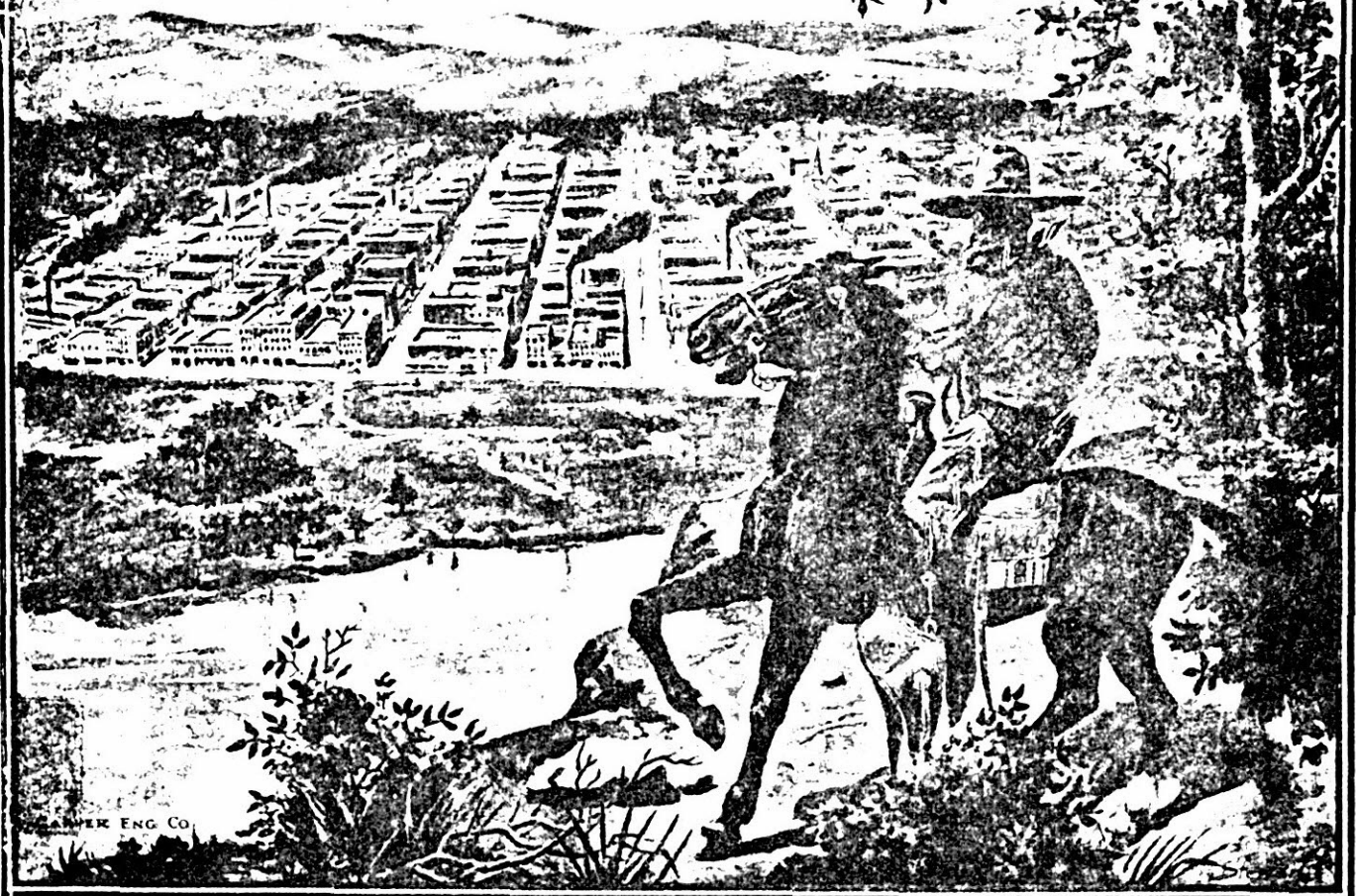




O BAR
THE HEART OF
THE FAMOUS
CIRCLE BAR
COUNTRY

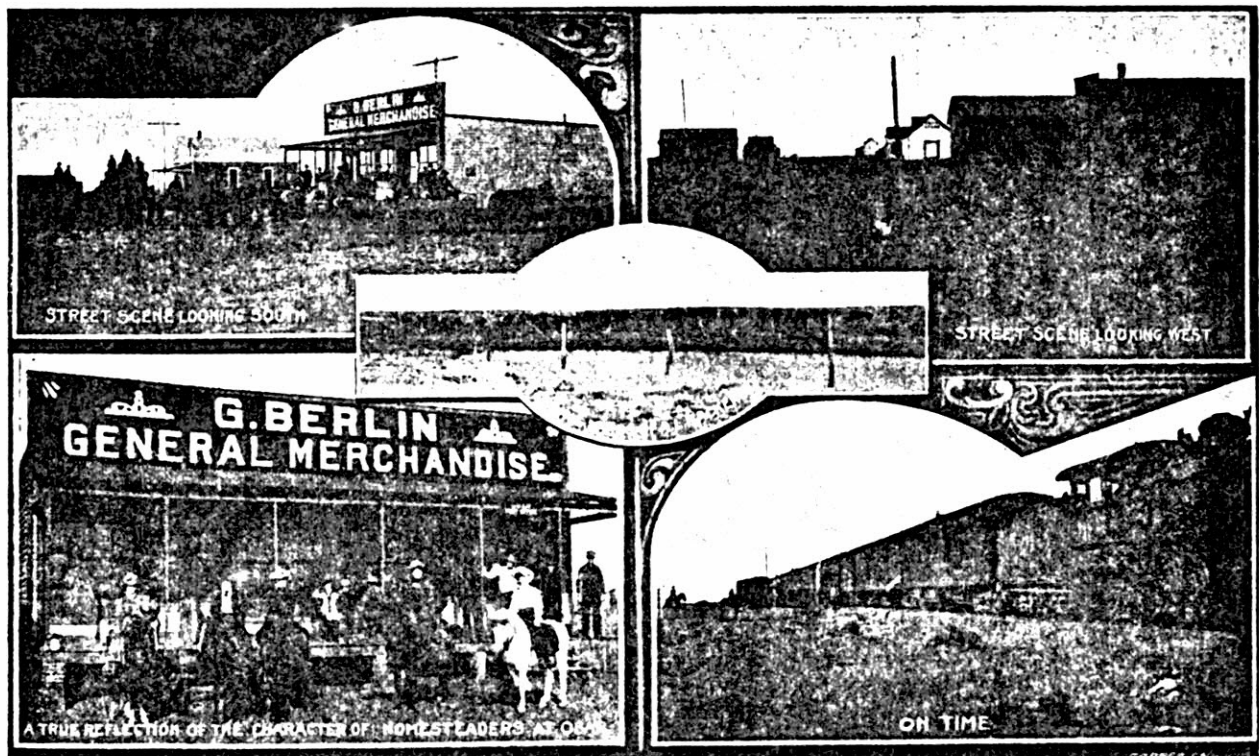


The Cow Boy on his pony arrives,
And starts to rubbing his astonished eyes,
Behold a city is before him now,
Where used to graze the steer and cow.

O BAR

O BAR.

The Coming City of the Famous Circle Bar Country
Located in Northeastern New Mexico.



Towns do not grow by accident—there is a reason
for every large city in the world—Watch Obar grow.
Nothing can keep Obar down any more than it can hold
back Chicago, Seattle, Oklahoma City or San Francisco.

KEEP YOUR EYE ON OBAR.



Intuition Wins Success.

Take away intuition from luck, and you have a thing of a different color, and one which is disclaimed, disowned, repudiated, ignored by intuition. The latter never looks to the former for assistance, but depends solely on itself.

Luck shows favoritism, intuition never does; it only casts its mantle over those who have the spirit and courage to depend upon their own impressions to bring them to the front.

Luck shows such a partiality that no one can tell on whom it may shower its favors without any regard to the merits or deserts of the recipient. Ofttimes the least worthy come in for the choicest gifts.

There never was a time in the world's history when intuition was as necessary to success as now. The competition is so fierce that truly the race is only to the swift and the battle to the strong. There are contestants for every prize and only the competent and qualified can hope to bear them off. Opportunities are filled with eager, anxious competitors, the professions are crowded to repletion, and in both centers of endeavor, only those with intuition and patience can hope to withstand the strain and win out in the end.

Yet there is still room at the top; but you cannot expect to reach there if you are content to pull and jostle and argue and wrangle at the bottom. You must get a move on, grit your teeth, and in the face of all opposition and criticism, say: "I will make a start today, and buy a lot in Obar."

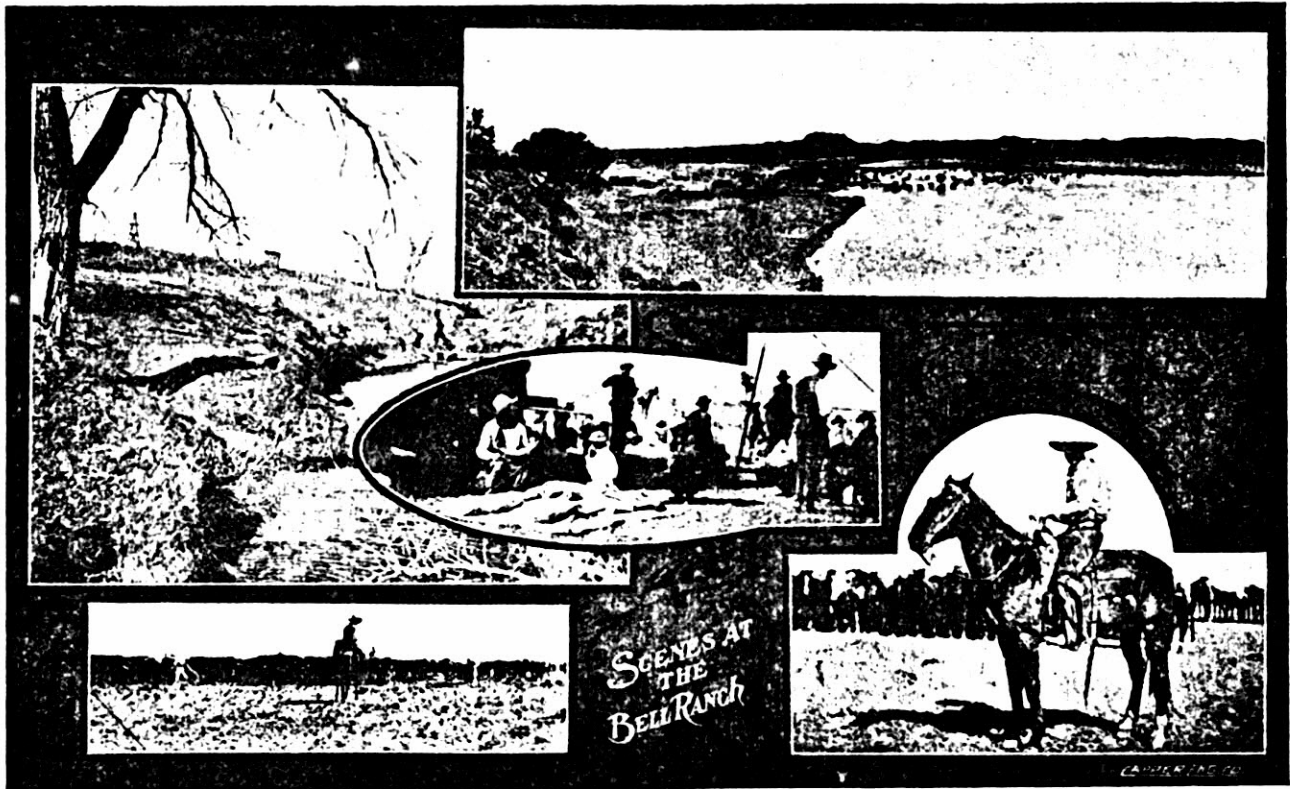
Remember that you cannot be carried to success in a doubtful vehicle, with the hinges poorly oiled, the backs and seats unpadded; but when you are in a vehicle prepared such as is the Obar proposition, then you have all the latest improvements, insuring ease, comfort and success.

Imagine your position in life at 50, if you continue to procrastinate, and wait for opportunities to pick you up instead of your picking up the opportunities. You must either be a loafer on your friends and relations, or marry an heiress, and the heiress who will take you then will be as wanting in good sense as you are in business judgment, providing you let Obar slip away from you.

New Mexico.

There is something about the very name of New Mexico that sends a thrill of pride through the average American citizen, and especially is this true of the people of the West, who have watched its magi-

These facts are highly interesting when it is impressed upon the reader that the day of the free homestead is fast disappearing. This New Mexico country is about the last chance for straight farming



cal development from the vantage ground of association and proximity. There is something in the brief history of New Mexico that appeals to the senses and challenges the admiration of all. The restless energy and indomitable courage that converted a wilderness into civilization and has laid the foundation for a great state, will in a few years receive its rich reward.

Agriculture is rapidly gaining a firm foothold in eastern New Mexico. Thousands upon thousands of homeseekers have accepted the invitation of their Uncle Sam to go there and file on 160 acres of as good land as can be found in any country in the world.

lands, and these lands are practically all taken up.

The conditions in New Mexico today bring vividly to the reader's mind the early days of Oklahoma when the people lined up on the northern boundary and made the great rush for their homesteads, and a farmer was located on every 160 acres. Such conditions made it necessary for a trading point to be established; thus the birth of Oklahoma City, "the Chicago of the Southwest," Lawton, "the tented city," built in a day, and many other cities that sprung into existence and grew like magic, and the farsighted investor who took "Father Time" by the forelock and invested a few dollars in lots made many thousands of dollars.

O B A R

Famous Circle Bar Country.



The Famous Circle Bar Country is located in the center of Northeastern New Mexico, the richest and most fertile part of this wonderful country. It has more acres in cultivation than any other section of

the Canadian river from the mountains through the Panhandle country. The altitude is 4,100 feet. The climate is superb, its health-giving benefits are highly efficacious. The sunshine that is characteristic



the country its size in the entire Panhandle country. The soil is a sandy loam with a clay subsoil. The rainfall seldom fails to come in the growing season, and crop failures from lack of rainfall are rarely, if ever, known. The soil holds moisture longer than any other section of the Panhandle country, and all the soil in the Panhandle country has this advantage over and above all other sections of country. All crops, when started, have an astonishingly rapid growth and their vitality and quality are superior. It is right in the rain belt that follows

of New Mexico, gives strength and sweetness to everything it touches.

The Circle Bar Country is already full of people. Naturally, it is the first portion of the territory to be settled. Fortunately, here is the largest body of good land in New Mexico. It has been just as fortunate in the kind of people who have settled there. The natural and only conclusion is that in such a new section of country as this, where all conditions are of a high order, improvement of farm property and the growth of towns into cities, will be on an extensive scale and rapid.



Agriculture in the Circle Bar Country.

While the **Circle Bar Country** has everything to commend it in the way of healthfulness, good water, good society, and other points of prime importance to the homeseeker, it is, first and foremost, as an agricultural proposition that it claims the attention of the homeseeker. Without the foundation of a wide range of profitable farm crops, Obar would not have more to offer than hundreds of other towns.

In the short time that the **Circle Bar Country** has been settled, it has been demonstrated that the following crops can be profitably grown here: Field corn, sweetcorn, oats, wheat, rye, Kafir corn, milo maize, sorghum, millet, Irish potatoes, sweet potatoes, peanuts, broomcorn, cow-peas, field peas, watermelons, cantaloupes, sugar beets, onions, and the entire list of garden vegetables, and last, but not least, it has been demonstrated that alfalfa, the "king" of forage crops, finds the soil so friendly to it that it has grown and made vigorous plants from seed accidentally sown in the litter from baled alfalfa hay fed by a farmer to his horses. The alfalfa came up in the garden where the litter had been used as fertilizer on new ground broken only a few months before. When it is remembered that alfalfa is a difficult plant to start, and farmers elsewhere take the greatest pains to get a stand, this accidental seeding and its luxuriant growth stamps the **Circle Bar Country** as an alfalfa proposition beyond question. In this connection it should be remembered that by reason of the peculiar texture of the soil, the surface of the ground never cracks in the driest season. The season of 1908 was the driest ever known here, yet the soil did not crack anywhere. This peculiarity reduces evaporation to a minimum and when worked on the Campbell sys-

tem of dry farming practically all the water content of the soil is held below the surface until taken up by the roots of the growing crop. This is proven by the fact that such a thing as shriveling up from drouth, or "firing" as the farmer calls it, is unknown.

This country is too new to have much to show in the way of fruit and shade trees, but still an occasional instance is found where proper care has been given, and in all such cases the results have been exceedingly gratifying.

In one orchard near Obar there are peach trees three inches in diameter, grown from one year old trees set out in the spring of 1907. These were grown entirely by the Campbell method; that is, without irrigation.

It is a notable and important fact that the farmer in the non-irrigated regions of the West is demonstrating that by proper cultivation it is easier to grow a crop with what has been considered too little moisture than where there has been an excess of moisture.

A striking proof of the merit of the dry-farming method is found in the recent statement of Vernon L. Sullivan, the Territorial Irrigation Engineer of New Mexico, that in 1908 he got the best results with irrigation by giving only one application of water at the beginning of the season, and then using the Campbell method of cultivation instead of giving four or five applications of water and using the ordinary method.

Mr. Sullivan, as the Irrigation expert of the Territory, can certainly not be charged with prejudice in favor of dry-farming.



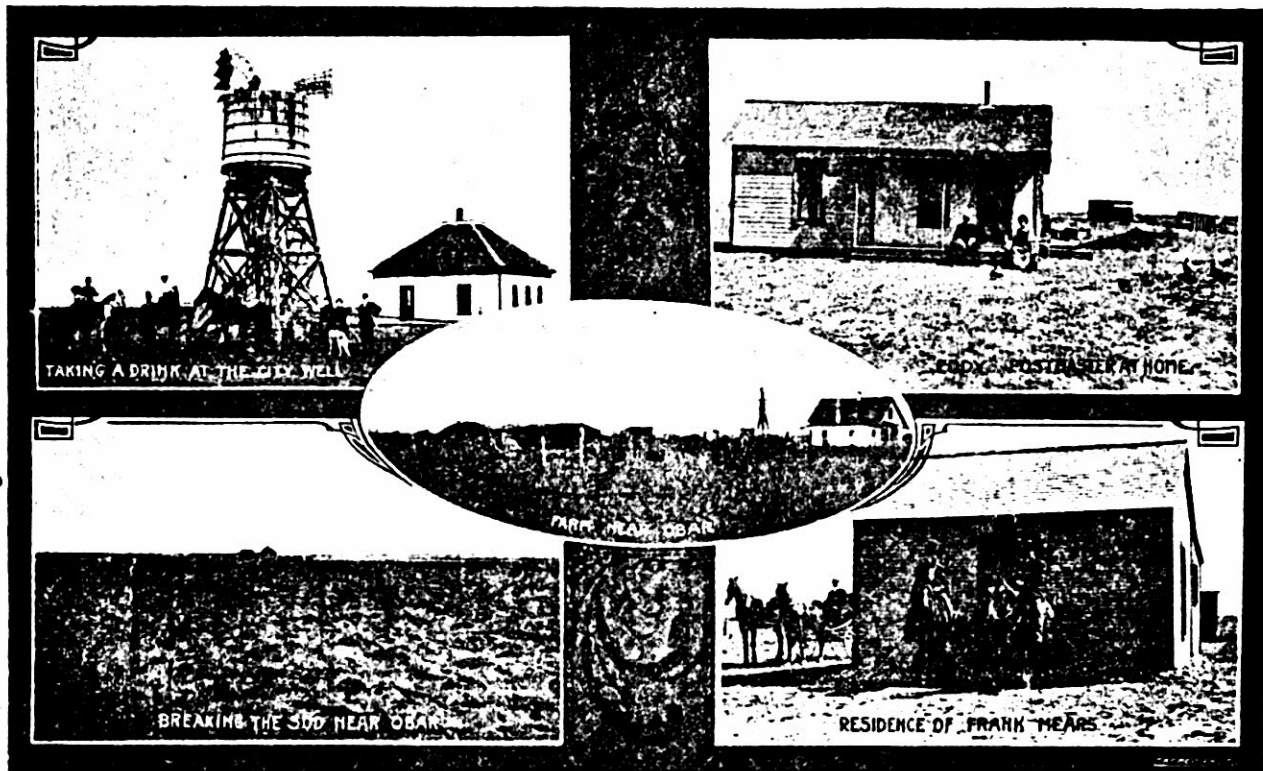
O B A R

Obar, New Mexico.

Obar is located in the center of the Famous Circle Bar Country, the second town on the Great Rock Island Railroad after crossing into New Mexico from Texas. It is a bright, clean and attractive town, in a fine scope of prairie country, and the character of the people is faithfully reflected by the appearance of the town.

Good water and good climate are the two essentials of good health. The water is pure and un-failing, and the climate is the most healthful in the world.

Residence at Obar is Nature's own cure for asthma, as scores of cases testify. Every case of asthma that has come here has been cured without medical



The town is less than two years old, but already has two good general stores, a lumber yard, meat market, blacksmith shop, hotel, restaurant, printing office, as well as other lines of business, and supplies a large territory in all directions.

For twenty-five miles in every direction extends a gently rolling prairie, that for fertility and productiveness has no equal in Oklahoma. This prairie will produce as much corn as the Wabash bottoms, and as many potatoes and cantaloupes as any land in Colorado. There is in the United States, no tract of land of equal fertility that will produce as great a variety of crops.

treatment. A feature of the climate that will be appreciated by one accustomed to the hot summer nights in the north is the fact that hot nights are unknown around Obar, and one is sure of a good comfortable night's rest the year around. The summer nights are always delightfully cool and refreshing on the New Mexico plateau, with its altitude of 4,000 feet above sea level.

PUBLIC SCHOOLS

New Mexico, as a whole, has a splendid Public School system. The public schools of the Territory have been endowed with 3,500,000 acres of public lands. The revenue from the sale and lease of these

O B A R

lands is to be used entirely for the support of the public schools, and higher educational institutions. The school system has been advanced rapidly the past few years; it is now in a high state of efficiency, and is one of the Territory's greatest assets.

Obar has the honor of being the first town in Quay County to provide High School facilities for the patrons of its public school. Another distinction of which the people of Obar feel very proud, is that her public school is taught by a post-graduate of Wellesley.

There is a movement on foot now, by which the

account of the distance from Trinidad, Colorado, being about 100 miles, Obar will be the first division point on this new line.

OIL AND GAS.

Throughout Northeastern New Mexico, there are strong indications of oil and gas. It is in the great Rocky Mountain oil belt, running through from Wyoming and Colorado to the Gulf. The Florence, Colorado, oil field is one of the best producers in this country. Oil and gas here are quite likely to become an immediate resource of great value.



people expect to build a handsome High School building, on the block of ground donated by the Townsite Company. The Townsite Company has also agreed to donate liberally toward the erection of such a building.

RAILROADS.

Obar is most fortunate in its location, as is the case with all other towns destined to become cities, by its being located on the main line of the Rock Island System, 53 miles from Dalhart, Texas and 40 miles from Tucumcari, New Mexico. It is also on the proposed line of the Mineral Wells & Northwestern, which will run from Trinidad, Colorado, to Ft. Worth, Texas. We feel reasonably certain that on

SHALE AND GRAVEL DEPOSITS

On the main line of the Rock Island, two and a half miles south of Obar, is found a very large gravel deposit, which because of its peculiar mixture of gypsum and silica, is pronounced by the Rock Island Railroad to be the finest ballast for road building in the Southwest. Several of these deposits are found within a very short distance of the townsite, and also a very fine brick shale, thus furnishing the raw materials for the maintenance of brick kilns, sewer pipe, and general clay manufactories; also a concrete factory would be a paying establishment at Obar.

O BAR

COUNTY SEAT

At the present time there is a strong agitation for the division of Quay county. This is sure to come in a short time, on account of the enormous size of the county. When the division is made, Obar will be practically in the center of the new county, which will make it the logical point for the county seat.

OUR PLAN.

Our plan of town building is the best that could be devised. Think of a city built in a day! It secures right at the start some of the most pushing

chance for loss, for every lot is worth the money paid. For the sake of rapid population, a limited number of contracts will be sold for seventy-five dollars each, on installments. See our salesmen. Start with the town.

SALES PLAN.

There is a science in town building and settling up a new country, the same as there is in any other business. The Government's way of lining up the settlers and permitting them to race for the land, proved too barbarous for this day and age. The plan



and progressive citizens to be found. When the general distribution of lots occurs, thousands of persons will be personally and individually interested, a majority of whom, no doubt, will become personal residents thereof. There being but a limited number of lots for sale, only a few people can get in on the ground floor of this proposition. Those who invest now for speculation, will be able to sell at the grand opening to those who attend the opening, but failed to secure a lot in time. As an investment, whether for holding, disposing of quickly, or for improvement and occupation, the opportunity presents a field that has no equal for the amount invested. An investor cannot lose, and stands to make a handsome profit. There is no

of drawing that requires men to stand in line for days and nights, until they almost become exhausted in waiting for their turn to file on their claims, has its drawbacks. The homestead plan of requiring a man to live five years on his land, makes it a gamble whether a man will be able to live it out, or lose the money he paid to the Government in fees. Of all these various plans for the settling up of new countries and building up new towns, the auction plan is by far the best that has ever been devised.

Auction sales are recognized by the Supreme Court as a fair and equitable way to dispose of property. It is the plan by which the buyer and seller have an equal opportunity of obtaining justice

O B A R

and equity. Now our plan is even better than the old-fashioned auction sale, where the people crowd together indiscriminately and try to outbid each other for the property.

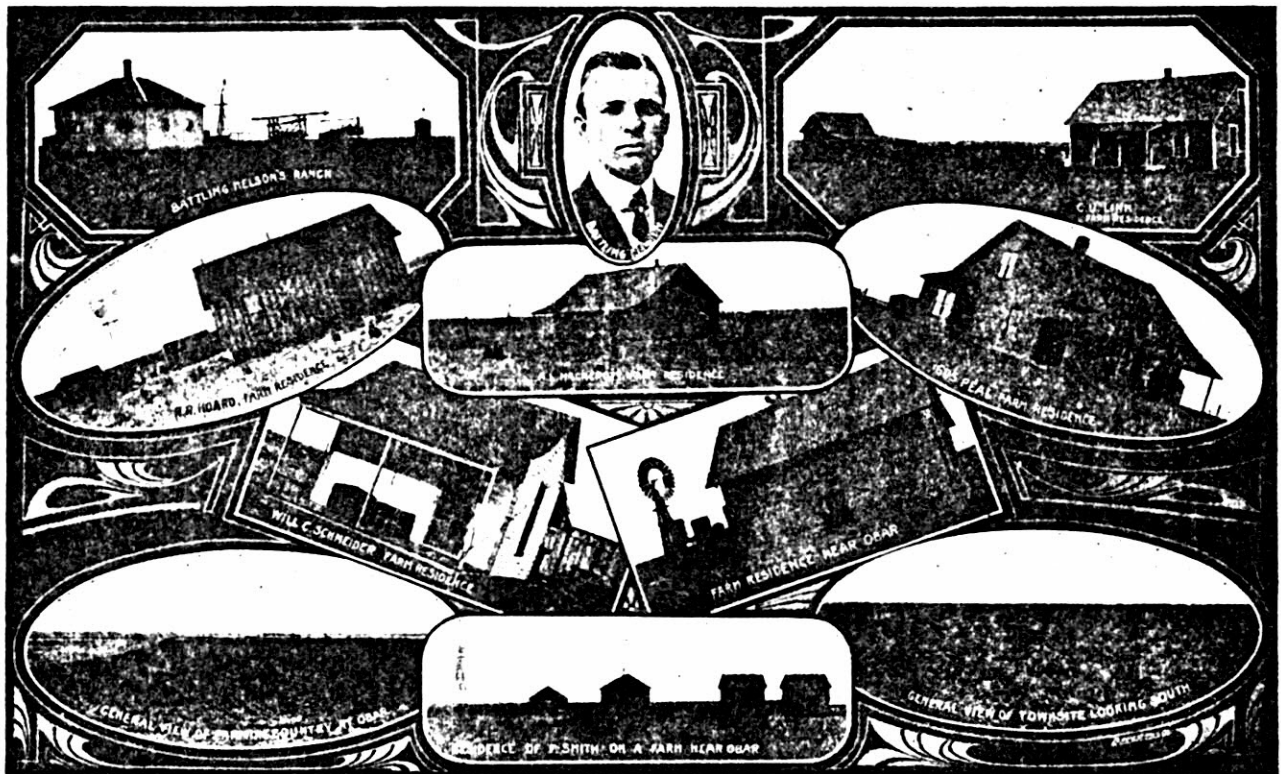
OUR GUARANTEE.

The New Mexico Land & Immigration Company guarantees to macadamize Circle Bar Avenue beginning at the railroad and extending to Navajo Street, and Spring Street, from the railroad to Artesia Avenue, to lay six blocks of concrete walk on Circle Bar Avenue on each side of the street, and to put down a public well before the day of the

plan. The lots will go rapidly, and you will reap the benefit; if they go high, you get the money. You are bound to make money, no matter what happens.

THE AUCTION SALE.

When all the undivided interests are sold, we will announce the date of the opening and auction sale. The money received from lots, hotel and residences, when the bid is more than \$75.00, will be divided equally among all the contract holders. The New Mexico Land & Immigration Company will not get one cent of this money, and your dividend will go to equalize any amount you may bid over \$75.00.



opening of said town. These wonderful advantages have been afforded to very few towns on the day of the opening, and hundreds of investors will flock here to share in the prosperity which is certain to come, when the general distribution is made, and the people assemble at the grand auction sale. We predict that at the opening many of these lots will sell for from \$500.00 to \$1,000.00 each. The Rock Island will run excursion trains from all points east and north, preceeding the auction sale, at greatly reduced rates.

THINK THIS OVER! Obar is bound to be a city. Nothing short of an earthquake can stop it. You can buy a contract for \$75.00 on the installment

A FREE TRIP FOR YOU.

When ten or more undivided interests are sold in one county, the contract holders may select one of their number who shall act as club captain and attend the opening and auction sale. He will be vested with power to represent those who fail to attend the opening. Round trip transportation will be furnished to club captains free of cost by the New Mexico Land & Immigration Company.

For full information concerning Free Trip, see our Agent or write, P. O. Box 312, Topeka, Kansas.

O B A R

Improved Property.



IMPROVED PROPERTY.

The New Mexico Land & Immigration Company will build and furnish a Hotel at a cost of \$20,000.00, located on two lots as shown by the plat. It will be counted as a unit in this sale, and will be sold as one lot.

The contracts for six new residences will be let, and they will be built before the day of the opening, at a cost of not less than \$1,000.00 each. These homes will be disposed of the same as unimproved lots. They will be located over the townsite, to the best advantage of the whole town.

MEET US AT OBAR.

The large profits to be made by the settling up of the town, and the natural increase in the value of the lots will go to contract holders. They will be able to sell to outsiders after they have received their property as a result of the trustees' auction, and the outsider will pay the big price. It can be arranged to hold an independent auction at the termination of the trustees' auction, in which any properties may be resold.

Tom Jones, present Manager of the Hotel Obar, very kindly agreed to accept the management of the new Hotel Obar as soon as completed. Mr. Jones was formerly manager of the Hotel Gadsden of Douglas, Arizona, also of the St. Regis, of El Paso, Texas. He is well known to all of the traveling public, having been Dining Car Conductor in the Rock Island service, and having been connected with some of the largest and best hotels of Chicago.

WE SELL UNDIVIDED INTERESTS.

We sell as many undivided interests as there are lots, at the uniform price of Seventy-five Dollars, payable \$5.00 cash and \$10.00 per month without interest. This includes the best business lots, improved and unimproved, as well as residence lots, improved and unimproved. When all the lots are sold, we deed the entire property to three trustees, to be selected by the contract holders from their number.



Letters of Proof.



Being the Testimony of Unquestionable Authorities as to the Productiveness and Fertility of the Soil in the Circle Bar Country



Obar, N. M., Dec. 10, 1908.—Editor the Southwestern Trail: I came here from Wise county, Texas, March 1, 1907, and located three and one-half miles north of Obar, built my house, barns, fenced my whole quarter section and had a well drilled. I broke out ninety acres and got sixty acres of it planted the first year. My first crop consisted of milo maize, Indian corn, Kafir corn, cane and all kinds of garden stuff, such as potatoes, peanuts, onions, melons, etc. Everything I planted did fine. I have been a farmer all my life and never raised a better all around crop. I sold over \$300 worth of feed after feeding forty head of stock. After my experience with this soil I am of the opinion there is no richer to be found anywhere. It is a splendid stock country. All kinds of stock do well. The climate and water are the finest. My family have had good health.

LOUIS ANDERSON.

—Extract from Southwest Trail.

Obar, N. M., Dec. 9, 1908.—Editor of the Southwest Trail: I came here from Oklahoma, Nov. 6, 1907. I built a house and other improvements. I broke up twenty acres and planted fifteen to Indian corn, and for sod will say that I had an extra good crop. Then for experience, I planted different varieties of crops, cane, Kafir corn, beans of all kinds (Mexican navy and garden beans), peas, stock peas, millet and vegetables, melons of all kinds, tomatoes, potatoes, sweet potatoes, beets and sugar beets, some that weighed nine and one-half pounds on sod. A patch of volunteer alfalfa came up near the house the first year where we planted our garden, and we did not want to let it grow in the garden, so this year we wanted to destroy it and tried to plow it out but failed, plowed through it several times, and yet it is there. In less than three months growth we have found roots twenty inches in length. After we had this experience we sowed some on my son's claim this year.

JAMES H. WILBURN.

—Extract from Southwest Trail.

Obar, N. M., Dec. 11, 1908.—Editor the Southwest Trail: We came here last spring and are well pleased with our location. The longer we are here the better we like it. We lived nearly all our lives in Indiana. I am plowing now; expect to plow 100 acres this winter. There are as fine a class of people here as can be found anywhere, mostly northern and eastern people. We have been here long enough to know that nearly everything can be grown here. We have good, pure, soft water, at a reasonable depth, a good deep soil with a clay subsoil, a healthy climate. No one can miss it in coming to New Mexico. If we could not raise anything else but alfalfa, which we are sure of, and without irrigation in this section, we are sure of our land being worth \$75 to \$100 per acre in a few years. Land is cheap now. Government claims can be had by going out a few miles, and relinquishments can be bought at very reasonable prices close to town, but settlers are coming right along, and in a short time there will be no more cheap homes in this section.

CHAS. U. LINK AND FAMILY.

—Extract from Southwest Trail.

FIRST NATIONAL BANK OF NARA VISA, N. M.

March 30, 1908.

To Whom it May Concern:

We are very familiar with the location of the town of Obar, N. M., and can say that the class of people, the climate, water, fertility of the soil and general surroundings of the town are such that we cannot see any reason why Obar should not make a city of several thousand inhabitants in a short period of time.

We are also personally acquainted with several members of the New Mexico Land & Immigration Co., and take them to be gentlemen in every sense of the word. We honestly believe this Company, with the improvements they have already made, will make a city of the thriving town of Obar. We will be glad to give such information regarding Obar as we have at our command to any one desiring such.

Very truly,

C. W. HARRISON, Cashier.

(Copy of original in our office.)

OBAR

Obar, N. M., Dec. 10, 1908.—Editor the Southwest Trail: I have been here two years, coming from Iowa, and have made good crops each year. I started in with one hog and now have twenty-seven, all from that one pig, which was only six weeks old when I brought it here. Since coming here I bought a cow, and later on another. I have now two cows and three calves. I also have two mules. I have plenty of feed for all my stock, and some to sell, all from thirty-five acres in cultivation.

JOHN SCHNITKER.

—Extract from Southwest Trail.

Obar, New Mexico, March 25th, 1909.

New Mexico Land & Immigration Company,
Obar, New Mexico.

Gentlemen—

When we moved on our claim near the present town of Obar, I purchased a lot in the then nearest town, for \$35.00. I held it one year and sold it for \$500.00.

I believe Obar will make a good town and a good place for investment, as the natural advantages are here, the people and the climate and all my investments hereafter will be in Obar.

Yours truly,

NEIL NELSON.

(Original on file in our office.)

March 27th, 1909.

New Mexico Land & Immigration Company,
Obar, N. M.

Dear Sirs—

I with a good many of the homeseekers came here about one year ago and located on the Flats eight miles southeast of Obar and from five to six miles from the Canadian river, which are known as the Canadian Flats. Within the short time that we have been here we have about 35 to 40 houses in sight, drilled many wells which have an abundance of pure soft water at a very reasonable depth, and erected several wind mills, and have a very fine class of people. As for the climate and health it has no equal, and our soil is of a red sandy to a chocolate loam which holds the moisture and does not require any irrigation, and by what has been experimented in the one year's time in raising corn, Kafir corn, milo malze, cane and broom corn and watermelons and cantaloupes have grown in abundance, it all being raised on the sod, gave the people much encouragement, and this year instead of putting out 5 to 10 acres, some have already plowed from 50 to 100 acres and are satisfied this will be a great farming country, and what has been seen by some of the old ranch orchards several have located here to make fruit growing a speciality.

Respectfully yours,

FREDERIC J. HOELDERLE,
Obar, Quay Co., N. M.

(Original on file in our office.)

Tucumcari, N. M., April 7, 1909.

Mr. Will C. Schneider,
Obar, N. M.

Dear Sir—

I note with a great deal of interest the manner in which your commercial club is taking hold of the matter of educating the homeseekers about the resources of the Obar country. I notice the conservative way in which your advertising matter is edited. This is commendable, as it is not necessary for you to color the statements about the advantages of your locality when considering agriculture.

There is probably no part of northeast New Mexico whose agricultural lands are better adapted to the various crops than that around Obar. The character of the rich soil is such that not only the cereals and fruits are proving satisfactory, but alfalfa and the various grasses are valuable crops. Also, the fact that you have an abundance of good water at reasonable depths is an inducement to the homeseeker and I am told there remains yet a good deal of land open to homestead entry in the vicinity.

Your town, too, is making great strides. Besides new business blocks, you are building schools and churches, and with the installation of a concrete factory you are going to have a new Rock Island depot. Your business men are enterprising and have gone about the building of a town in the right way. Whenever it is possible for us in Tucumcari to advance your interests, I am sure it will be a pleasure for us to do so.

Yours truly,

W. F. BUCHANAN, President.

First National Bank.

(Copy of original on file in our office.)

Tucumcari, N. M., April 2nd, 1909.

Mr. W. C. Schneider,
Obar, N. M.

Dear Mr. Schneider—

I have yours of the 29th ult., advising me that the New Mexico Land & Immigration Company has taken over the town of Obar and other lands adjoining. I have been acquainted with that part of Quay county for a number of years and I regard it as the most promising portion of the territory for farming. You are to be especially congratulated upon having a class of farmers who are intelligent and industrious and calculated to get the best there is out of the country.

The outlook for the present season is very flattering and farming should pay and pay well. Although we have raised good crops in Quay county, we have never been able to supply the demand for corn, milo malze and other feed stuffs. Our farmers have demonstrated beyond any doubt the fertility of our soil and the fact that with the improved methods of tilling the soil crops can be made almost certain. Dry farming along the lines of the Campbell system is no longer an experiment.

Wishing you success, I am, very truly yours,

M. C. MECHEM.

Attorney-at-Law.

(Copy of original on file in our office.)

OBAR

TUCUMCARI PRINTING CO., PUBLISHERS OF TUCUMCARI NEWS.

L. L. Klinefelter,
Obar, N. M. Tucumcari, N. M., 4-5-09.

Dear Klinefelter—

The new town of Obar, situated on the Rock Island, 40 miles northeast of Tucumcari, is coming prominently into notice through sensible advertising, being done by a live Commercial Club. The club has induced the New Mexico Land & Immigration Company, recently incorporated for the purpose, to take over the townsite and correctly advertise it in the North, East, and Central West, with the view of putting the resources of the locality intelligently before the homeseeker. The new company is going to spend \$50,000.00 in the Obar country in proving the value of the agricultural land while they are asking the people desiring investment to locate among them. This has the proper business ring and there must be live wires among people who are doing things. They are going to turn the letters of gramma grasses into cultivated farms and make the embryo city a rival of Tucumcari in a short time.

The effort is timely, as there are no more suitable agricultural lands in the southwest than around Obar. The soil is fertile, splendidly adapted to the cereals, fruits and vegetables. There is an abundance of good pure water at a shallow depth. The rich chocolate loam is underlaid with clay, and contains sufficient sand to make cultivation easy. The climate is ideal, the rainfall being sufficient to make irrigation unnecessary, and the farm labor may be carried on during the entire winter season. Much land is still open for homestead entry in the vicinity of Obar and the immigration is going to be very heavy this summer and fall. School and churches are there and business accommodations are ample. Obar is destined to become one of the richest sections of our county.

Yours truly, TUCUMCARI NEWS.
(Copy of original on file in our office.)

Obar, Quay County, New Mexico, 3-29-09.
The New Mexico Land & Immigration Co.,
Obar, New Mexico.

Gentlemen—

I moved to New Mexico two years ago. I thought to railroad two or three years, leaving my family to hold the claim, but after seeing the fine crops raised on the

sod, I decided to go to farming right away, so I broke out and planted 60 acres last year, and raised the finest sweet potatoes I ever saw or roasted, watermelons that weighed 50 pounds and were delicious, Mexican beans, peanuts, Irish potatoes, etc. And real good Indian corn, maize and Kafir corn, in spite of the fact that we received no moisture to speak of until the 20th of July.

My cows and horses did fine on the grass and are in good shape this spring on the feed raised last season.

Chickens and all kinds of young stock do exceptionally well here. My wife raised 300 chickens last year from 40 hens. We have the black Langshans.

I expect to put out a larger acreage this year than last. The ground is in fine shape for planting.

I have an inexhaustible supply of lovely soft water in my well at a depth of 140 feet.

Yours truly,

R. R. HOARD.

(Copy of original on file in our office.)

Obar, New Mexico, 4-1-1909.
New Mexico Land & Immigration Co.,
Topeka, Kansas.

Gentlemen—

I have been located near what is now Obar for 13 years, practically all that time in the cattle business, and I can truthfully say it is one of the best stock countries I know of. The native grasses are good and the mild winters make it ideal for cattle, and the percentage of calves is larger than many sections of the country.

The soil is very fertile, as has been demonstrated, and fine feed crops are assured.

It would seem that this would make a fine fruit country. I have shade and fruit trees that have done well. Some trees set out two years ago two feet high have made a fine growth and are now three inches in diameter and seven feet high with a full bushy top. Cottonwood and locust trees merely stuck in the ground have made good growth. At the ranch near here apple trees measure 18 inches in diameter; they are now in full bloom and last year bore very prolificly.

We have a very healthy climate, good class of people and can see no reason why this will not make one of the finest countries to be found anywhere.

T. C. COLLINS.

(Copy of this letter on file in our office.)



...hed to meet...
 ...nd about on April...
 ...a result of Burke...
 ...leping, which finally...
 ...The latter then said...
 ...the sailor's pretension...
 ...By Burke, with Burke, Ke...
 ...give Burke of a match...
 ...Jack Johnson, as a contest, if sc...
 ...ated, would take place some time in...
 ...future.

Be a Blue Booster.

OBAR TO BECOME THE LEADING CITY OF NORTHEASTERN NEW MEXICO.

Obar, N. M., April 5.—The New Mexico Land & Irrigation Co., Inc., have just purchased more than 1,500 lots in the town of Obar, and will spend \$50,000 in improvements. They plan to grade all the streets, and macadamize the principal business street. They will lay several blocks of concrete walks in the business section and several concrete buildings will be erected, including another hotel and bank.

The company has donated a block for the court house and also a block for a college, to which they will donate liberally.

The new town is located in the heart of the famous Circle Bar county, noted for its healthful climate and for being the finest farming county in northeastern New Mexico.

STORY OF DISAPPEARANCE

HOW NEW MEXICAN TOWNS GROW

The new town of Obar on the Rock Island road in Quay county, in the eastern part of the territory is attracting a great deal of attention by reason of its rapid growth. It affords a splendid illustration of the way New Mexican towns come to the front when they have the natural resources which attract an enterprising class of settlers. This new town is located in the heart of a rich farming country, and already has stores, schools and all the things which go to make up a thriving and prosperous city. Not only this, but it has ambitions to become a county seat when the time comes. A full block has been set aside for a court house square, and another for a high school. In the matter of a county seat Obar seems to have the most favorable location of any railroad town where the present Quay county is divided, as it is sure to be. It is now as large as the states of Delaware and Rhode Island combined. Obar bids fair to outstrip many of the older towns, and become the metropolis of northeastern New Mexico.

ALBUQUERQUE MORNING JOURNAL
 4/21 1909

Obar is Forging to the Front

Obar is one of the coming towns of the county. Will C. Schneider was down from there on Thursday and reported rapid progress. He said the commercial club which was recently organized there has thirty one members at present. A large townsite proposition, which is backed by eastern capital, is pending and this will be one of the best things that can befall the town, it is said. It is the intention of the people of Obar to make their town the best in the country. They are making a fight for a new depot and the present indications are that they will win out and Tucumcari will not be the only town with a handsome depot.

The people in Obar understand that to have a good town, it takes a set of solid progressive business men. Obar is not lacking in this. They have the men and are proving it.—Tucumcari News.

TUCUMCARI NEWS

The Obar bunch are, certainly the hot mustard when it comes to doing things. Among the new things they are getting up there is a bank building, a forty-room hotel, and a high school building, together with two churches. This, like editor Klinefelter says, is going some for one of our new Quay county towns, but Obar has the resources and the people to back such enterprises. The Obar vicinity has an unrivalled reputation as a farming country, and we believe settled by progressive citizenship. The Obar commercial club is a live one.

BENSON HOTEL BURNS.
 Benson, Ariz., March 22.—Fire here Sunday night destroyed the Benson Hotel. The loss estimated at \$200,000.

 + OTHER SOUTHWEST NEWS +
 + ON PAGE TEN. +

Attracting Much Attention.
 The town of Obar holds the record for rapid development, among all the towns in the great territory of New Mexico. Obar already has a meat market, barber shop, two general stores, hotel, restaurant, lumber yard, blacksmith and machine shop, newspaper, three real estate offices, a notion store, cigar store, bakery, and a real live commercial club. A concrete block factory, broom factory, beet sugar factory, and more than \$50,000 worth of other improvements will be added to the town within a year.

OBAR TO HAVE MACADAMIZED STREETS IN NEAR FUTURE

New Mexico Land & Immigration Co. to Spend \$50,000 for Improvements

As has been often before stated in the News, the people of Obar, thirty miles east of this city, have caught the Tucumcari spirit of doing things. Obar is settled by a class of men who know how to make a city out of a meadow of gamma grass. Obar is advertising and inside of a year this town will be the best advertised in the southwest. Advertising brings results and that is the secret of the rapid strides that Obar is now making.

A company backed by eastern capital has been formed and is known as the New Mexico Land and Immigration company. They have purchased a large portion of the townsite as well as several acres of adjoining land and claim that they are going to spend fifty thousand dollars for improvements. The company was recently incorporated under the laws of New Mexico and has already begun to make good its promise.

Concrete sidewalks are going to be built around the town and four blocks through the business section will be macadamized in the near future. A concrete works is being installed and in a short time a large concrete hotel and several business blocks will be built.

If the railroad company refuses to build a new depot, the Land and Immigration company say they will build a good one for the town. One block has been set aside for the erection of a handsome school building and another block is to be made into a park. The company has also agreed to give six lots in three different locations for the erection of three churches.

Three thousand lots have been placed on the market and are being sold very rapidly. All who have visited Obar since the company was incorporated predict a wonderful future for the place.

TUCUMCARI NEWS
 4/3 1909

O B A R

Improved Property.



IMPROVED PROPERTY.

The New Mexico Land & Immigration Company will build and furnish a Hotel at a cost of \$20,000.00, located on two lots as shown by the plat. It will be counted as a unit in this sale, and will be sold as one lot.

The contracts for six new residences will be let, and they will be built before the day of the opening, at a cost of not less than \$1,000.00 each. These homes will be disposed of the same as unimproved lots. They will be located over the townsite, to the best advantage of the whole town.

MEET US AT OBAR.

The large profits to be made by the settling up of the town, and the natural increase in the value of the lots will go to contract holders. They will be able to sell to outsiders after they have received their property as a result of the trustees' auction, and the outsider will pay the big price. It can be arranged to hold an independent auction at the termination of the trustees' auction, in which any properties may be resold.

Tom Jones, present Manager of the Hotel Obar, very kindly agreed to accept the management of the new Hotel Obar as soon as completed. Mr. Jones was formerly manager of the Hotel Gadsden of Douglas, Arizona, also of the St. Regis, of El Paso, Texas. He is well known to all of the traveling public, having been Dining Car Conductor in the Rock Island service, and having been connected with some of the largest and best hotels of Chicago.

WE SELL UNDIVIDED INTERESTS.

We sell as many undivided interests as there are lots, at the uniform price of Seventy-five Dollars, payable \$5.00 cash and \$10.00 per month without interest. This includes the best business lots, improved and unimproved, as well as residence lots, improved and unimproved. When all the lots are sold, we deed the entire property to three trustees, to be selected by the contract holders from their number.



Our Guarantee.



THE NEW MEXICO LAND & IMMIGRATION COMPANY guarantees to macadamize Circle Bar Avenue and Spring Street from the railroad to Artesion Avenue, to lay twelve blocks of concrete sidewalk on Circle Bar Avenue, six on each side of the avenue, and to put down a public well; also build and furnish a hotel at a cost of \$20,000.⁰⁰ and six residences at a cost of not less than \$1,000.⁰⁰ each, before the day of distribution. *ss ss ss ss*

Such wonderful advantages have been afforded to very few towns on their opening day. Hundreds of investors will flock here to share in the prosperity which is sure to come when the general distribution is made and the people assemble at the grand auction sale. We predict many of these lots will sell for from \$500 to \$1000 each. *ss ss ss ss*



O B A R



ROY O. HOUSEL
President



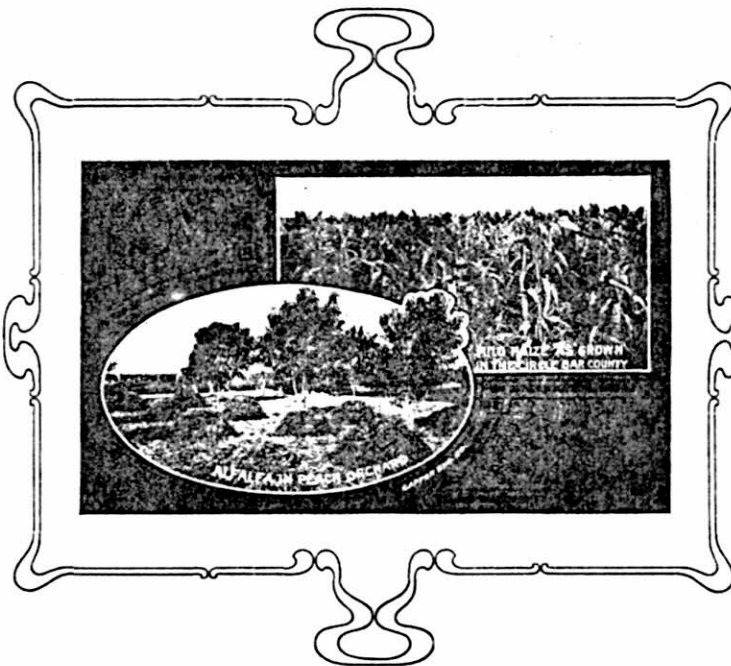
W. S. GALLOWAY
Sec'y-Treas.

NEW MEXICO LAND AND IMMIGRATION COMPANY *Incorporated*

Capital Stock, \$50,000

Officers

ROY O. HOUSEL,
President
W. S. GALLOWAY
Secretary-Treasurer
BURFORD & REAVLEY
Sales Managers



Directors

ROY O. HOUSEL
Special Representative
Capper Publications
W. S. GALLOWAY
Business Manager
Topeka Daily Capital
E. P. GREEN
Vice-President State Bank
Helena, Oklahoma



C. A. BURFORD
Sales Manager

References

Topeka State Bank
Topeka, Kansas
Bank of Topeka
Topeka, Kansas
Arthur Capper
Publisher Topeka Daily
Capital, Topeka, Kan.
Ft. Smith Bank
and Trust Co.
Fort Smith, Arkansas
American National
Bank
Fort Smith, Arkansas

L. L. Klienfelter
U. S. Commissioner
Obar, N. M.
M. C. Mechem
Territorial Judge
Tucumcari, N. M.
Harry H. McElroy
Attorney-at-Law
Tucumcari, N. M.
G. Berlin
General Merchant,
Obar, N. M.
Will C. Schneider
President Schneider Real
Estate Company
Obar, N. M.



J. W. REAVLEY
Sales Manager

The Topeka State Bank.

Eighth and Kansas Avenues.
Topeka, Kans.

CHESTER W. SNYDER, PRESIDENT.
HARRY E. GAVITT, VICE-PRESIDENT.
GEO. W. SNYDER, CASHIER.

TO WHOM IT MAY CONCERN:-

We have known and been in personal touch with Mr. Roy O. Housel for the past two or three years and so far as we know or can learn has been honourable in all of his dealings and we firmly believe that he will fulfill his contracts of whatever nature they may be.

Yours truly,


Cashier.

TOPEKA DAILY CAPITAL
28,000 Copies
FARMERS MAIL AND BREEZE
75,000 Copies
MISSOURI VALLEY FARMER
240,000 Copies
KANSAS WEEKLY CAPITAL
60,000 Copies
THE HOUSEHOLD
300,000 Copies

The Capper Publications
ARTHUR CAPPER
PUBLISHER

BRANCH OFFICES
NEW YORK—1306 Flatiron Bldg.
J. C. Feeley, Mgr.
CHICAGO—409 U. S. Express Bldg.
J. E. Brown, Mgr.
KANSAS CITY—401 Century Bldg.
S. N. Spots, Mgr.
OMAHA—1012 New York Life Bldg.
W. T. Laing, Mgr.

Topeka, Kansas May 5, 1909

To whom it may concern:--

I am glad to say that I have known Mr. W.S. Galloway of the New Mexico Land and Irrigation Co., ever since he was a boy. He delivered papers for the Capital while going to Washburn College and when he graduated, accepted a position on the Capital. For a number of years he has been Business Manager handling all the details of the business.

I am positive that Mr. Galloway is able financially to carry to successful completion any undertaking he might start. If it was at all necessary, I am sure he could secure almost unlimited financial assistance from Topeka business men.

Very respectfully,



UNITED STATES DEPOSITARY
AMERICAN NATIONAL BANK
CAPITAL STOCK \$200,000.00 SURPLUS & PROFITS \$135,000.00
FORT SMITH, ARK.
OFFICE OF PRESIDENT.

MR. T. W. M. BOONE.

March 13th, 1909.

To Whom It May Concern:

This will introduce to you Mr. C. A. Burford, who has lived in this town, off and on, for about four years, during which time I have had a number of business transactions with him.

Mr. Burford is a good real estate man, and townsite promoter, and has handled several propositions in Oklahoma with considerable skill and success. I commend him to the good people of any community with which he casts his lot.

Very respectfully,



President.

T. W. M. BOONE, President.
JOS. M. SPRADLING, Vice President.

NO. 3634.

P. A. BALL, Cashier.
A. S. DOWD, Asst. Cashier.

American National Bank
CAPITAL STOCK \$200,000.00.
SURPLUS AND PROFITS \$135,000.00.
FORT SMITH, ARK.

UNITED STATES DEPOSITARY.

April 15th, 1909.

To Whom It May Concern:

I beg to say that I have known Mr. J. W. Reavley for the past four years, during which time he has had considerable business dealings with this bank.

We have always found him to be a man of high integrity, of excellent habits, and straightforward in his dealings, and we take pleasure in recommending him to any one with whom he may have business.

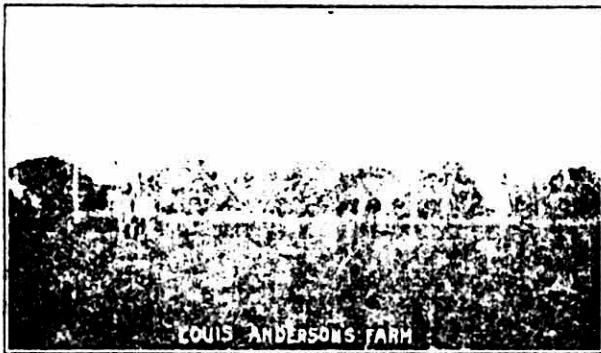
Very respectfully



Cashier.

Invitation

IF YOU are looking for a new home and want to better your condition, come to Obar, the land of sunshine, where with the least encouragement the flowers bloom and the crops grow abundantly. ¶ A trip across the beautiful prairie, with its waving corn, alfalfa and cotton bloom, is like the realization of a cherished dream of a new home in the west. It matters not from what part of the Union you come, you will find here, growing in tropical luxuriance, the fruits and flowers to which you have been accustomed in the old home. In this cosmopolitan community you will also find representatives from all parts of Uncle Sam's domain. ¶ The man from the rugged coast of Maine, and the man from the sunset slope of the Pacific, the thrifty Yankee and the hospitable Southerner, here meet and mingle on a common level. Here you will be estimated at your true value and you will not be handicapped in the race. New Mexico needs you to help develop her wonderful resources, to help build her school houses and churches, and to transform the virgin soil into fruitful farms; to develop the inexhaustible mineral resources of the country and to assist in moulding a state which is destined to become a great state in the Union. ¶ Obar extends to you a most cordial invitation and you will be accorded a royal welcome. There



is no section of the country today that offers you better opportunities than New Mexico; and there is no town in New Mexico possessing the advantages that Obar enjoys. Come to a new town in a magnificent new country, and do not be delayed by skepticism.



The Road to Wealth.

IT'S as plain as the road to market; all you need to do is to stop fooling away your money and begin and save it. ¶ I think I hear some of you say when you read the above, "Well, I knew that before." But let me ask you, have you done it? If all the knowledge in the world were yours, and you **never used it**, how much better would you be than the ass or the ox? ¶ One of the richest men in the world said: "I never found any way to make money, but to **work faithfully, save all I possibly could and put it in land and lots in a new country that gave promise of rapid development.**" If a man will do this for a while, he will awake some day and find himself rich. ¶ Don't delay, make your application at once; delays never yet paid a dollar. Alexander the Great, when asked how he conquered the world, answered, "By not delaying." Napoleon, when told that circumstances made him, answered, "But I made the circumstances." The chance of a lifetime is before you. Will you grasp it?



A Full Graveyard.

THE graveyard of failures is full of the monuments erected over the blasted hopes of men who didn't know a good thing when they saw it. This is the opportunity of a lifetime to secure for yourself a lot on easy payments. ¶ 'Tis not whiskey, or women, or ambition, or greed, or lust for power that is sending so many men down the "primrose path that leads to the everlasting bonfire;" it's the failure to grasp the opportunity. Only the far-sighted investors reap the harvest. The short-sighted and timid will see their long-headed brothers realize many thousands on lots bought now. ¶ Your future lies in your own hands, we will help you make it a success. Act now. Don't wait until tomorrow, tomorrow **never comes, success** lies always in the use of the magic—**TODAY.**

NEW MEXICO LAND AND IMMIGRATION COMPANY.

P. O. BOX 312.

TOPEKA, KANSAS.