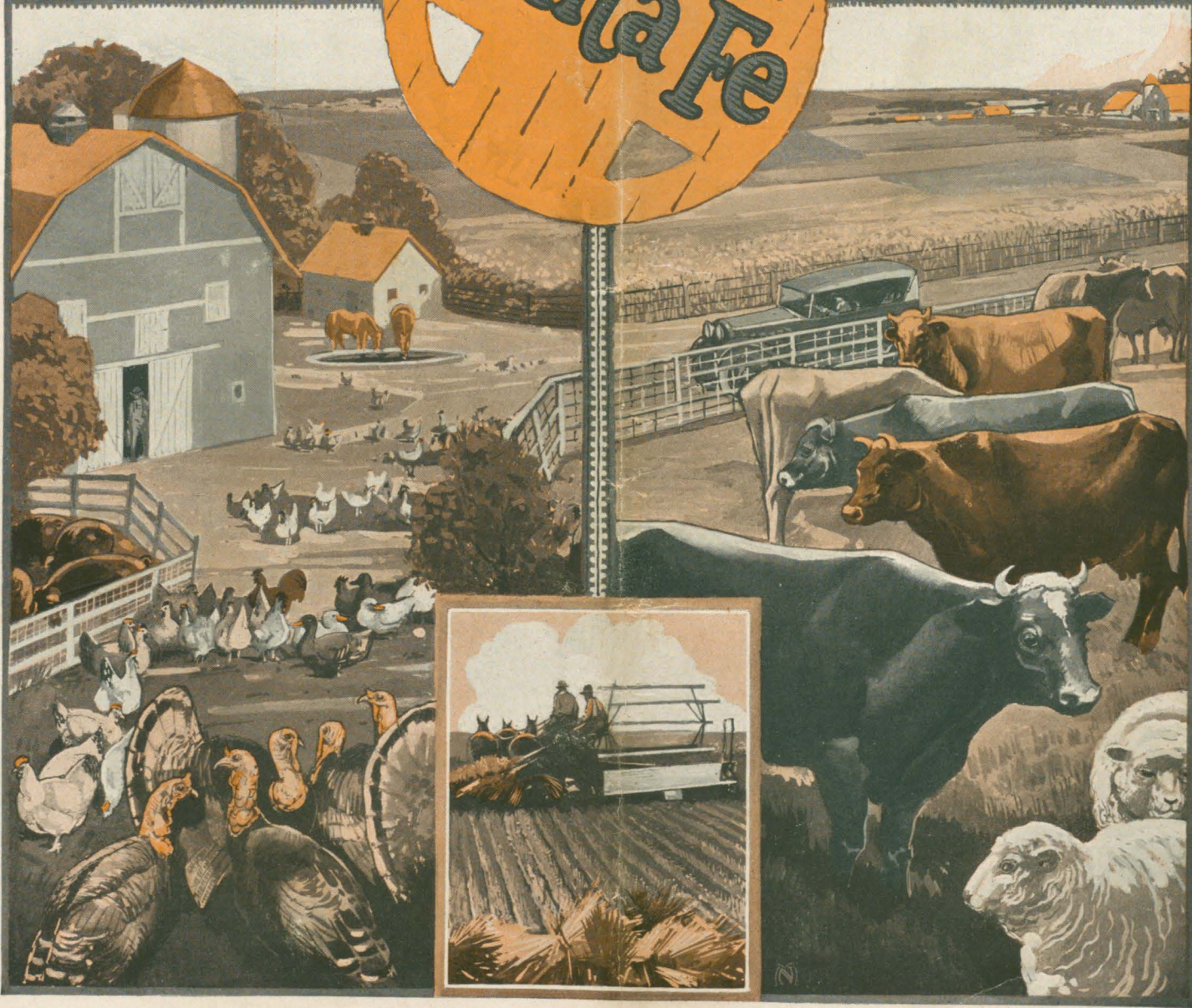


Panhandle and
South Plains
Texas

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A typical herd of Herefords on the South Plains.

Panhandle and South Plains of Texas

The Panhandle and South Plains area in northwest Texas forms the southern extension of the "Great Plains" which lie east of the Rocky Mountains and extend north into Canada. The parallel of latitude 36° 3' bounds this area on the north and the thirty-second parallel on the south, while the eastern boundary is the one-hundredth meridian and the western the one hundred and third meridian. Oklahoma bounds this district on the north and east, and New Mexico on the west.

The Panhandle and South Plains area is a new empire of over 40,000 square miles. Fully seventy per cent. of the land is adapted to cultivation. The prairie appears to the eye to be level, but may be classed as gently rolling.

The general slope is to the southeast from the highest elevation of about 5,000 feet in the northwestern part. There are few streams as there is very little run-off due to the generally level character of the plains. The upper channels of the streams are shallow, but they deepen and widen toward the eastern edges of the plains.

The largest stream is the Canadian, which rises in New Mexico and crosses the Panhandle into Oklahoma. The Red, the Brazos and the Colorado Rivers rise in this area.

Historical

Though the Panhandle and South Plains had been visited by explorers in the early days, its natural resources received no attention until in recent years. The region was far away beyond the last frontier in Kansas without any transportation, the first and last essential in building an inland territory.

But settlers crowded into the plains of Kansas and pushed the cattle barons and their herds out. They drifted west into wild open country. Forty years ago the cattlemen began to find their way into the Panhandle and the South Plains. The last buffalo had been killed for his hide. The Indians had been moved to reservations in the Indian Territory. The grassy plains were inviting. The climate was pleasant.

Much of the land in northwest Texas had been granted to railroads for building lines in other parts of Texas. The builders of the State House at Austin took their pay in land in the Panhandle—a domain of 3,000,000 acres. The cattlemen either leased or purchased large blocks of such land at nominal figures. In this far-away region land had no value in those days.

Thirty years ago it was estimated that the Panhandle and South Plains had a population around 500 or 600 people, the larger number being cowboys. This was the day of the big cow outfits that counted their herds by the thousands of head. It is estimated that the number of cattle was around 500,000 head, all native "longhorn" stock. The cattle were trailed to market at Dodge City, the Santa Fe Railway having been built through Dodge in 1872.

In the nineties small stockmen began locating in the Panhandle. They gave their herds personal attention and before long the big cattle barons had passed on. The country ceased to be open, as barbed wire came into use. Better breeding stock was introduced and in course of time the "longhorn" disappeared.

The early cattleman grew no crops but depended on the native grasses to carry his herd throughout the year. Late in the nineties a little feed was

grown for the horses. Not until about 1900 did settlers begin to try to make a living from the soil.

The first railroad came into the Panhandle in 1886 when the Fort Worth and Denver came in from the north and was built on south the next year. The Santa Fe Railway built its Southern Kansas line into Panhandle City in 1887 and connected up at Washburn with the Fort Worth and Denver, using this line into Amarillo. In 1898 the Pecos Valley Line was extended to Amarillo from Roswell. This road connected with the Texas and Pacific at Pecos, Texas.

The only traffic worth while at this time was live stock. During the spring and fall run the roads carried a heavy traffic. During the rest of the year a mixed train was more than ample to handle all business.

The coming of the railroads into the Panhandle and South Plains opened the door for development. What has happened since 1900 borders on the miraculous. The land that the stockmen had considered valuable for grazing and nothing more has proven wonderfully productive under the plow. Live stock still holds its place on the farm and in the pasture. But agriculture has become an important industry and has built the little cow towns into modern cities with paved streets, water works and other modern conveniences.



Fine horses are raised in the Panhandle and South Plains country.



Harvest scene near Perryton, Texas.

The Santa Fe Railway points with pride to the development that has taken place along its lines. It planned and built a net-work of lines over the plains of northwest Texas and connected the Gulf of Mexico and the Pacific Coast. It rebuilt the Southern Kansas and the Pecos Valley line to connect with a new line across New Mexico to Belen, connecting there with its coast lines.

In 1906 a line was built from Canyon to Plainview, a distance of fifty-seven miles. This line was built on to Lubbock in 1909, a distance of forty-six miles. The gap between Lubbock and Coleman via Sweetwater was filled, a line of 203 miles being completed in 1911. This gave the plains a direct route to Galveston.

A branch line of twenty-six miles was built from Plainview to Floydada and another branch of fifty-four miles from Slaton to Lamesa in 1910. A line of eighty-eight miles was completed between Lubbock and Farwell in 1913. This link provided a Gulf-Pacific trunk line across the plains of northwest Texas from Galveston to Los Angeles and San Francisco. A branch line of thirty-nine miles from Lubbock east to Crosbyton was taken over by the Santa Fe Railway in 1915. A branch line of sixty-three miles from Lubbock southwest to Seagraves was completed in 1918 and a branch of seven miles from Lubbock west to Bledsoe was com-

pleted in December, 1925. The North Texas line from Shattuck, Oklahoma, to Spearman in Hansford County was completed in 1920, a distance of eighty-five miles.

About 900 miles of railway is operated in the Panhandle and South Plains by the Panhandle and Santa Fe Railway Company, a Texas corporation of the Santa Fe Railway System. Thirty counties are crossed by main lines or branches. The lines are conveniently located to serve the Panhandle and South Plains territory.

To-day the Panhandle and South Plains area is no longer far distant from the last frontier. Three trunk line railroads give this section a direct outlet to ports on the Gulf of Mexico to the south, to the Pacific Coast on the west, to Denver and other northern markets, and to Kansas City, Chicago and other eastern markets.

Though the development of the resources of the Panhandle and South Plains has been marvelously rapid since 1910, only a fair beginning has been made. Even in the closest settled counties less than twenty-five per cent. of the land has been touched by the plow. In other counties less than ten per cent. of the land suitable for farming, is under cultivation.

The Panhandle and South Plains, therefore, offer exceptional opportunity to the homeseeker to locate

on virgin prairie. The price of land is low and the terms easy. It is a new country without the drawbacks of the frontier, and transcontinental railroads supply efficient transportation service.

Soil

The soil of the prairie is quite uniform, varying from a clay loam to a silty or sandy loam. It is from two to six feet deep. In color it varies from a dark brown or chocolate to nearly black. The subsoil may be a clay loam or a silty clay loam. Gravel and rock are seldom found on the prairie.

The soil works readily. It holds moisture well. It is fertile, as land in crop for fifteen years shows no decrease in production. The land, being generally level, does not wash and the loss of moisture through run-off after rains is comparatively slight.

The prairie is all ready for the plow, there being no trees, stumps or brush to be cleared away. Satisfactory crops are grown on the sod the first year.

Rainfall

Official weather records date back to 1880 at Mobeetie. The Amarillo station was established in 1892. Weather records have been kept in more recent years at a number of other points. The average annual rainfall of this region is nearly twenty-two inches. The greater part of the rainfall occurs during the growing season from April 1st to Oc-

tober 1st, the average for the period being over fifteen inches. The snowfall is usually light and snow seldom remains on the ground more than a day or two. Severe storms and tornadoes are unknown.

Temperature

The southern latitude is tempered by the altitude. The heat is not excessive and cool summer nights are the rule. The winter is short and zero temperatures are seldom reached and then only for a short time. Sun-stroke is unknown. Little shelter even for dairy cattle is required. Farm work is carried on throughout the year. The growing season is long, averaging more than six months.

Healthfulness

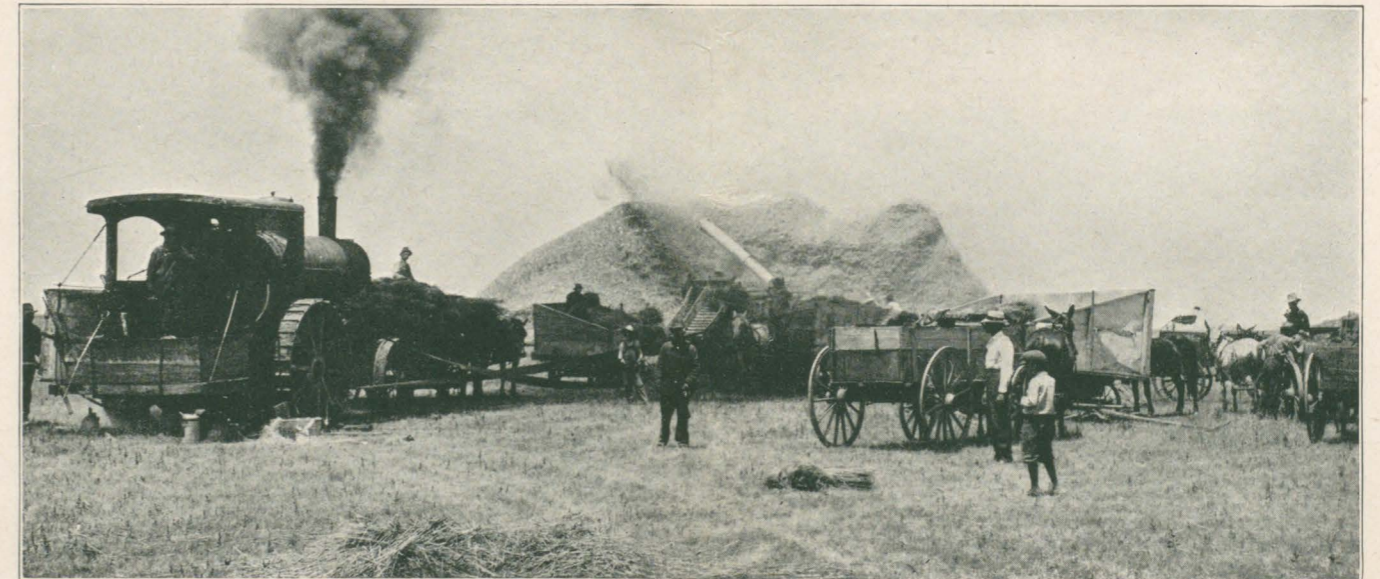
The Panhandle and South Plains area has an exceptionally healthful climate. Malaria is unknown. Lung and throat troubles are usually relieved and often cured if those affected come in time.

The dry tonic atmosphere, the constant sunshine and moderate elevation make an ideal climate for the well, the sick, the aged, the young.

Live stock of every kind is healthy and thrifty.

Shade and Fruit Trees

The treeless plains are disappearing as the settlers plant home orchards and farm groves. Every variety of deciduous fruit has proved successful on



Wheat threshing in the Texas Panhandle.

the plains. Shade trees include the cottonwood, poplar, elm, ash, locust, catalpa, walnut, mulberry and other varieties.

Domestic Water

The Panhandle and South Plains area is underlaid at depths varying from sixty to three hundred feet, according to location, by a sheet of pure and wholesome water. Wells have been sunk in every part of this territory and the water has been found uniform in quality. There are few streams or lakes in this territory furnishing a permanent water supply. Shallow water belts are located in Deaf Smith, Bailey, Lamb, Lubbock, Hale, Castro, Floyd, Randall and Swisher counties, where irrigation by pumping is practiced.

Markets

The Panhandle and South Plains have been placed by the Santa Fe Railway in a peculiarly advantageous position as to markets. The people have the choice of the best markets for every important product. Wheat goes to the port at Galveston for export. Cotton goes to Houston, Galveston or New Orleans. The Pacific Coast buys the hogs. Alfalfa goes to south Texas markets. Cattle and sheep move to Kansas City or other large packing house centers. In short, the producer

has the advantage of the best markets for every product of the farm, the pasture and the feed lot or dairy. The trunk lines and branches of the Santa Fe Railway serve every part of the district.

Social Conditions

The majority of the people in this district have come from the middle west, the east and the older parts of Texas. But every state in the Union is represented. Here are apparently few people of foreign birth. The population is progressive and law-abiding. Schools, churches, hospitals and libraries have been established. Fraternal, social and business organizations are found in every part of this territory.

Productive Resources

The Panhandle and South Plains area is by nature especially well adapted to two industries; farming and live-stock. The rich prairie soil under intelligent care produces liberally. The climate favors the cultivation of many crops. The quality is high. Winter wheat is a staple money crop and cotton is also a cash crop in the southern counties. Kafir, milo, Indian corn, sorghum, and sudan grass are standard coarse grain and forage crops. Deciduous fruit and truck and garden crops are profitable.



Kafir is a sure crop.



Irrigation by pumping in the shallow water belt.

Growing and feeding cattle, hogs, sheep and poultry and milking cows are certain sources of income year in and year out, due to mild and healthful climate, abundant feed crops and ready access to good markets. This territory was designed by nature for the production of "meat and bread," the staples of life.

Wheat. Winter wheat is grown with success over the entire district. The ten-year period averages over fifteen bushels to the acre, while twenty-five to thirty-five bushel yields are quite common. The wheat is of the best quality, being very hard and high in gluten content.

Other Small Grains. Barley, oats and rye are well adapted to the district and are grown for winter pasture and feed. Rye is especially satisfactory for winter pasture.

Kafir and Milo. These are recognized as leading crops on southwestern diversified farms. They are grown for the grain, which has proved very satisfactory in the feed lot and the milk pen. They are divided into a number of varieties. The dwarf strains require a much shorter season than the standard and are often used as "catch crops." These crops are very satisfactory for silage.

Indian Corn. This crop has come into favor in recent years and is now extensively grown more particularly in the southern counties of this section. Standard varieties have been introduced and found satisfactory producers. The early settlers held that Indian corn was not adapted to the country; but later settlers, who applied better cultural methods, are growing fine crops of Indian corn.

Sweet Sorghums. Many varieties of sweet sorghums are being grown. They are standard forage crops. Some strains require a long growing season while others mature early and are often planted late in the season as "catch crops." This crop may be planted in rows and cultivated or sown broadcast.

Broom Corn. This is a crop well adapted to this section of the southwest. The dwarf strains are usually planted, as they require a shorter season and are more readily harvested. The quality of the brush is high. The yield ranges from a fifth to a third of a ton to the acre.

Sudan. This new hay crop has come rapidly into favor on the plains. It is an annual belonging to the sorghum family. It is often cut two times during the season for hay. Sudan is also a satisfactory pasture grass.

Alfalfa. This crop is grown extensively under irrigation in the shallow water belt and to some extent on bottom land in the small valleys. Alfalfa is also being tried on the plains, often in rows two to three feet apart and cultivated. But though alfalfa on the uplands makes satisfactory hog pasture, it has not proved valuable for hay. Under irrigation alfalfa is cut four times each season.

Other Hay Crops. Sweet clover is coming into favor both as a hay and pasture crop. At least one cutting of hay may be had the first season and two the second season, sweet clover being a biennial. The white blooming variety is preferred for this section. Millet is also used for hay, yielding a ton to three tons per acre. Cowpeas also do well and may be pastured or cut for hay or seed.

Cotton. This is one of the newer crops in this territory, but its cultivation is extending further north from year to year. Cotton is grown in combination with grain and forage crops. The yield of cotton varies from a third of a bale of 500 pounds to more than a bale per acre. The increase in the cotton production has been rapid. The 1910 crop of cotton handled by the Santa Fe Railway totaled 12,255 bales, while the crop for the season of 1926 totaled 415,176 bales. The increase in other parts of

the Panhandle and South Plains area has been fully as great. Three hundred twenty gins are located in Santa Fe Railway territory with a total capacity of 25,000 bales a day; nine cotton compresses and eight cotton seed oil mills.

Peanuts. This crop produces well in this section, particularly on the sandy loams. The Spanish peanut is the favorite on the plains, but other varieties produce just as well. The peanuts are used very generally for hog feed, the hogs being allowed to do the harvesting.

Garden and Truck Crops. The whole list of garden and truck crops, suited to the temperate zone, may be grown in this territory. The watermelon, cantaloupe, honey dew melon, squash and every other kind of vine crop produce abundantly and the product is high in quality. The Spanish, Bermuda, Denia and other onions are being successfully grown for market. Sugar beets and other root crops do well. Sweet potatoes are heavy producers. The skillful gardener finds the climate and soil satisfactory.

Berries. Strawberries, currants, gooseberries, blackberries, dewberries and other varieties are good producers. The European or California and northern grapes are adapted to the climatic condi-



Picking cotton near Snyder.

tions. In the breaks along the streams grapes grow wild.

Fruit. Apples, peaches, pears, plums and similar fruits are produced successfully in home orchards. The plum grows wild in the broken country along the streams.

Live Stock

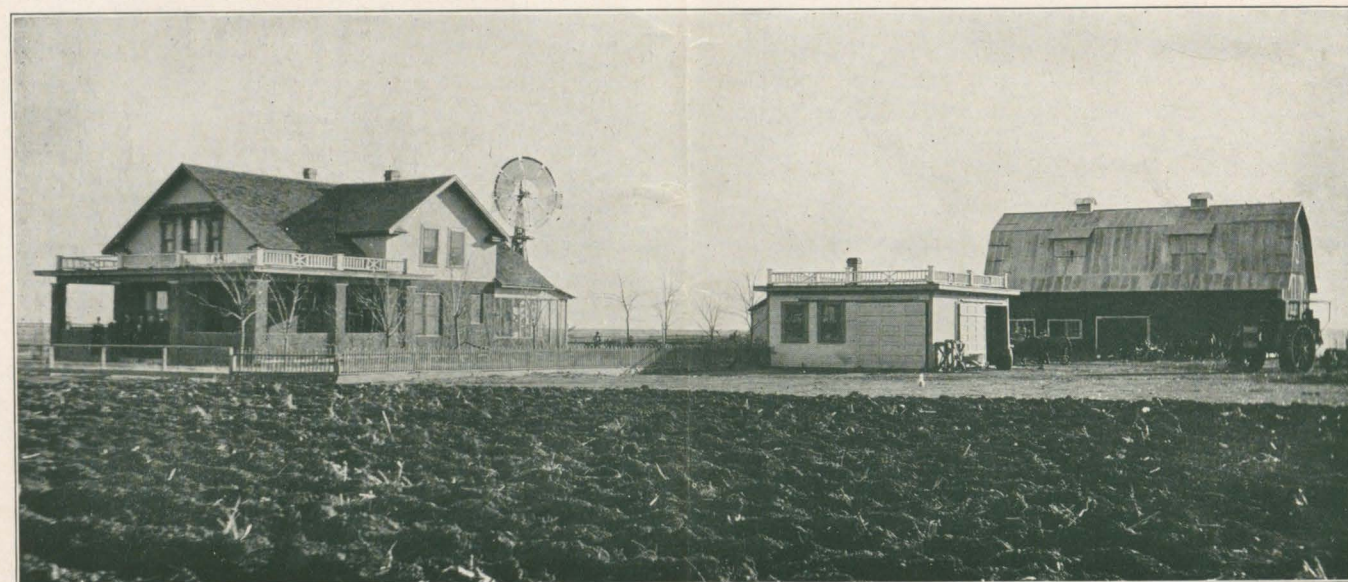
The Panhandle and South Plains area was the home of great herds of buffalo and antelope when the white men arrived. These have been replaced with well-bred herds of beef and dairy cattle, hogs and sheep. At first the live stock industry depended wholly on the native grasses summer and winter. But as the land came under cultivation, farm-grown feeds supplemented the natural pasture.

Beef Cattle. The cattle-growing business has been revolutionized in the last twenty years. The herds have been improved by the use of better breeding stock, until this territory has cattle equal to the best in the United States. The Hereford breed leads, but many growers favor the Shorthorn, the Angus and other beef breeds. It was predicted that the farming industry would crowd out the cattle industry. But on the contrary the Panhandle and South Plains has more beef cattle to-day than ever in its history.

Feeding. The Panhandle steers are favored in the feed lots of Kansas and other states. No one thought until recently that finishing feeder steers at home was worth while or possible. But for ten years there has been a growing tendency to feed steers at home, as cheap feed was plentiful, the climate mild and dry, and the transportation service speedy and dependable.

Sheep. Until in recent years sheep were very much out of favor on the plains. But lambs are now being finished in the plains feed lots in greater numbers from year to year. The neighboring state of New Mexico markets around 800,000 head a year and west Texas also produces many sheep. The Panhandle and South Plains feed lots are drawing liberally on this supply of sheep grown on the range right at the door.

Hogs. The hog is a newcomer on the plains of northwest Texas. But the hog has taken this territory by storm and has become a leading and reliable money maker. In 1921 the Santa Fe Railway loaded 1,629 cars of hogs on the plains, as against 225 cars in the same territory in 1910. The kafir and milo fed hog tops the market and is much in demand in California. The Pacific Coast has drawn liberally on the hog supply in the plains of northwest Texas the last few years.



Country home near Slaton.



Berries are good producers in the Panhandle and South Plains.

Poultry. Commercially poultry has become important. Nearly every farm has increased the production of poultry until live poultry and eggs move to market in car lots. During the period from January 1, 1922, to August 31 the Santa Fe Railway loaded ninety-four full cars of poultry and eggs. The same stations in 1927 loaded three hundred and eighty-five cars. Every station handles much live poultry in crates and eggs in cases. Chickens and turkeys do very well in this climate, fed on the sorghum grains.

Dairying. This section is particularly adapted to dairying and the industry is growing rapidly. Splendid herds have been established over the plains. Several creameries have been established, the largest being located at Amarillo, with an annual production of over 1,250,000 pounds of butter. Cream moves in quantity to large creameries in Kansas, Colorado and Texas. The home produced dairy feeds include alfalfa, ensilage, grains, forage, cotton seed and mill products. Dairying is classed as a leading and reliable industry on the plains of north-west Texas.

Horses and Mules. This industry continues to be important and many horses and mules are raised on the farms. The cow pony has passed and heavy

types of horses and mules are the rule. They mature early in this climate. In 1910 152 cars of horses and mules were loaded at Santa Fe Railway stations. The loadings in the same territory had increased to 593 cars in 1927. The U. S. census reported about 200,000 head of horses and mules in the Panhandle and South Plains in 1919.

Registered Live Stock. For some time registered breeding stock was imported from other and older states. But as the demand for better stock increased, registered herds of beef cattle were founded. This line of live stock production has grown to importance. In recent years registered hogs have come so strongly in favor that excellent herds are located over the entire territory. Registered milk cattle are also gaining in favor and a number of very select herds are now meeting the demand for better milk cows. Jersey and Holstein dairy cows are favored.

Industrial Development

Twenty years ago the Panhandle and South Plains gave little promise of industrial development. The few little villages over the plains were supported by the live stock industry solely. There was no grain to grind or store, no cream to churn, no cotton to gin, no cotton seed to crush, no demand

for farm machinery and machine shops. There was no call for electric light or power. Ice was a great luxury. The town well supplied municipal water for the drawing. There was nothing to indicate the startling development that would come in twenty years.

No one foresaw the rush of the land-hungry throng that swarmed over the prairies in 1905 and the following years. They bought land recklessly because it was cheap and attractive. But the great majority of the eager crowd of land buyers may be classed as the "unfit and unprepared" and soon drifted away. But the foundation was laid for the rapid and sane development of the territory in the following years. The old "cow towns" are cities to-day and new towns have sprung up all over the plains. Wholesale houses have been established. Farm machinery manufacturers have located warehouses and distributing agencies to meet the demand for their wares. Industries have come that follow farm development: elevators, flouring mills, creameries, cotton gins, cotton oil mills, compresses, refineries, smelter, machine shops and a varied assortment of smaller industries.

Grain Elevators. One hundred forty grain elevators are now located on the lines of the Santa Fe Railway in the Panhandle and South Plains. Their total storage capacity is 5,000,000 bushels. The building of elevators has not been able to keep pace with the increase in the production of

grain. About forty grain elevators are located on other railroads in this territory.

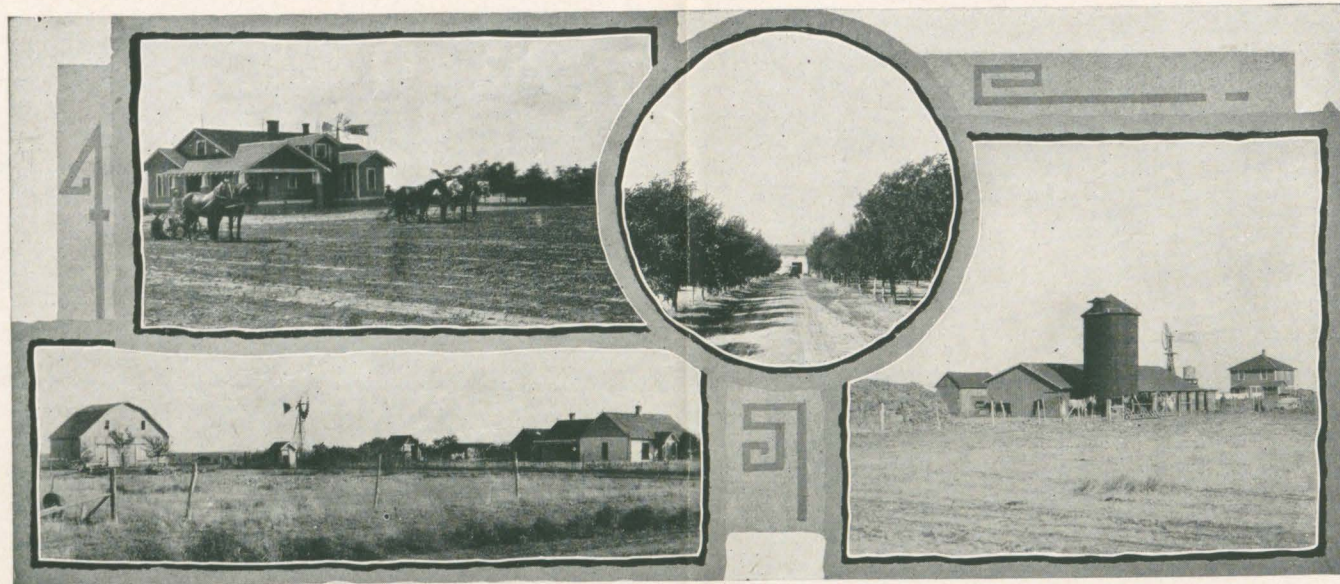
The increase in grain production is clearly shown by the increase in grain loaded at Santa Fe Railway stations. The loadings of wheat in 1910 was 1,224 cars and in 1926 the total was 16,874 cars, an increase in 16 years of 15,550 cars or 20,000,000 bushels. The total number of cars loaded with grain at Santa Fe Railway stations in 1910 was 2,788 cars, and in 1926 the total was 23,302 cars, an increase of 20,514 cars, or 26,500,000 bushels. But only a limited amount of kafir, milo, oats and Indian corn is shipped, the bulk of these crops being used in the feed lots. The 1920 U. S. census reports the production of kafir and milo at 20,671,506 bushels and Indian corn at 2,808,318 bushels, and oats at 5,284,315 bushels in 1919, a total of 28,764,139 bushels. As less than twenty-five per cent. of the tillable land is in crop, it indicates what a grain country the Panhandle and South Plains may be when the entire district is under plow.

Cotton Gins. Three hundred twenty cotton gins are located on the lines of the Santa Fe Railway. New gins have been built in new localities the last year when cotton became a commercial crop. The census of 1925 reports a total of 286,274 bales of cotton produced in 1924. Total ginned crop of 1926-7 was 455,000 bales.

Cotton Compresses. Nine compresses serve this territory of the Santa Fe Railway. The daily total capacity is 11,000 bales and the storage capacity 107,500 bales.



Finishing lambs is a profitable industry.



Typical farm homes in the Texas Panhandle.

Cotton Seed Oil Mills. Eight oil mills are located in Santa Fe Railway territory, providing a home market for cotton seed. They have a combined daily capacity of 32,000 gallons of cotton seed oil, 360 tons of cotton seed cake and meal, 260 tons of hulls and 80,000 pounds of cotton lint. Extensive feeding operations are also carried on in connection with the oil mills, utilizing the hulls for roughage in connection with meal and other feed.

Cotton Mill. The only cotton mill in northwest Texas is located at Post on the Santa Fe Railway. It is one of the best all sheeting mills for its size in the United States. This mill uses home-grown cotton, about 4,800 bales being consumed annually.

Ice Plants. Twenty-one ice plants are located on the Santa Fe Railway. They supply ice to a large number of towns in their districts.

Electric Light and Power Plants. About twenty electric light and power plants are located in Santa Fe Railway territory. Many of these plants serve neighboring towns and supply power and light to farming sections.

Oil Refineries. There are five oil refineries located on the Santa Fe Railway with a combined daily capacity of 26,000 barrels. There are also 40 natural gasoline plants with a daily production of 404,000 gallons.

Smelter. The U. S. Zinc Company's smelting plant near Amarillo, employs approximately 300 men.

Brick Yards. Valuable deposits of clay are found in this territory. Brick manufacturing plants are located at Post and near Amarillo where a variety of good building brick is made. The plant near Amarillo uses natural gas for fuel.

Other Industries. A packing plant, machine shops, repair shops, automobile shops, and numerous other small industries are well distributed over this section.

Municipal Improvements

The growth of the towns in the Panhandle and South Plains has been rapid and is largely due to farm development. In fact, the wealth dug out of the prairie has been the chief factor in building the towns. The simple frame store building of a score of years ago has given way to substantial brick business blocks. Concrete sidewalks have replaced the irregular board walks of early days. The streets have been graded and many miles have been paved. Water and sewer systems have been installed. Electric light and power plants have been built. Local and long distance telephone lines spread over the territory. Free delivery of mail has been established in the cities and rural lines serve the farming sections. It is a very wonderful transformation that has come over older towns in Santa Fe Railway territory, like Amarillo, Lubbock, Plainview, Hereford, Canadian, Canyon, Crosbyton, Floydada, Snyder, Lamesa, Tahoka, Post and others. New towns like Perryton and Spearman moved into the city class in a year or two. Slaton, in a decade, became a well-built town surrounded by a new and progressive farming community.

Schools

The development of the public school system in the Panhandle and South Plains has kept well ahead of the material development. The public schools have been brought to a high standard, a credit to the progressive citizenship of this territory. Splendid high school and elementary school buildings have been erected. They are well equipped in all departments. The schools are supported by local taxation and the great school fund of the state of Texas. It will be remembered that when Texas was admitted to the Union the state retained all its public lands, and the greater part of these lands were set aside for the benefit of the public schools. Lubbock is the home of the Texas Technological College. The West Texas Normal School, located at Canyon on the Santa Fe Railway, has grown to be one of the leading schools in the southwest. Business colleges and private and church schools have also been established. From an educational standpoint the Panhandle and South Plains compare favorably with the best advanced sections in the United States.

Churches

Every denomination is represented in the Panhandle and South Plains. More than two hundred churches are located in Santa Fe Railway territory. Development in religious matters has kept fully abreast with the increase in population. No community is without one or more houses of worship.

Highways

The highway system of the Panhandle and South Plains is planned to serve every part of the territory. Much improvement has been made, especially on the trunk lines crossing the plains from east to west and north to south. The natural roads are good, but as traffic is increasing the state highway department has taken over nearly 2,000 miles as state roads. These are being paved, more than fifty miles of paving having been completed and another 200 miles will be paved in the immediate future. The counties also maintain a large mileage of highways.

Newspapers

The Panhandle and South Plains area is served by over fifty newspapers and periodicals at the present time. Three of these are dailies and several are issued twice a week.

Natural Gas Fields

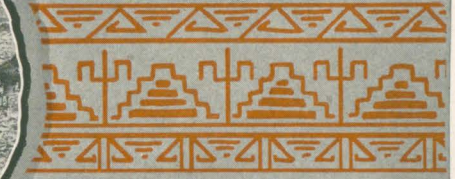
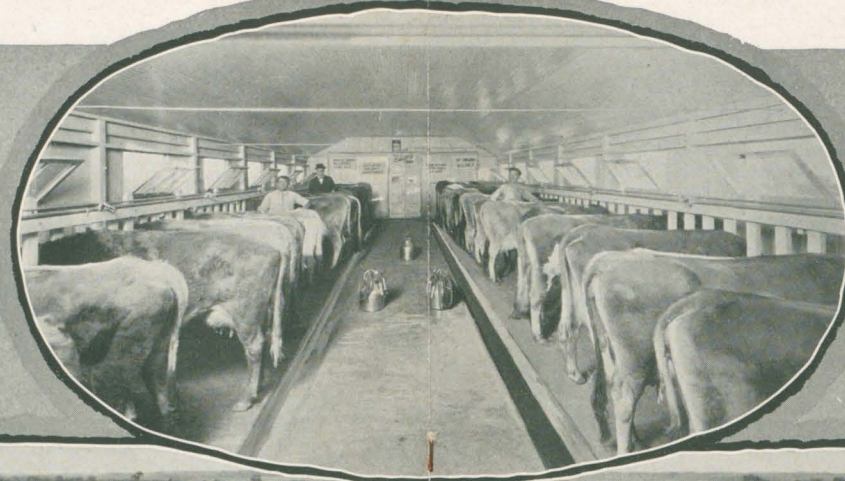
An extensive gas field is located in Potter County, about twenty-five miles north of Amarillo. The daily production of gas is about 2,118,000,000 cubic feet from a dozen wells about 1,600 feet to over 3,000 feet deep. One well has a daily production of 107,000,000 cubic feet. Another field is located further east in Carson County, some wells in this field producing as high as 180,000,000 cubic feet a day.



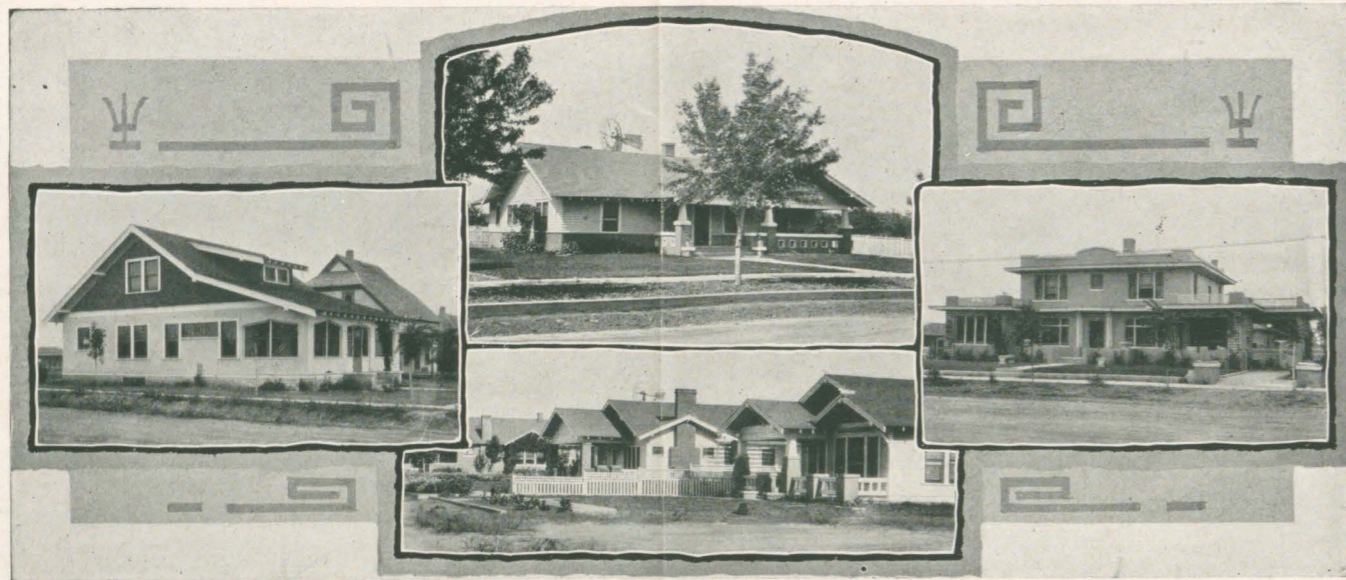
Sudan grass is grown extensively in the Plains Country.



Broom corn (above) and cane (below) are prolific crops.



The great herds of buffalo and antelope, which formerly roamed the Panhandle and South Plains, have been replaced by well-bred herds of beef and dairy cattle, hogs and sheep. The climate is ideal for live stock, poultry, garden and truck crops.



Modern and substantial city homes are an outstanding feature of the Texas Panhandle.

Natural gas has been piped into Amarillo and is in general use for industrial and domestic purposes. The capacity of the present distributing system is about 100,000,000 cubic feet a day. The smelter near Amarillo is also using natural gas for fuel, having a line of its own to the field. This cheap fuel is attracting much attention among investors looking for new locations for industries. The transportation service is excellent as Amarillo is located on three trunk line railroads, making it an excellent distributing point.

Palo Duro Canyon

The Palo Duro Canyon is an unexpected phenomenon in the broad expanse of the high plains. Beginning in New Mexico it is at first merely a shallow winding stream course, but it gradually deepens into a gorge with steep and rocky sides more than a thousand feet deep. The floor of the canyon varies from a quarter of a mile to nearly a mile in width. In places it is rough and rocky and in other places there is a rich and varied vegetation, including magnificent forest trees and heavy undergrowth. The canyon has become a resort for outings and country clubs have found picturesque locations there.

Shallow Water Districts

More than 2,000,000 acres are included in the shallow water area. This lies in the heart of the Panhandle and South Plains in the following counties: Deaf Smith, Parmer, Bailey, Castro, Lamb, Hockley, Lubbock, Hale, Floyd, Swisher and Randall counties. The area is often divided into districts as Hereford,

Plainview, Tulia, Littlefield and Lubbock, all named after the leading town, and the Black Water Valley near Muleshoe in Bailey County. The soil and climatic conditions are quite similar over the Shallow Water belt.

The supply of underground water in this area is un-failing, as the earliest wells show no decrease. The average depth to water, based upon measurements taken from several hundred wells, is approximately fifty feet. In some localities the depth is much less and in others somewhat greater. Wells deliver from 600 to 3,500 gallons of water a minute, depending upon the size of the pump and the power. There is only a slight "draw-down" even under the heaviest pumping. Dry and wet seasons apparently have no effect on the underground water supply.

Alfalfa is the leading farm crop under irrigation. It is cut four times during the season for hay and also provides some pasture during the winter. Alfalfa grown in this district is fine stemmed and the hay is much in demand. But the greater part of the alfalfa crop is used in the feed lots to fatten steers and lambs for market and also for pasture for hogs. The irrigation farmer is turning his attention also to fruit, cantaloupes, onions, tomatoes and other high-priced crops. In the Black Water Valley and other localities cantaloupes and onions are grown commercially. Irrigation also supplements at times the natural rainfall in growing wheat, cotton, kafir, milo, Indian corn, sudan grass, beans and other grain and forage crops.

The first well for irrigation by pumping was sunk at Hereford in 1910. Since then wells have been sunk over the entire territory of shallow water. At Plain-

view a company well financed acquired much land and has developed a large acreage and sold it to actual settlers as ready-made farms with irrigation plant and homes and farm buildings. These ready-made farms are being sold on easy terms.

The district is admirably adapted to irrigation. The land is so nearly level that little expense is necessary to prepare the land for irrigation. The slope of the land ranges from six to ten feet to the mile. This is a very satisfactory slope for irrigation. The wells in general use for irrigation are big-bored. Centrifugal pumps operated by crude oil or distillate engines are common, while in some sections electrically-driven pumps are used.

The development of this Shallow Water area in the Panhandle and South Plains has as yet only begun. Every district has room for many new farmers that can all start on virgin land at a reasonable price and on easy terms.

Counties Served By the Santa Fe Railway

The Santa Fe Railway serves directly a select group of counties in the Panhandle and South Plains from Hansford, Ochiltree and Lipscomb in the north, to Gaines, Dawson and Scurry in the south. These are on the high plains, except part of Garza and all of Scurry, located on the lower plains. The general description heretofore made of this territory applies to this entire chain of counties on the Santa Fe Railway. It is a fine body of tillable land, much of it still in the sod waiting for development.

The growth of these counties is clearly shown by the 1920 census reports of the United States Bureau of the Census. Only a limited part of these reports are here quoted. The increase in population of each county is shown by the census reports for the years 1910 and 1920, and the increase in the cultivated area is indicated by the census report of improved land in cultivation for the years 1910 and 1920. The crop report of the 1920 census covers the year 1919. Only the production of leading crops in each county and the number of live stock in each county are here quoted for the year 1919. The census report, however, includes all other cereals, beans, peas, vegetables, small and orchard fruit, broom corn, silage crops, dairy products, wool, honey and others. Space, however, does not permit the publication of the complete reports in this booklet.

Hockley and Cochran counties are only recently opened for settlement. Hansford and Ochiltree counties are on the recently built North Texas line. Along the Gulf-Pacific trunk line of the Santa Fe and new branches in the South Plains large pastures are now being placed on the market, offering an unusual opportunity to new settlers. New land lies conveniently close to stations on the Santa Fe Railway.

Hansford County. Population in 1920 1,358, in 1910 935; improved land in farms in 1920 67,575 acres, in 1910 32,997 acres; production in 1919, wheat 476,054 bushels, kafir 52,515 bushels, Indian corn 1,910 bushels, barley 101,129 bushels, chickens, 13,980, and eggs 53,389 dozen; beef cattle in 1919 16,950 head, milk cattle 982 head, and hogs 2,056 head. Spearman terminal of North Texas line of the Santa Fe Railway.

Ochiltree County. Population in 1920 2,331, in 1910 1,602; improved land in farms in 1920 131,116 acres, in 1910 53,096 acres; production in 1919, wheat 563,758 bushels, kafir 215,061



Shipping the various products of the Panhandle territory.



Plainview High School.

bushels, Indian corn 15,070 bushels, oats 149,228 bushels, barley 323,357 bushels, chickens 35,801, and eggs 121,305 dozen; beef cattle in 1919 23,929 head, milk cattle 987 head, sheep 916 head, and hogs 4,708 head. Perryton is the county seat.

Lipscomb County. Population in 1920 3,684, in 1910 2,634; improved land in farms in 1920 117,278 acres, in 1910 108,767 acres; production in 1919, wheat 349,181 bushels, kafir 377,631 bushels, Indian corn 42,091 bushels, oats 116,503 bushels, chickens 57,558, and eggs 193,596 dozen; beef cattle, 1919, 41,301 head, milk cattle 2,076 head, sheep 2,169 head, and hogs 4,814 head. County seat, Lipscomb.

Hemphill County. Population in 1920 4,280, in 1910, 3,170; improved land in farms in 1920 77,838 acres, in 1910 52,768 acres; production in 1919, wheat 102,897 bushels, kafir 597,959 bushels, Indian corn 222,356 bushels, oats 127,212 bushels, chickens 34,234, and eggs 109,098 dozen; beef cattle 53,903 head, milk cattle 1,143 head, and hogs 5,372 head. Canadian is the county seat.

Roberts County. Population in 1920 1,469, in 1910 950; improved land in farms in 1920 44,110 acres, in 1910 18,049 acres; production in 1919, wheat 545,484 bushels, kafir 103,785 bushels, Indian corn 11,307 bushels, oats 141,365 bushels, chickens 3,946, and eggs 19,187 dozen; beef cattle in 1919 35,491 head, milk cattle 87 head, sheep 116 head, and hogs 1,336 head. Miami is the county seat.

Gray County. Population in 1920 4,663, in 1910 3,405; improved land in farms in 1920 168,645 acres, in 1910 91,759 acres; production in 1919, wheat 1,461,766 bushels, kafir 537,588 bushels, Indian corn 178,086 bushels, oats 561,975 bushels, chickens 54,643, and eggs 205,740 dozen; beef cattle in 1919 33,067 head, milk cattle 1,723 head, sheep 301 head, and hogs 4,561 head. Lafors is the county seat.

Carson County. Population in 1920 3,078, in 1910 2,127; improved land in farms in 1920 155,792 acres, in 1910 86,357 acres; production in 1919, wheat 1,277,629 bushels, kafir 604,356 bushels, Indian corn 10,933 bushels, oats 781,503 bushels, barley 176,808 bushels, chickens 43,500, and eggs 148,932 dozen; beef

cattle in 1919 28,374 head, sheep 1,159 head, and hogs 2,634 head. Panhandle is the county seat.

Potter County. Population in 1920 16,710, in 1910 12,424; improved land in farms in 1920 45,178 acres, in 1910 29,158 acres; production in 1919 wheat 256,170 bushels, kafir 146,673 bushels, Indian corn 2,522 bushels, oats 193,999 bushels, barley 9,956 bushels, chickens 3,041, and eggs 52,345 dozen; beef cattle in 1919 35,146 head, milk cattle 1,192 head, sheep 4,902 head, and hogs 1,390 head. Amarillo is the county seat.

Randall County. Population in 1920 3,875, in 1910 3,313; improved land in farms in 1920 116,815 acres, in 1910 94,404 acres; production in 1919, wheat 603,042 bushels, kafir 448,177 bushels, Indian corn 4,690 bushels, oats 348,241 bushels, barley 64,243 bushels, chickens 31,151, and eggs 151,423 dozen; beef cattle in 1919 28,369 head, milk cattle 1,925 head, sheep 1,673 head, and hogs 4,176 head. Canyon is the county seat.

Deaf Smith County. Population in 1920 3,747, in 1910 3,942; improved land in farms in 1920 83,989 acres, in 1910 86,392 acres; production in 1919, wheat 152,103 bushels, kafir 560,229 bushels, Indian corn 7,874 bushels, oats 11,295 bushels, alfalfa 2,586 tons, chickens 32,858, and eggs 110,538 dozen; beef cattle in 1919 38,881 head, milk cattle 1,766 head, sheep 7,339 head, and hogs 4,253 head. Hereford is the county seat.

Castro County. Population in 1920 1,948, in 1910 1,850; improved land in farms in 1920 83,029 acres, in 1910 71,235 acres; production in 1919, wheat 136,150 bushels, kafir 607,857 bushels, Indian corn 13,050 bushels, oats 149,934 bushels, chickens 35,684, and eggs 135,646 dozen; beef cattle in 1919 30,989 head, milk cattle 466 head, sheep 5,636 head, and hogs 3,166 head. Dimmit is the county seat.

Parmer County. Population in 1920 1,699, in 1910 1,555; improved land in farms in 1920 45,158 acres, in 1910 37,909 acres; production in 1919, wheat 78,124 bushels, kafir 358,921 bushels, Indian corn 35,394 bushels, oats 28,907 bushels, chickens 16,609, and eggs 39,608 dozen; beef cattle 19,819 head, milk cattle 417 head, horses 1,567 head, mules 477 head, sheep 9,412 head, and hogs 2,088 head. Farwell is the county seat.

Bailey County. Population in 1920 517, in 1910 312; improved land in farms in 1920 13,553 acres, in 1910 11,000 acres; production in 1919, wheat 200 bushels, kafir 150,340 bushels, Indian corn 21,280 bushels, oats 3,801 bushels, hay and forage 5,383 tons, chickens 6,692, and eggs 20,229 dozen; beef cattle in 1919 16,173 head, milk cattle 225 head, sheep 1,868 head, and hogs 1,213 head. Muleshoe is the county seat.

Lamb County. Population in 1920 1,175, in 1910 540; improved land in farms in 1920 39,687 acres; production in 1919, wheat 21,177 bushels, kafir 182,256 bushels, Indian corn 19,340 bushels, oats 11,196 bushels, hay and forage 21,846 tons, chickens 19,743, and eggs 46,417 dozen; beef cattle in 1919 26,892 head, milk cattle 1,114 head, sheep 1,849 head, and hogs 2,146 head. Olton is the county seat.

Hockley County. Population in 1920 137; improved lands in farms in 1920 3,235 acres, in 1910 2,657 acres; production in 1919, kafir 6,819 bushels, Indian corn 5,334 bushels, cotton 29 bales, chickens 1,987, and eggs 2,535 dozen; beef cattle in 1919 21,209 head, milk cattle 55 head, and hogs 172 head. Levland is the county seat.

Terry County. Population in 1920 2,236, in 1910 1,474; improved land in farms in 1920 32,134 acres, in 1910 23,245 acres; production in 1919, wheat 1,600 bushels, kafir 144,440 bushels, Indian corn 173,420 bushels, hay and forage 14,565 tons, cotton 1,437 bales, chickens 33,330, and eggs 71,510 dozen; beef cattle in 1919 25,563 head, milk cattle 735 head, sheep 327 head, and hogs 2,082 head. Brownfield is the county seat.

Gaines County. Population in 1920 1,018, in 1910 1,255; improved land in farms in 1920 16,103 acres, in 1910 19,717 acres; production in 1919, kafir 20,483 bushels, Indian corn 39,458 bushels, cotton 485 bales; beef cattle in 1919 31,485 head, milk cattle 568 head, sheep 580 head, and hogs 653 head. Seminole is the county seat.

Dawson County. Population in 1920 4,309, in 1910 2,320; improved land in farms in 1920 79,864 acres, in 1910 42,631

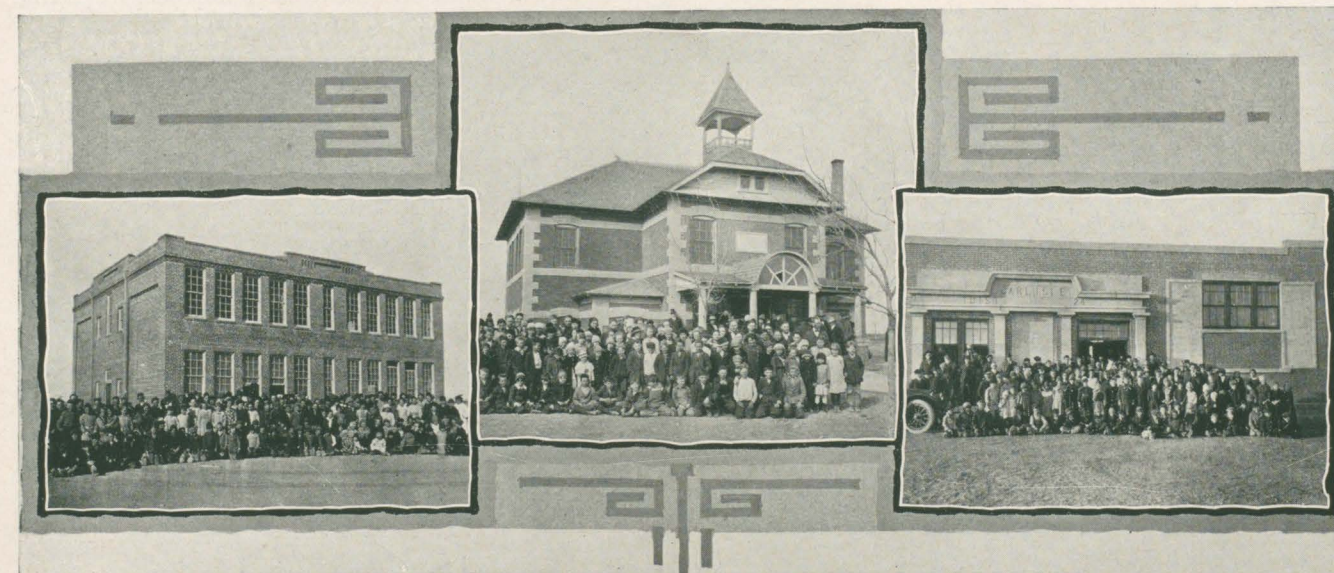
acres; production in 1919, wheat 1,710 bushels, kafir 176,357 bushels, Indian corn 112,305 bushels, cotton 24,249 bales, chickens 46,432, and eggs 147,060 dozen; beef cattle in 1919 16,936 head, milk cattle 1,758 head, sheep 3,479 head, and hogs 2,267 head. Lamesa is the county seat.

Lynn County. Population in 1920 4,752, in 1910 1,713; improved land in farms in 1920 87,323 acres, in 1910 20,108 acres; production in 1919, wheat 18,654 bushels, kafir 1,017,967 bushels, Indian corn 111,724 bushels, oats 15,041 bushels, hay and forage 10,695 tons, cotton 9,969 bales, chickens 50,818, and eggs 108,099 dozen; beef cattle in 1919 17,509 head, milk cattle 2,872 head, sheep 1,104 head, and hogs 3,957 head. Tahoka is the county seat.

Garza County. Population in 1920 4,253, in 1910 1,995; improved land in farms in 1920 49,552 acres, in 1910 16,398 acres; production in 1919, wheat 16,421 bushels, kafir 249,490 bushels, Indian corn 24,816 bushels, oats 18,995 bushels, hay and forage 15,101 tons, cotton 8,706 bales, chickens 29,507, and eggs 95,420 dozen; beef cattle in 1919 17,990 head, milk cattle 1,555 head, sheep 616 head, and hogs 2,066 head. Post is the county seat.

Scurry County. Population in 1920 9,003, in 1910 10,924; improved land in farms in 1920 140,886 acres, in 1910 144,642 acres; production in 1919, wheat 64,206 bushels, kafir 812,502 bushels, Indian corn 51,417 bushels, oats 27,415 bushels, hay and forage 31,474 tons, cotton 18,981 bales, chickens 76,276, and eggs 112,656 dozen; beef cattle in 1919 11,368 head, milk cattle 3,065 head, sheep 2,978 head, and hogs 3,826 head. Snyder is the county seat.

Lubbock County. Population in 1920 11,096, in 1910 3,624; improved land in farms in 1920 126,909 acres, in 1910 27,561 acres; production in 1919, wheat 20,531 bushels, kafir 1,073,972 bushels, Indian corn 153,282 bushels, oats 20,255 bushels, hay and forage 38,646 tons, cotton 17,603 bales, chickens 90,588, and eggs 252,560 dozen; beef cattle in 1919 21,006 head, milk cattle 4,444 head, sheep 20,006 head, and hogs 7,249 head. Lubbock is the county seat.



There are well equipped country schools in all sections of the Panhandle and South Plains.

Crosby County. Population in 1920 6,025, in 1910 1,765; improved land in farms in 1920 137,394 acres, in 1910 30,351 acres; production in 1919, wheat 242,630 bushels, kafir 1,279,468 bushels, Indian corn 71,458 bushels, oats 68,194 bushels, hay and forage 32,163 tons, cotton 17,127 bales, chickens 65,010, and eggs 190,368 dozen; beef cattle in 1919 12,090 head, milk cattle 2,698 head, sheep 5,138 head, and hogs 6,197 head. Crosbyton is the county seat.

Floyd County. Population in 1920 9,758, in 1910 4,638; improved land in farms in 1920 242,822 acres, in 1910 73,265 acres; production in 1919, wheat 962,272 bushels, kafir 2,501,175 bushels, Indian corn 54,191 bushels, oats 391,039 bushels, hay and forage 38,875 tons, cotton 12,078 bales, chickens 163,338, and eggs 366,720 dozen; beef cattle in 1919 18,068 head, milk cattle 5,434 head, sheep 4,483 head, and hogs 11,271 head. Floydada is the county seat.

Hale County. Population in 1920 10,104, in 1910 2,829; improved land in farms in 1920 235,880 acres, in 1910 126,514 acres; production in 1919, wheat 926,167 bushels, kafir 1,965,774 bushels, Indian corn 55,667 bushels, oats 252,393 bushels, hay and forage (including alfalfa) 59,553 tons, cotton 2,079 bales, chickens 139,250, and eggs 366,943 dozen; beef cattle in 1919 20,175 head, milk cattle 5,658 head, sheep 17,611 head, and hogs 14,175 head. Plainview is the county seat.

Swisher County. Population in 1920 4,388, in 1910 4,012; improved land in farms in 1920 159,879 acres, in 1910 113,052 acres; production in 1919, wheat 791,271 bushels, kafir 727,006 bushels, Indian corn 19,737 bushels, oats 439,484 bushels, hay and forage 32,937 tons, chickens 57,675, and eggs 178,553 dozen; beef cattle in 1919 23,980 head, milk cattle 2,284 head, sheep 1,674 head, and hogs 4,518 head. Tulia is the county seat.

Yoakum County. Population in 1920 504, in 1910 602; improved land in farms in 1920 10,363 acres, in 1910 8,339 acres; production in 1919, kafir 12,533 bushels, Indian corn 23,590 bushels, hay and forage 2,739 tons, cotton 9 bales, chickens 6,087, and eggs 12,065 dozen; beef cattle in 1919 21,075 head, milk cattle 38 head, sheep 1,438 head, and hogs 446 head. The county seat is Plains.



A country church in the Panhandle.

Cities and Towns

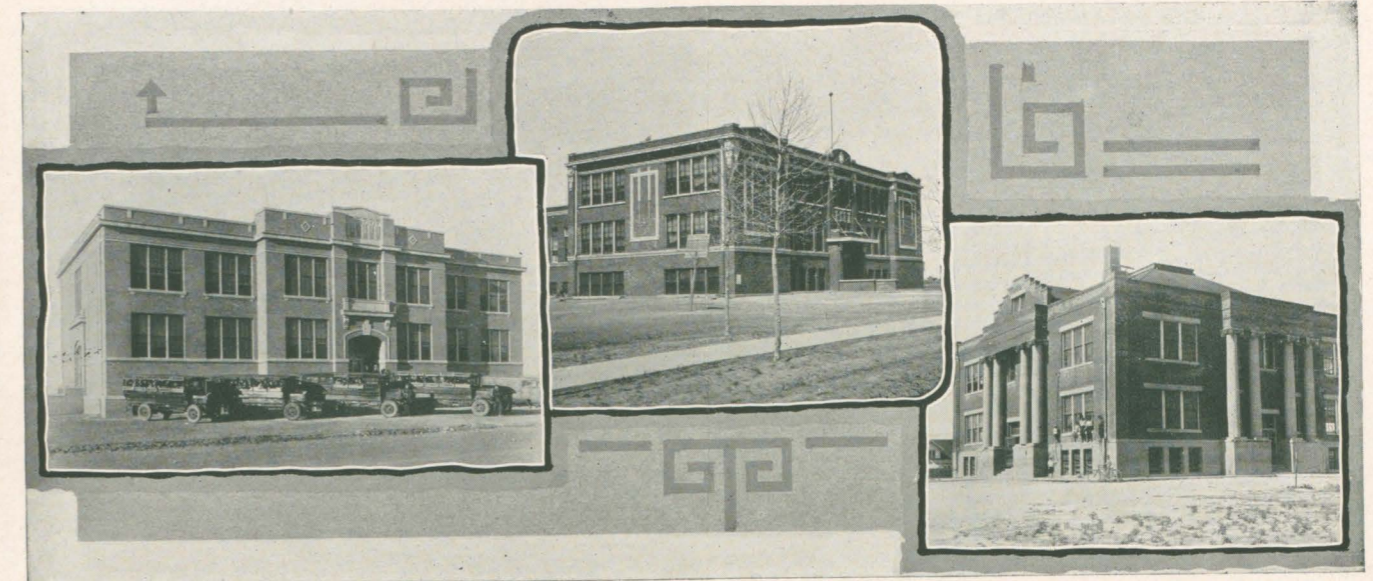
There were forty-four incorporated cities and towns in the Panhandle and South Plains in 1920, according to the reports of the United States Bureau of the Census. In 1910 there were twenty-nine.

In 1920 there were 89,374 people in the incorporated cities and towns in this territory. In 1910 the total was 59,232 people. This is an increase of over fifty per cent. in the ten-year period.

Many towns are not incorporated. The Federal Government does not recognize the unincorporated towns in the census. Therefore, comparison of their growth is not possible through official figures. But the tonnage of freight handled by the railroads is increasing, indicating that the smaller towns are also keeping pace with the agricultural and live stock development of their respective districts.

The following cities and towns are located on the Santa Fe Railway in the Panhandle and South Plains of northwest Texas:

Amarillo, the county seat of Potter County, is the metropolis of the Panhandle and South Plains. The estimated population in 1928 is 40,000. The population in 1920 was 15,494, in 1910, 9,957, and in 1900, 1,442. Amarillo is a modern city with water and sewer systems, paved streets, electric light and power, street car service, local and long distance telephone service, good hotels, strong banks, fine business blocks and public buildings, two daily newspapers, twelve churches, public and private schools, hospitals, public library and many business, social, and fraternal organizations. The total bank resources February 28, 1928, were \$22,500,000. Three trunk line railroads,



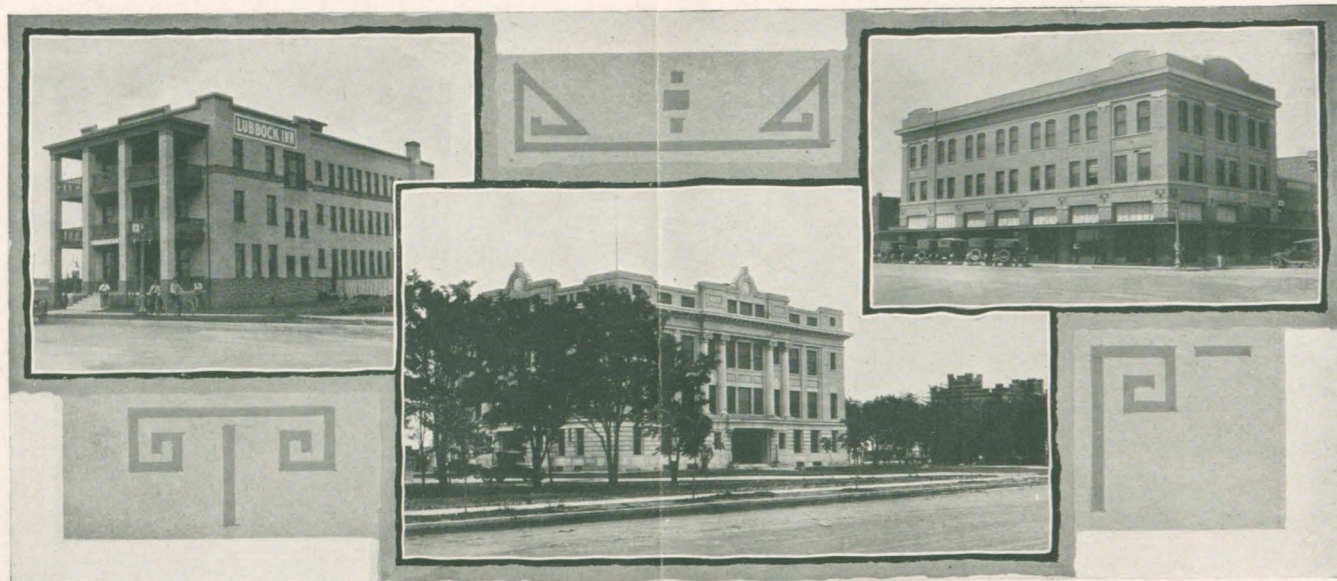
City schools at Lubbock, Plainview and Pampa.

the Santa Fe, the Rock Island and the Fort Worth and Denver, insure adequate and efficient transportation service. Amarillo has therefore become a great distributing center for a wide territory, and many wholesale houses, commission houses, farm and other machinery depots and supply concerns have located here. Amarillo is also a concentration point for live stock, poultry, dairy products and other produce from the farms, the pastures and ranges. The capacity of the grain elevators is over 1,445,000 bushels. Among industries located here are a flour mill of about 1,000 barrel daily capacity, a creamery with an annual output of over one million pounds of butter, two ice plants, candy factories, broom factory and many smaller industries. The natural gas field furnishes convenient and cheap fuel. The altitude is 3,626 feet.

Lubbock, the county seat of Lubbock County, is the distributing and market center of the South Plains. The estimated population in 1928 is 17,000. The population in 1920 was 4,051 and in 1910 1,936. The town was not incorporated in 1900, being merely an insignificant, dusty cow town at that time. Lubbock has in the last few years become an attractive city with all modern conveniences; water and sewer systems, electric light and power, paved streets, local and long distance telephone service, ten churches, modern public school buildings, hospitals, library, two newspapers and progressive business, social and fraternal organizations. Fine brick buildings house up-to-date retail stores and other lines of business. The total bank resources are \$5,000,000. Lubbock is located on the Gulf-Pacific trunk line of the Santa Fe Railway and branch lines southwest to Seagraves and east to Crosbyton.

Lubbock is therefore admirably located to supply a large trade territory. Many wholesale houses, machinery depots and other supply houses are located there. It is also an important concentrating point for cotton, grain, sudan grass seed and other products from the farms, large pastures and the range. Among industries are two electric light and power plants which also serve neighboring districts, two creameries, eight cotton gins, two cotton compresses, grain elevator and warehouses, three ice plants and many smaller industries. The elevation is 3,251 feet.

Plainview, the county seat of Hale County, is the leading city in the Shallow Water belt of the Panhandle and South Plains. The estimated population in 1928 is 9,000. The population in 1920 was 3,989 and in 1910 2,829. In 1900 Plainview was merely a trading post. But since the coming of the Santa Fe Railway in 1910 Plainview has grown into a modern city because of the remarkable development of the surrounding territory. Plainview has water and sewer systems, paved streets, electric light and power, local and long distance telephone service, free city delivery of mail, strong banks, two semi-weekly newspapers, good hotels, eleven churches, fine public and private schools, library, large new auditorium and progressive business, social and fraternal organizations. The Wayland Baptist College, a prosperous and growing institution is located here. The total bank resources are \$3,850,000. Among industries are one large flouring mill, five grain elevators, one creamery, one ice plant, cold storage houses, poultry concentrating plants, cotton gin, and many smaller industries. Plainview has ready access over the Santa Fe Railway to the great



Good hotels and fine business blocks are a natural result of the rapid farm development.

markets on the Gulf, the Pacific Coast and the north and east. A branch line extends east to Floydada. The elevation is 3,370 feet.

Canadian, the county seat of Hemphill County, is the principal shipping and distributing point in the northeastern section of the Panhandle. The population in 1928 is 3,500 and in 1910 1,648. Though Canadian is one of the older towns in this district and always an important cattle shipping point, it is only within recent years it moved out of the village class. It is a division point on the main line of the Santa Fe Railway. Canadian is a very attractive modern city located on the Canadian River. It has water and sewer systems, paved streets, electric light and power, local and long distance telephone service, ice plant, six churches, modern public school buildings, hospital, library, strong banks, good newspaper, substantial brick business blocks, good hotels and business, social and fraternal organizations. The total bank resources are \$1,400,000. There are three grain elevators. This is an important hog and poultry shipping point. Altitude, 2,331 feet.

Snyder, the county seat of Scurry County, is located on the lower plains on the Gulf-Pacific trunk line of the Santa Fe Railway. Population in 1928, 4,500. It is the center of an important grain and cotton section. It is an attractive modern city with water and sewer systems, electric light and power, paved streets, local and long distance telephone service, ice plant, strong banks, fine buildings, large churches, good schools, hospitals and progressive business, social and fraternal organizations. Among industries is a

large cotton seed oil mill, seven cotton gins, warehouses and many other industries. Elevation is 2,316 feet.

Hereford, the county seat of Deaf Smith County, lies in a shallow water district of 250,000 acres of very rich prairie. The population in 1928 is 3,000. Hereford is a very attractive city with water and sewer systems, electric light and power, paved streets, local and long distance telephone service, many churches, fine public schools, good hotels, strong banks and business, social and fraternal organizations. There are four grain elevators, warehouses and a number of other industries. The total bank resources are \$1,496,630. Dairying, hog growing and feeding are important industries around Hereford. Elevation is 3,798 feet.

Canyon, county seat of Randall County on the main line of the Santa Fe Railway and the Plainview branch, is located in a rich farming district. The population in 1928 is 2,500 and in 1910 1,400. Canyon has water and sewer systems, electric light and power, telephone service, paved streets, strong banks, many churches and good public schools. It is the home of the West Texas State Normal School, which has become one of the important educational institutions in the southwest. Canyon has two grain elevators and other industries. The total bank resources are \$1,000,000. The altitude is 3,626 feet.

Slaton is located in Lubbock County on the Gulf-Pacific trunk line of the Santa Fe Railway. It is an important division point. The population in 1920 was 1,525, and is now (1928) estimated at 5,300. This is a new town, built up in ten years by the rapid development of the rich prairie. It is an attractive town with water and sewer systems, electric light and

power, fine churches, substantial school buildings, telephone service, strong banks and business, social and fraternal organizations. Among industries are four cotton gins, one cotton compress, one ice factory, warehouses and other industries. The altitude is 3,100 feet.

Post, the county seat of Garza County, is a model city on the Gulf-Pacific trunk line of the Santa Fe Railway, located on the lower plains. Population in 1928 is 3,500. It has water and sewer systems, electric light and power, telephone service, many churches, good public schools, modern hospital, strong banks, good hotels and other modern conveniences. Among industries are an up-to-date all sheeting cotton mill, four cotton gins, one brick plant, cold storage plant, warehouses and other industries.

Floydada, the county seat of Floyd County, is the center of a rich farming and live stock section. Population in 1928 is 3,000 and in 1910, 664. It is a prosperous modern town with water works, paved streets, electric light, telephone service, strong banks, live newspaper, many churches, good schools and business, social and fraternal organizations. Among industries are one flouring mill, three cotton gins, one ice plant, four grain elevators and other industries. The total bank resources are \$1,547,000.

Tulia, the county seat of Swisher County, is located on the Santa Fe Railway in the Shallow Water belt. The population in 1928 is 3,000. It has modern conveniences, including water works, electric light and power, telephone service, good schools and many churches. Being located in a rich farming district it is well supplied with industries related to agriculture,

including five grain elevators. The total bank resources are \$1,130,000. The altitude is 3,498 feet.

Lamesa, the county seat of Dawson County, is the terminal of the Santa Fe Railway branch from Slaton. The population in 1920 was 1,188 and is now (1928) estimated to be 6,000. It has water works, electric light and power, telephone service, newspapers, good schools, five churches, strong banks, six cotton gins, one ice factory, and well-built business blocks. The total bank resources are \$1,650,000.

Lockney is located in Floyd County on the Santa Fe Railway between Plainview and Floydada. It is in the Shallow Water belt. The population in 1928 is 3,000 and in 1910, 750. It has two cotton gins, poultry concentrating plant, strong banks, and up-to-date mercantile and other establishments. The total bank resources are \$550,000.

Ralls is located in Crosby County on the Santa Fe Railway between Lubbock and Crosbyton. Population in 1928, 2,500. This is a new town that has grown to meet the needs of a rich and growing agricultural district. It has five cotton gins and three grain elevators. The total bank resources are \$767,000.

Pampa, located on the main line of the Santa Fe Railway in Gray County is noted as a great grain shipping point. The population in 1928 is 9,000. It lies in the center of a fine farming district that has developed rapidly during the last ten years. Pampa is a modern town with water works, electric light and power, telephone service, many churches, excellent schools, good hotels and strong banks. There are five grain elevators, warehouses and other industries. The



A street scene—Amarillo, Texas.



A bird's-eye view of Plainview, Texas.

total bank resources are \$2,100,000. The altitude is 3,226 feet.

Miami, the county seat of Roberts County, is located on the main line of the Santa Fe Railway. The population in 1928 is 1,000. It is the center of a rich live stock and farming district. It has water works, electric light and power, four churches, fine schools and strong banks. There are four grain elevators and other industries. The altitude is 2,736 feet.

Crosbyton, the county seat of Crosby County, is the terminal of the branch line of the Santa Fe Railway from Lubbock. The population in 1928 is 2,500. It is a modern town with water works, electric light and power, telephone service, four churches, good schools and strong banks. It has three grain elevators, four cotton gins and other industries. The bank resources are \$693,500.

Higgins is located on the main line of the Santa Fe Railway in Lipscomb County. It serves a large live stock and farming district. The population in 1928 is 1,000. Higgins has water works, electric light and power, telephone service, many churches, excellent schools, good hotels and strong banks. There are five elevators, broom corn and other warehouses, and other industries. The total bank resources are \$642,320. The altitude is 2,560.

Spearman, the terminal of the North Texas line of the Santa Fe Railway, was started about January 1, 1920, and is already a town of over 1,600 people. It is the marketing point for a large territory in Hansford, Hutchinson and Moore counties. There are seven grain elevators in Spearman. Every line of business is well represented, including large stores, strong banks, live

newspaper, telephone service, hotels, lumber yards, machine agencies and many smaller industries. It has good schools and several churches.

Perryton, the county seat of Ochiltree County on the North Texas line of the Santa Fe Railway, has grown into a town of over 2,500 people in about three years. It is the marketing point for a rich farming and live stock district in Texas and Beaver County, Oklahoma. Perryton has electric light and power, telephone service, churches, fine public schools, hotels, large business houses, strong banks and live newspaper. There are five grain elevators, one flouring mill, cold storage and other warehouses, ice factory, poultry plant and other industries. The total bank resources are \$616,450.

Booker, on the North Texas line of the Santa Fe Railway in Lipscomb County, is a new and prosperous town of over 500 people. It has electric light and power, telephone service, churches, fine schools, a live newspaper, strong banks, large business houses, five grain elevators and many smaller industries. The total bank resources are \$150,000.

Panhandle, the county seat of Carson County, is located on the main line of the Santa Fe Railway. The population in 1928 is 6,000 and in 1910, 521. It is located in the center of a rich farming district. There are three grain elevators, strong business houses and banks, a live newspaper, churches, modern schools and many smaller industries. The total bank resources are \$1,000,000.

Farwell, the county seat of Parmer County, is located at the junction of the Gulf-Pacific trunk and

main lines of the Santa Fe Railway on the New Mexico state line. The population in 1928 is 2,000. Farwell has water system, electric light and power, telephone service, churches, good public schools, hotel, strong business houses, a bank and live newspaper. There are two grain elevators and several grain warehouses, ice plant, wholesale houses and smaller industries. The headquarters for the Capital Reservation lands is located here, nearly one million acres of the original grant of 3,000,000 acres being still on the market. The total bank resources are \$181,000. The altitude is 4,129 feet.

Brownfield, the county seat of Terry County, is located on the branch line of the Santa Fe Railway from Lubbock to Seagraves in Gaines County. The population in 1928 is 2,500. There are three cotton gins, many business houses, strong banks, one live newspaper, churches, good schools and many smaller industries. Brownfield serves a large farming and live stock district and is an important shipping point for live stock, including poultry products and hogs. This is in a new section that is settling rapidly.

Tahoka, the county seat of Lynn County. The population in 1928 is 2,500. Tahoka is a live modern town with water works, electric light, paved streets, telephone service, churches, excellent public schools, live newspaper, strong business houses and banks and active business, social and fraternal organizations. There are three cotton gins, one grain elevator, warehouses and other industries. Lynn County has made phenomenal growth in twenty years. The population of county in

1900 was 17, in 1910, 1,713, and in 1920, 4,752, while the improved land in farms increased from 246 acres in 1900 to 87,323 in 1920. The bank resources of Tahoka are \$1,180,000.

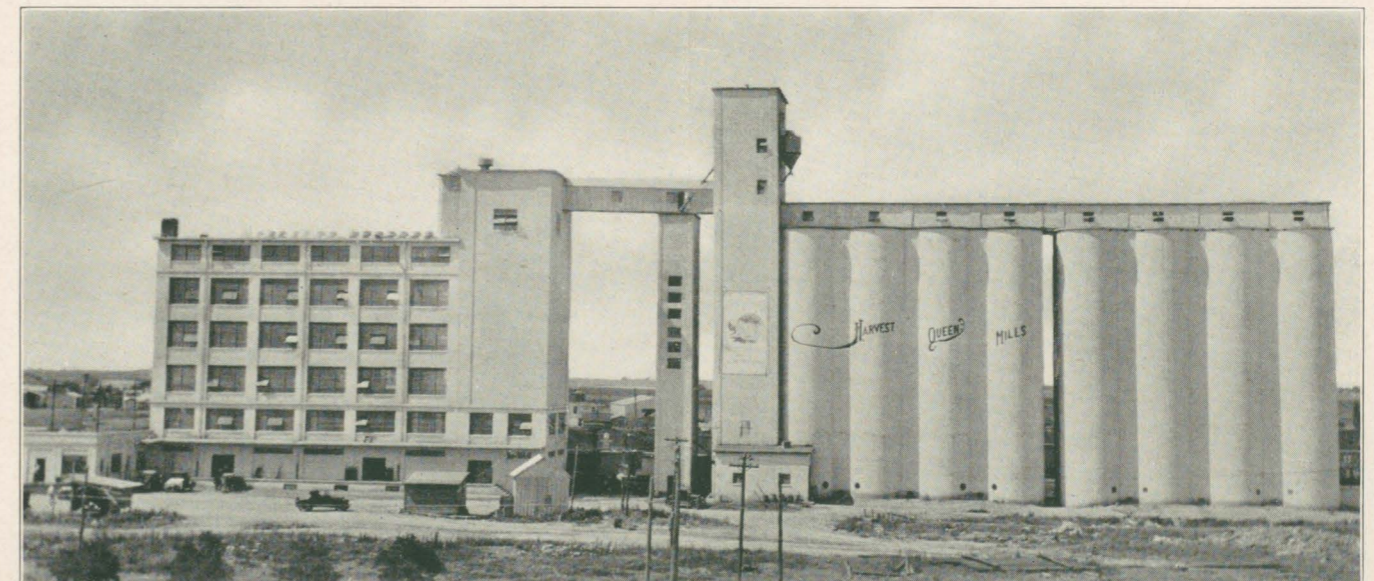
Happy is located on the Santa Fe Railway in Swisher County in the center of a rich farming district. The population in 1928 is 600. There are four grain elevators, churches, good public schools and strong bank with total resources of \$238,420.

Kress is located on the Santa Fe Railway in Swisher County in the Shallow Water belt. The population in 1928 is 700. There are two grain elevators, warehouses, churches, good public schools, good stores and bank with resources of \$98,915.

Hale Center in Hale County is in a rich farming district. The population in 1928 is 600. There are two grain elevators, one cotton gin, good public schools, churches, good business houses and bank with resources of \$241,000.

Abernathy is located in Hale County in an excellent farming section. The population in 1928 is 600. There are two grain elevators, two cotton gins, one flouring mill, well-stocked stores, churches, good public schools and bank with resources of \$342,000.

Glazier is located in Hemphill County. The population in 1928 is 500. It serves a large farming and live stock territory. There are three grain elevators, warehouses, business houses, churches, good public schools. The altitude is 2,593 feet.



Flouring mill at Plainview, Texas.

White Deer is a growing town in Carson County. Estimated population is about 4,500. There are four grain elevators, warehouses, many good stores, churches, good schools and two banks with resources of \$539,000. This is a heavy wheat shipping point.

Friona is located in Parmer County. Estimated population about 500. It serves a new prairie section. There are two grain elevators, churches, good schools, business houses and a bank with resources of \$331,450. The altitude is 3,990 feet.

Seagraves is the terminal of the branch line of the Santa Fe Railway from Lubbock, located in Gaines County. This is a new town in a new farming and live stock section. It is the distributing and marketing point for a large territory in Texas and New Mexico. There are warehouses, one cotton gin, good stores, churches, good schools and a bank with resources of \$123,100.

Southland is located in Garza County, serving a rich farming section on the plains. The estimated population is about 500. There are three cotton gins, warehouses, stores, churches and a branch bank.

Farnsworth, in Ochiltree County, is an important grain shipping point with two grain elevators.

Huntoon, in Ochiltree County, has two grain elevators.

Darrouzett is located in Lipscomb County. There are two grain elevators, warehouses, stores and bank with resources of \$240,775.

Follett is located in Lipscomb County. There are three grain elevators, churches, good schools, news-

paper, business houses and two banks with total resources of \$322,000.

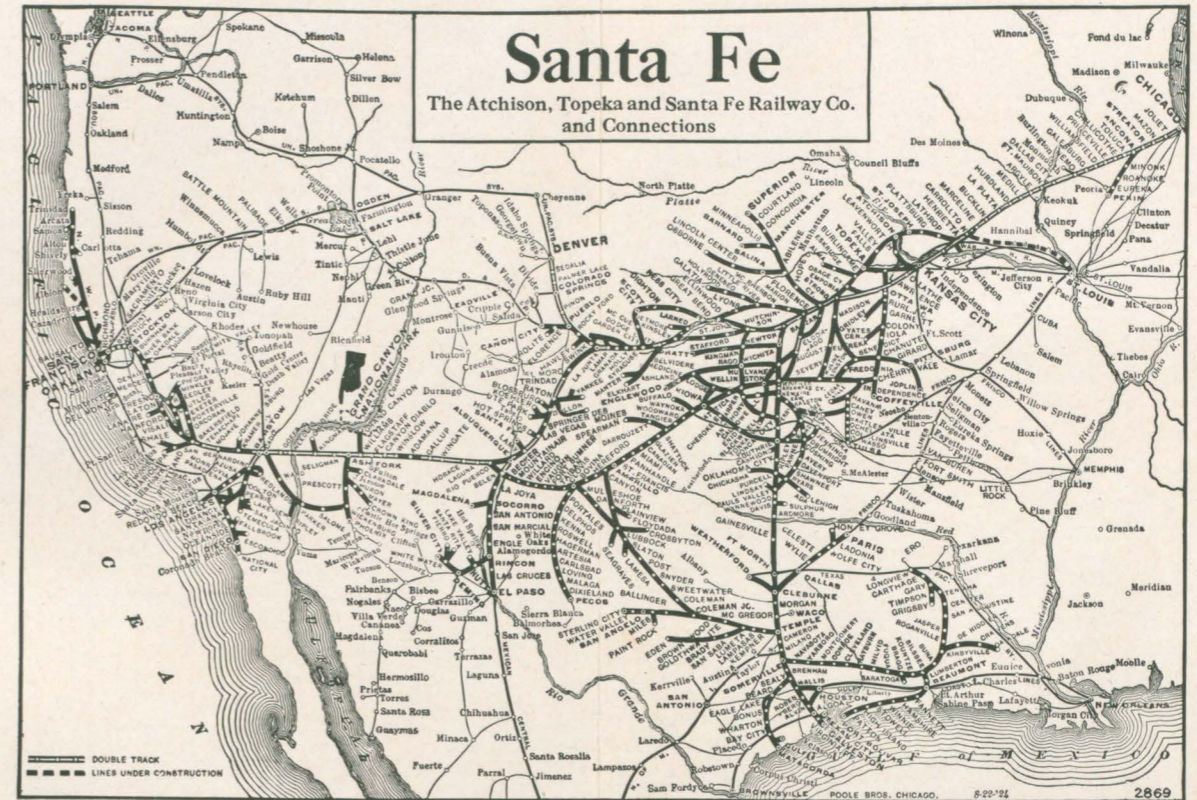
Muleshoe, the county seat of Bailey County, is located on the Gulf-Pacific trunk line of the Santa Fe Railway in the Black Water shallow water district. The estimated population about 1,000. Muleshoe is a new town in a new farming section that is being opened for settlers. There is one elevator, churches, good schools, business houses and a bank with resources of \$243,900. The irrigation farmers in this section are giving attention to the cultivation of cantaloupe, onions, tomatoes and other high-priced crops.

Littlefield is located in Lamb County on the Gulf-Pacific trunk line of the Santa Fe Railway. It is in the center of a very fertile district of the well-known Yellow House pasture which is now being opened for settlers. There are a grain elevator, one cotton gin, five churches, fine public schools, good stores and a bank with resources of \$535,730. Population 3,000.

Lorenzo is located in Crosby County. The estimated population is about 1,500. There are four cotton gins, one grain elevator, three churches, good stores and a bank with resources of \$500,900.

Idalou is in Lubbock County. The estimated population is about 1,000. There are two cotton gins, warehouses, three churches, good schools, good stores and bank with resources of \$264,200.

Sudan, located in Lamb County, is a new town in a fertile farming district that is just being opened for settlement. It has a new cotton gin, two churches, good school, stores and other business houses.



Grain elevators are also located at the following stations on the Santa Fe Railway; Umbarger, one; Dawn, one; Bovina, one; St. Francis, two; Waka, two; Kingsmill, two; Cuyler, two; Hoover, three, and Codman, three.

Colonization Department

If you are not certain just where you wish to locate, I will be glad to offer you every facility of this department to secure information about any section of the Southwest served by the Santa Fe. This will cost you nothing.

C. L. SEAGRAVES, General Colonization Agent, A. T. & S. F. Ry., 900 Railway Exchange, Chicago.

Freight Department

The term "Emigrant Movables" will apply to property of an intending settler only and will include Second-Hand (used) Household Goods or personal effects such as Clothing, Furniture or Furnishings for residences, with not to exceed one Piano; Tools and other Hand Implements of calling; Second-Hand (used) Agricultural Implements or Traction Engines; Second-Hand (used) Vehicles, other than Motor Vehicles; Fence Posts, Wire Fencing, Lumber, Shingles or one Knocked Down Portable House; Grain, Seeds, Shrubby or Seeds for planting; Feed for Live Stock and Poultry while

in transit; Poultry not exceeding 500 pounds in weight or ordinary Live Stock (that is, Cattle, Swine, Sheep, Goats, Horses or Mules, except such as are chiefly valuable for breeding, racing, show purposes or other special uses), not to exceed ten head. Rates will not permit inclusion of Matches or other inflammable or explosive articles, Boats, Drugs, Paintings, Silverware or other articles of extraordinary value, nor any articles intended for sale or speculation.

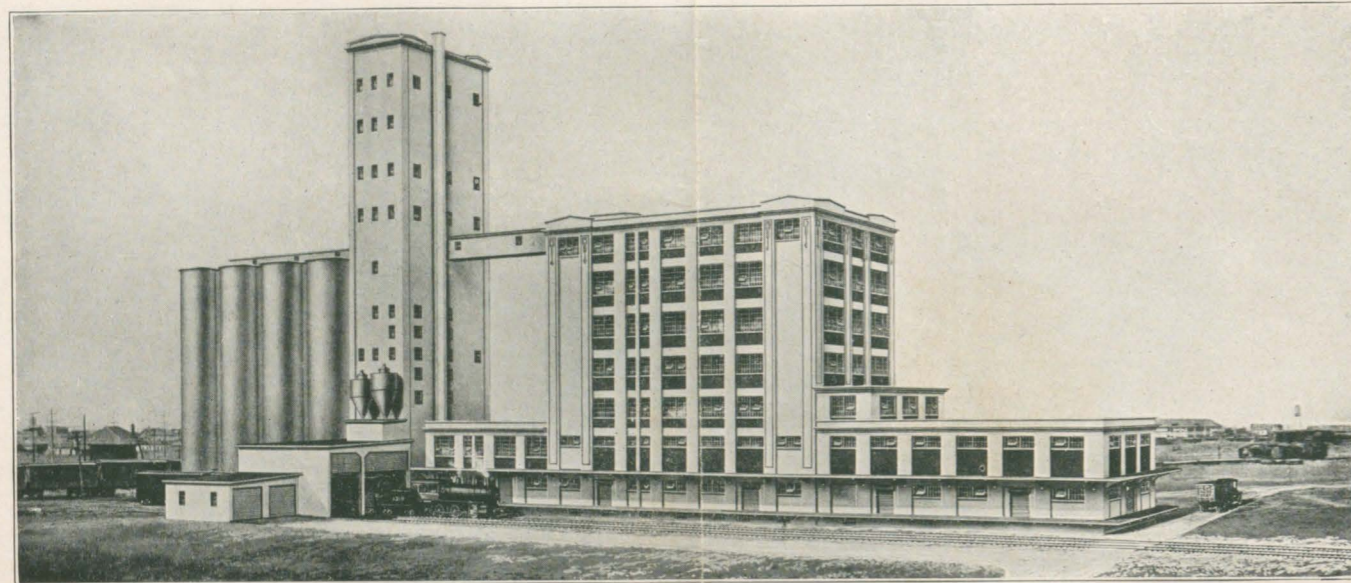
One man will be passed free one way with one or more carloads of Emigrant Movables provided the car contains Horses, Mules, Cattle, Calves, Sheep or Hogs and is covered by Live Stock Contract. No return pass will be given. The minimum carload weight is 20,000 pounds for cars not exceeding 36 feet 6 inches in length. On cars over 36 feet 6 inches in length greater minimum weights will apply, based on a graduated scale.

Prospective settlers and others can get full information as to rates, service, etc., by addressing

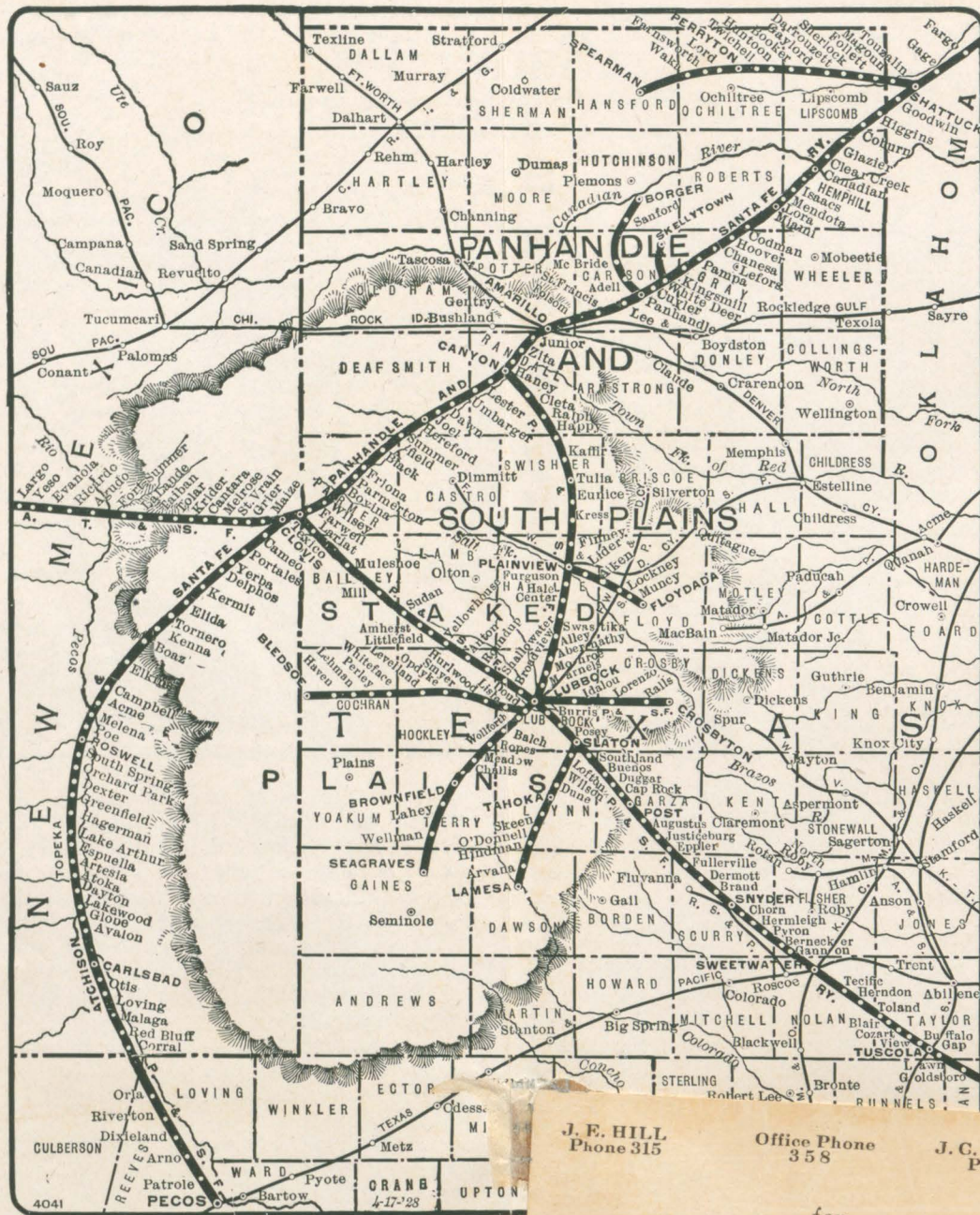
C. C. DANA, Freight Traffic Mgr., A. T. & S. F. Ry. Sys., Railway Exchange, Chicago, or

R. G. MERRICK, Asst. Freight Traffic Mgr., A. T. & S. F. Ry., Topeka, Kan., or

T. B. GALLAHER, Gen. Freight Agt., P. & S. F. Ry., Amarillo, Tex.



Elevator and mill at Amarillo.



Passenger Department

The Panhandle and South Plains of Texas are amply served by several main-line passenger trains of the Santa Fe. These trains carry Pullman standard and tourist sleepers, chair cars and coaches. Travelers easily can reach this section from Chicago, St. Louis, Kansas City, Houston, Ft. Worth, Los Angeles, San Francisco and other cities.

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