



## Land of Bright Promise: Advertising the Texas Panhandle and South Plains, 1870-1917

By Jan Blodgett

University of Texas Press, United States, 2011. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book. Land of Bright Promise is a fascinating exploration of the multitude of land promotions and types of advertising that attracted more than 175,000 settlers to the Panhandle-South Plains area of Texas from the late years of the nineteenth century to the early years of the twentieth. Shunned by settlers for decades because of its popular but forbidding image as a desert filled with desperados, savage Indians, and solitary ranchers, the region was seen as an agricultural and cultural wasteland. The territory, consequently, was among the last to be settled in the United States. But from 1890 to 1917, land companies and agents competed to attract new settlers to the plains. To this end, the combined efforts of local residents, ranchers and landowners, railroads, and professional real estate agents were utilized. Through brochures, lectures, articles, letters, fairs, and excursion trips, midwestern farmers were encouraged to find new homes on what was once feared as the Great American Desert. And successful indeed were these efforts: from 13,787 in 1890, the population grew to 193,371 in 1920, with a corresponding increase in...



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