compatible with the fact that the entire vast region of the higher Plains is a health resort.

THE RELIGIONS

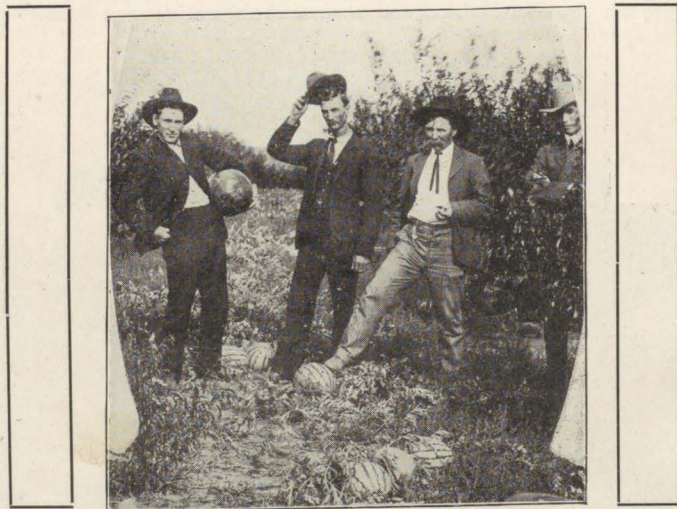
The religious feeling is widespread; the Baptist, Cumberland Presbyterian, Methodist, Christian, Catholic, and Lutherans are represented.

SOIL

The soil ranges from a black to a chocolate loam. It is from 3 to 10 feet deep and underlaid with a clay subsoil. This soil has the greatest drouth resisting qualities of any soil that can be found,

the sod breaks up easily and the ground works fine and mellow. The fertility cannot be questioned as is evidenced by abundant production of all crops which are adapted to this climate. The soil of the Plains does not leach, as does the soil in most localities. For this reason it will retain its fertility much better, and its moisture much longer than it would otherwise, unlike some of the lands lying east and northwest. It is absolutely free from alkali or gypsum, it is ideal in character, producing dense growths of gramma, buffalo, and mesquite grasses, which are excellent stock food, whether in a green or cured condition.

It is worthy of note that these grasses, when sun dried, seem to



PRODUCTS OF THE PLAINS

be of greater value for fattening quality, than the tenderest and juiciest of blue grasses. For orchard purposes this soil cannot be excelled anywhere in the United States.

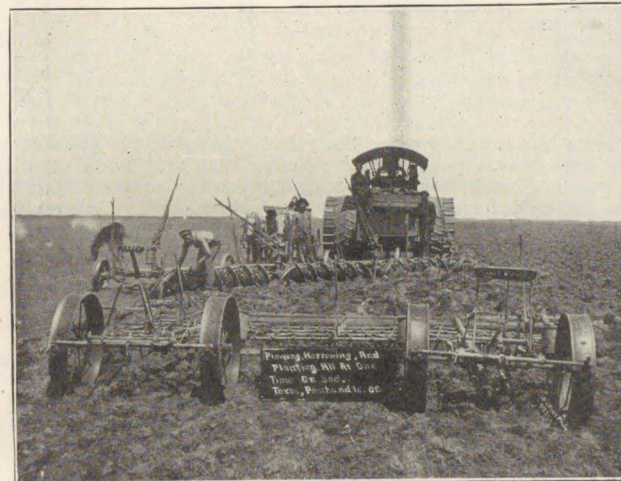
RAINFALL

The rainfall of this country is best shown by the following tables compiled by the United States Observer stationed at Amarillo, Texas. It is an absolute fact that the rainfall in Parmer County is greater than at Amarillo, Texas, 100 miles farther north. This table covers the period of the past eleven years and shows the total precipitation for each month for all that period as well as the average for each year. It will be noticed that the portion of each year when there is the greatest rainfall is when it is most needed, in the growing season. It has been found by comparison with other well known localities in the United States that the rainfall in the Panhandle during the growing season compares very favorably with other sections which have never been called dry. Nature is very kind to this Plains country. When rain is not needed very little of it

falls. The dry winters here are one of the things which make this climate attractive.

It may be further stated that there are no cyclones recorded in the memories of the oldest inhabitants of the Panhandle.

A very important thing for the agriculturalist to consider in regard to a proposed new location for a farm is the water supply for the production of crops. For the benefit of the uninformed, and those interested, we have compiled the following data from reports issued by the United States Government of observations by the Weather Bureau at Chicago, Illinois, for thirty-five years, and at Amarillo, Texas, for twenty-seven successive years, both periods, representing time that official records have been kept.



AS THEY TEAR UP THE EARTH

RAINFALL DURING SEVEN CROP MONTHS EXPRESSED IN INCHES

	Northern Illinois	Parmer Co. Texas
April	2.72	2.14
May	3.46	3.77
June	3.57	3.12
July	3.68	2.83
August	2.93	2.96
September	3.08	2.14
October	2.48	2.00
Average	21.92	18.96

During the seven "crop" months, the rainfall is but 2.96 inches greater in Northern Illinois, than in Parmer County, Texas, which latter has a soil that holds moisture at least fifty per cent better than that of Illinois.

For the five months (November to March) during which time there is no particular benefit in a great precipitation, Parmer County, Texas, has a precipitation of 3.59 inches (sufficient to lay the dust), while Northern Illinois suffers a precipitation of 11.50 inches, thus

insuring the worst of roads, large coal bills, pneumonia, rheumatism, etc.

COMPARATIVE RELATIVE HUMIDITY
EXPRESSED IN PER CENT

	Northern Illinois	Parmer Co. Texas
January	86	62.5
February	77	67.7
March	78	50
April	72	49.3
May	73	56.8
June	74	57.8
July	73	59.8
August	73	61.2
September	75	60.4
October	77	61.7
November	71	59.4
December	82	64.5
Yearly Average	76	593

Note how much greater the relative humidity is in Northern Illinois than in Palmer County, Texas, each and every month in the year. Greater humidity stands for greater suffering from both heat and cold, for tuberculosis, for bronchitis, and for rheumatism, neuralgia, malaria, and kindred ills.

COMPARATIVE WIND VELOCITY
EXPRESSED PER HOUR

	Northern Illinois	Parmer Co. Texas
January	14	15
February	15	16
March	16	19
April	17	19
May	15	17
June	14	16
July	12	14
August	12	14
September	13	16
October	15	16
November	15	15
December	16	14
Yearly Average	14 5-10	16

COMPARATIVE TEMPERATURE
EXPRESSED IN DEGREES

	Northern Illinois	Parmer Co. Texas
January	23.8	33.9
February	25.4	37.2
March	34.8	45
April	46.1	54.6
May	56.7	64.3
June	66.4	72
July	72.3	76.1
August	71.1	74.6
September	64.6	67.6
October	53.1	56.1
November	39	43.8
December	29.2	36.4
Yearly Average	48.6	55.1

CALIFORNIA WHEAT

This is comparatively a new product, but yields a fine grain of good quality and is said to be good for both man and beast. The fodder is of excellent quality and is abundant in quantity and we think when its merits have been fully tested it will prove one of our very best products, being well adapted to our soil and climate. From what we have seen of this we are inclined to believe that from 40 to 60 bushels per acre would be a fair estimate.

MILLET

The Plains Country seems to be the natural home of millet and it is no unusual thing for it to yield from one and one-half to two tons per acre. We never expect a failure of the millet crop.

COTTON

Cotton has been grown successfully for the past four years. Some crops have yielded as large as three-fourths bale per acre. There is no vegetation such as crab grass and cockleburrs, such as are found in the Eastern States. This nuisance eliminated permits men to cultivate twice the cotton that they can in other countries. The high price that the seed brings, coupled with the excellent quality of the staple, makes it a highly profitable crop, especially so when we take into consideration the fact that it always brings money into the country where it is produced.

POTATOES

Sweet and Irish potatoes produce abundantly. Sweet potatoes make a large yield of fine potatoes without much cultivation. Some people simply prepare the ground, put out the slips, and do little else until time to dig them. Even in this way they get a big crop of as fine flavored sweet potatoes as you can find anywhere. Irish potatoes easily produce two good crops per year on the same land. They grow to a large size and always make a good crop.

IRISH POTATOES

Owing to the superior quality of the products raised, special attention is being given to the raising of Irish potatoes, and if the present conditions are any index to the future, it will be but a short time until Friona will rival Greeley, Colorado, as the center of the greatest potato producing section in the United States

BROOM CORN

Broom corn is one of the best paying crops of this section of the country, producing more standard broom corn per acre than any other section of the United Stateh, not excepting the old banner broom corn state of Illinois, for the two reasons, first, the richness and depth of the soil, and, second, the dry, pleasant falls in which to harvest the crop.

SUGAR BEETS

Sugar beets are being planted this year for experimental purposes, and if the product is in keeping with the few specimens furnished last year, the Citizens Co-operative Development Company will build a sugar beet factory at Friona to handle the 1911 crop.

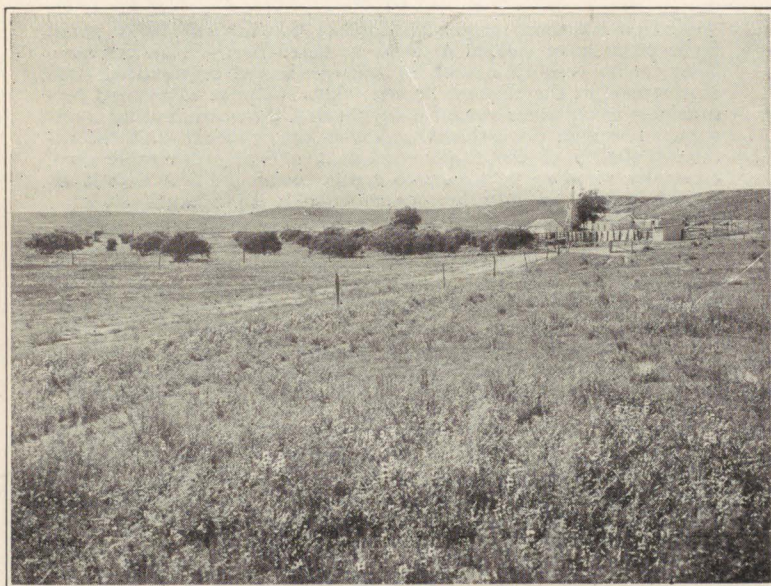
TRUCK AND VEGETABLES

All kinds of vegetables and garden truck do well without irrigation, but, on account of the exceedingly favorable climate, fertile land, and abundant water supply, and the ease with which irri-

gation can be accomplished, it is believed by truck farmers that this will, in the near future, be a truck farming center. If you are a truck farmer you had better get in on the ground floor.

FRUITS THRIVE

The person unaware of the possibilities of Parmer County, as a fruit growing country, is scarcely in a condition to realize the truth regarding the success of Fruit Culture. The Alberta peach, in addition to other varieties, reaches a perfection and lusciousness that can only be appreciated by seeing and tasting. Apples, pears, plums, cherries, quinces, apricots, are easily grown, while smaller fruits and berries reach a perfection here that is seldom known in other sections. Apples keep sound and good until March



A PANHANDLE FARM

and April. There are several large apple and peach orchards in the county and quite a lot more being planted. All varieties of grapes produce abundantly, of the finest flavor, and stay on the vines several weeks after they are ripe without damage to the fruit.

Owing to the early spring, the Plains possess unusual advantages for the truck gardener. Melons, berries, fruits, and all vegetables mature early and in great profusion, any of these crops grown here, can be shipped north and put upon the market weeks in advance of the home-grown article, thus insuring a ready market and top prices.

If you are a fruit raiser, we can say in all honesty, come to Parmer County. Set out your orchard and get rich. This county is sure to be one of the greatest fruit-producing counties of the West. We want you to join us, and you will not regret it.

ALFALFA

There is one product of the further West that has here as yet only its beginning. The product is alfalfa. Say of any country that it is an alfalfa country and you need say little more. It is the most useful and valuable of forage crops, east or west. It may almost be said of it that it will make any country where it thrives wealthy, even if it were the sole crop. The idea that alfalfa is necessarily a crop of irrigation has passed away everywhere. That it is a bottom land product, exclusively, has also been disproven, and there are thousands of acres growing upon suitable uplands. The opinion of the present writer is that a great deal, not all, of the Plains Country will be successfully seeded to alfalfa

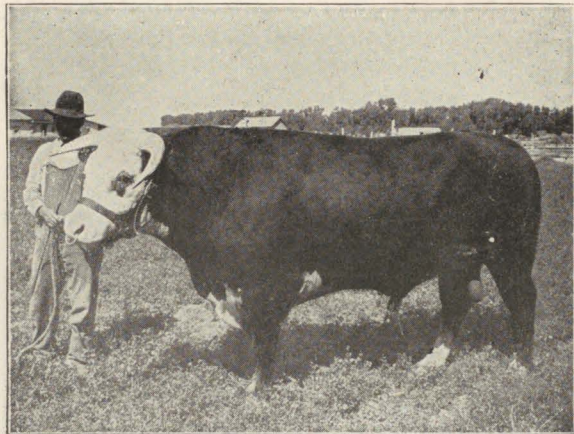


SANTA FE DEPOT AT FRIONA

within a few years. Inquiry by the stranger—at this date—develops the fact that large areas of this plant do not yet exist, yet the fact remains that it is, apparently, only the want of sufficient time that has prevented. In every county men say they are raising alfalfa with success, trying it as an experiment, and each year increasing the acreage.* Others say the high price of seed is the greatest hindrance. Many farming citizens have newly come from regions where alfalfa was never known as a crop and the idea is new to them. The current opinion is among intelligent men that alfalfa will, in the near future, be as much a staple product of the Plains as it now is of the similar districts of Western Nebraska and Western Kansas. If so much as even one-fourth of the country is assured.

WHAT IS COMING TO THE TEXAS PANHANDLE?

January 1, 1908, when Oklahoma was made a State, it had a population of 1,850,000. It had \$800,000,000 of taxable wealth per annum. The value of farm and mine products was \$500,000,000. There were 5,000 miles of railroad; 250,000 farms; more than 1,700 post offices, and 96 cities with population exceeding 1,000. In eighteen years it had been transformed from an open cattle range and Indian hunting ground into one of the great States of the Union. Here were 160 acres of good land for the price of a Government fee. Thousands located and settled in a single day, and the world has looked on in wonder at the marvelous growth of the cities and towns and land development. In Texas,



there was no land for a Government fee. The State extended the privilege of selling school lands to settlers, each occupying four or eight sections, according to location; the railroads until 1905 controlled every alternate section in the Northern Texas Panhandle, and large cattle ranches, some of them having 1,000,000 acres each, made actual settlement and practical farming almost out of the question. Here and there, however, wherever the lands were put to farming use, an abundant harvest and gratifying results were the invariable rule. There are records of people who have lived here twenty-one years and raised nineteen crops; who have lived here nine years and had nine crops, and so on indefinitely, indicating the surprising fertility and reliability of the soil, and all the conditions that now are making it the greatest agricultural section of country in the United States. The year 1908 was the first year that land in the Northern Texas Panhandle could be bought in 160-acre tracts. Previous to this there was a section or nothing for the buyer, preference being given five, ten, and twenty-section customers. The demand for lands is based upon population. In 1860, the population of the United States was about 40,000,000. In 1880, it was 60,000,000; in 1890, it was 80,000,000; in 1910, it was nearly 100,000,000; in 1920, it will be 150,000,000. What

is the demand for land now? Compare it with a few years ago. Comprehend what it is to be a few years hence. What do you suppose will be the price and value of land when there are 150,000,000 people in this nation? Do you suppose you can count the large cities in the Southwest with a one, two, or three? How many cities of 5,000, 10,000, and 20,000 do you suppose there will be in the Northern Texas Panhandle?

IRRIGATION ON THE PLAINS

Successful experiments in irrigation on the Plains have been conducted during the past two years—a period of time that has sorely tired the promoters of irrigation in all parts of the West. Rainfall in the mountains has been much below the normal, the consequence being that both artesian wells and expensive reservoirs have fallen short of the calculations of their constructors. The reverse has been true here in the Panhandle. That great natural underground reservoir of which much has been said and written has been but slightly if at all affected by the rain fall in the tributary territory. Numerous pumping plants have been installed, by means of which the subterranean supply has been tapped, brought to the surface and distributed through ditches over the area to be brought under the influence of water.

The plan most recently adopted and likely to prove most popular is to place a well at about the center of a quarter-section. It has been demonstrated that an ample supply can thus be obtained to sufficiently irrigate such a tract. The expense is not prohibitive; indeed, much less than might be supposed, both for installation and maintenance. That it is remunerative is shown by the fact that land thus equipped has recently sold at upwards of \$125.00 per acre—the same land that but a few years ago sold at from \$8.00 to \$10.00 per acre.

Irrigation may never be generally practiced in the Great Friona Country; it is not really necessary that it should be; but the truth is that it may be if landlord so desires, and that it handsomely requires in cash profits those who do practice it. This is one phase of the subject that the intending purchaser will study along with others.

NEW RAILROAD FOR THE FRIONA COUNTRY

Quite recently there has been organized and incorporated a company the object of which is the construction of a railroad to be operated between Dalhart on the north and Midland on the south. This company has already put a force of surveyors in the field, and the belief is quite prevalent that its intentions are earnest and sincere, its capital sufficient and that in due time trains will be traversing a rich and noble scope of country, at present very strongly demanding it. The plan is to make Friona headquarters for the construction of the road and a division point thereafter.

From a recent issue of the Friona Sentinel, we take the following:

"The corps of surveyors are in Friona and will start running the line south. The line will be on the section line on the west side of Friona and run due south

"Efforts to secure the right-of-way will be made at once. We hope that our land owners will not stand in the way or delay the building of the road by asking exorbitant prices for the land.

"The surveying corps will take a team, wagon and tent, and

supplies with them and live a camp life while establishing the line. Mr. C. A. Burns is the chief engineer."

This railroad has been incorporated as the Rock Island, Texas & Gulf. Many miles of its survey lay alongside and across lands owned by the Geo. G. Wright Company. It will traverse that western tier of Texas Panhandle counties which, south of Friona, are now without railroad facilities of any character, and from a practical business standpoint, taking cognizance of the fact that all that region is being occupied by the farmer, its construction should and probably will not be delayed beyond the necessary time limit required.

THE LANDS WE OWN

Our lands comprise several thousand acres. They are all of practically the same general character, and yet there may be slight—very slight—differences as to location, "lay," depth to water, and soil noticeable to the careful inspector.

IN OLDHAM AND DEAF SMITH COUNTIES

Near the Rock Island Railroad, in the southern part of Oldham county, we have a few thousand acres, practically in a solid body. Physically, there is scarcely a flaw in the whole area; here a slight draw, perhaps, and there a swale—characteristics that really add to the value of the land, since they provide ample drainage. The soil is Panhandle soil, than which there is no better on the top side of earth.

Some advantages accrue to this body of land by reason of its nearness to the railroad. A few miles to the northeast of it is located Adrian, a town of some prominence and with an assured future. Other stations are also accessible, and the new north and south railroad is surveyed through its eastern edge. It is a fine body of land, and will be subdivided to suit purchasers. It is worthy of close inspection, as there can be no doubt of its rapid increase in value.

THE DOUD & KIEFER TRACT

To the southwest of Friona we have a number of quarter sections for sale. Some of this land is a little less smooth than most Panhandle land, but we do not wish to be understood as saying that it is rough—for it is not. There is, perhaps, a little more sand in the soil of this Doud and Kiefer tract than is found elsewhere—and that has its advantages, also. Then, too, it is claimed that the depth to water is not so great here—perhaps an average of ninety feet. There are a number of good farms in the vicinity of this land; farms that have been established for the most part in the last year or two; and from them the remarkable productivity of the soil may be learned. Some of this land is traversed by the survey of the Texico-Coleman branch of the Santa Fe Railroad, and just east of it lies the survey of the new north and south railroad. Indications are very favorable to the future value of these lands, at present offered at low prices and on very easy terms.

RIGHT ON THE RAILROAD

In the vicinity of Black, on the Santa Fe Railroad, we have very valuable holdings, although our prices are low. Here we are within easy access of transportation, and most of the requirements of the present day civilization are already provided. The

northern farmer who is seeking a new home in the southwest—and all the advantages offered by a new country—should in justice to himself and his dependants put some time to the examination of this locality, where he will find farms and homes already well established.

IN THE VICINITY OF FRIONA

In the country immediately surrounding Friona, we own a number of quarter sections, and there is not an acre of it that is not actually worth much more than the price we are asking for it. Many hundreds of farmers and investors in the north and east have visited the region during the last five years. Many of them have bought land here and, again, many of them have established homes and farms. They have been as uniformly successful here as the pioneers of any country. Failures have occurred, of course; just as they have occurred throughout the length and breadth of the Union, whether the region was "new" or "old," but we believe that it can be quite easily shown that diligence and intelligence have here been more amply rewarded than in almost any other part of the country. The advantages of a farm near Friona may be estimated from a knowledge of what Friona is.

Notwithstanding the rapidly developing conditions about Friona we are offering our lands at no inflated prices, with terms so liberal as to approximate a money-back-if-dissatisfied proposition.

WIDE TERRITORY TO SELECT FROM

The fact is that we can locate the intending purchaser in almost any part of the great Friona Country, leaving much to his own discretion, likes or dislikes as to the ultimate decision, and we have perfected arrangements at Friona whereby he may fairly and fully investigate the land, conditions and opportunities we are attempting to provide for him. Competent and courteous salesmen, well acquainted with the country and its people, will take pleasure in extending every facility for complete examination.

"FRIONA THE FAIR"

Friona is an established fact—not a prospect, but a thriving, busy, pretty community of intelligent, progressive people—people who have located there because of the manifold advantages afforded who live there and because happiness and prosperity exist.

Friona is situated most advantageously from a commercial standpoint, lying at about the center of Parmer County, at about the center, also, of an immense scope of developing country and on the main line of the Santa Fe from Chicago to California.

That it is considered quite an important point from the railroad's viewpoint is shown by the handsome station recently provided. There are sidetracks, switches and cattleloading pens, also. Indeed, the Santa Fe people—far sighted, all of them—indicate that they look upon Friona as a town from which much business will originate.

The population of Friona is at this writing about five hundred. It is composed of an up-to-date citizenship gathered from almost every northern and eastern state and bringing with them the ideas and principles and demands such as the best civilization generates and fosters. It is a pretty little city with many pretty little homes. A feature that is probably responsible for much of the contentment

and prosperity pertaining to the town is found in the Commercial Club, an organization that comprises in its membership nearly every man and woman in Friona. Civic pride runs high.

The town has its churches and schools, maintained on strictly high plans. Photographs of one of the churches and of the recently completed school house are to be found in these pages. The new school building is one which a much larger town could well afford to exhibit with much pride. It is built of pressed brick.

A hotel of established and wide reputation, a bank organized and operated under the state guarantee law, a newspaper, well patronized and eagerly read, a job-printing office, two general merchandise stores, a drug store, a hardware store, three lumber yards, a meat market, photograph gallery, livery barns and auto garages are included in Friona's commercial showing.

It has an electric light plant, a telephone system, water works system and other public improvements of like character. Its streets are graded and carefully kept. Mail, express and telegraphic communication is provided.

It is admitted everywhere that the town of Friona will shortly become the seat of justice for Parmer County. This by reason of its central location, its increasing population and its railroad facilities, soon to be augmented by the construction of the Rock Island, Texas & Gulf—the survey for which is now being made and right of way procured. A court house square has already been deeded to the county commissioners.

Friona is laid off with wide streets and alleys. Residence lots are 50 x 140 feet, with 20 feet alleys. Business lots are of the same depth, 25 feet wide, while its streets are 60 and 80 feet in width.

WORDS FROM THOSE WHO KNOW

Gentlemen:

The country has never been in better condition than at the present time, everything is looking nice and green and people state they never saw the prairie grass as green as it is now. I have not been out to Spring Lake, Kelso, or Star Ranch, but Mr. Paul from the Star Tract stated they had all kinds of fruit on the trees at Star Ranch and good prospects for a big crop of fruit.

Yours very truly,

A. W. HENSCHEL,
Cashier.

P. S.—Mr. Eckert, who just came up from Spring Lake, said the wheat of Mr. W. T. Singleton is about a foot high and the lakes are all full of water.

A. W. H.

Gentlemen:

In regard to this country and vicinity, will say that everything is looking very bright for a bumper crop here this year—water standing in lakes and draws. We have not been out towards Kelso, but we are satisfied they have had more rain than we have had. Growing crops around here are looking fine, wheat beginning to head, some alfalfa patches looking very fine, also oats and millet. Not much row stuff has been planted yet but what is planted and up is looking good. Grass is looking more green than it has any time since we were here, in 2½ years, and what is better still we have got all the knockers cleaned out. We are all banking on the new

railroad which is being surveyed through here. We need more farmers to build this country and incidentally to help us get the County Seat here.

Yours very truly,

G. STUCKEY & SONS.

Friona, May 8, 1911.

Gentlemen:

Yours of the 6th inst. at hand and contents noted. In reply would say that everything is looking good here at present. Had a fine rain here a week ago last Wednesday. Good season in the ground. Crops are late but looking good. What wheat that was sown is looking fine. Oats are coming up. There will be a large acreage of land planted here this spring.

I understand that in the Spring Lake Country lakes are all full of water. With us it is different as our rain came different, slow and every drop of it went in the ground where it was needed. The fact is, the rain was general over the whole Panhandle, so far as I can learn. Shows indications today of more rain.

Respectfully,

ADDISON BALLARD.

Friona, Tex., May 6, 1911.

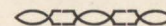
Gentlemen:

I am sending you under separate cover by mail bunch of alfalfa cut yesterday in the bungalow yard. This will speak for itself as to how the country is, as this has had no water except that which God was pleased to give it.

Grass is looking good and green here. I understand that the lakes are pretty well filled around Spring Lake, but the rain we got here was slow and every bit went in the ground. I understand that the same conditions existed around Kelso and Findley.

R. H. AMES.

Friona, Tex., May 8, 1911.



A WORD IN CONCLUSION

Remember this: There never lived a man who bought farm land at anything near its real value who did not make money on his investment, if he had a little patience.

Every man of middle age who reads this booklet, would be rich now if he had bought all the land he could have gotten the credit to buy in his younger days. The same opportunities await you in Parmer County.

Look around you and you will see that the fortunes of most of the moneyed men in your immediate vicinity were made by the natural increase in values of land.

If you have lived as much as twenty or ten, years where you are now located you know men among your neighbors who bought land years ago and perhaps have made but little more than a living out of it since, that have sold out and realized from twenty to fifty dollars per acre profit. While they have made a living, the land by its natural increase in value, has made them a fortune.

When your section was thinly populated, lands were cheap. As the population increased lands naturally increased in value.

It is a rule without an exception. It has held good for a thousand years. Lands in your section that today are worth from \$50.00 to \$150.00 per acre, forty years ago were bought for \$1.00 to \$5.00 per acre.

The same thing is going to happen in Parmer County. Lands that can now be bought for \$15.00 and \$20.00 per acre will in ten years sell for \$50.00 to \$75.00 per acre. It is easy to cultivate, and every year will bring a revenue. The increase in value on 160 acres will be from Five Thousand to Eight Thousand Dollars!

Somebody is going to make this money. Are you going to be one of the number?

No man is so truly independent as he who can stamp his foot on a piece of this earth and say:

"THIS BELONGS TO ME!"

Remember this: The population of the world is fast increasing. This means an increasing demand for land. But there can never be any increase in the supply of land. The men who are developing the South Plains Country are the live, wide-awake, hustling fellows who have left their old homes, where opportunities are few and far between, to go to a place where opportunities are on every hand.

If you have not yet made up your mind to go to the South Plains with us to make an investigation we do not know what we can say to convince you that you should go.

The greatest opportunity in the world will mean nothing to you unless you grasp it.

There is a class of men who never won and never will. Are you in this list?

The hind-sighted man—Never sees an opportunity until it is past.

The spendthrift—Never has anything to invest.

The suspicious man—Always afraid somebody will rob him.

The conceited man—Knows where all the best things are without being told.

The modern Shylock—Believes in nothing but the pound of flesh mortgage.

The narrow-minded man—Refuses to listen to anything "out of his line."

The unfortunate man—Has a friend who invested and lost.

The fool—Thinks a thing is worthless or it would not be offered to him.

COME TO THE PANHANDLE

That is the advice of the many who tried the "new" country and found it exceedingly good. The fullest investigation as to

**Lands, Prices, Crops, Climate,
Markets and Society**

will convince you that it is the coming country—the country wherein wealth and culture must eventually center. Write for maps or other specific information to-day.

GEO. G. WRIGHT CO.

920 Commerce Bldg.

Kansas City, Mo.

Bring Your Family to the Land of Sunshine and Good Health =

Wherein are all the advantages of modern civilization and few of the vices—the country of good people, good lands, good crops, good prices, good schools, good churches—the

Panhandle of Texas

For anything you want to know
about it, write

GEO. G. WRIGHT CO.

920 Commerce Bldg., Kansas City, Mo.

Excursions

For the benefit of Home Seekers all railroads through the Southwest sell round-trip tickets on the

First and Third Tuesdays of each Month

at greatly reduced rates. These tickets are good for 25 days after date of purchase, and allow liberal stop-over privileges to the purchaser.

See Your Ticket Agent

**ERDMANN & HEERMANN,
SHEBOYGAN, WIS. R. F. D. NO 2**