

Buy Texas Land!

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Lubbock

Lubbock County

**The Best Cheap Lands in the
Southwest for Diversified Farming**

**For Sale by
Dillard-Powell Land Company,
Lubbock, Texas.**

Get: M.D. C.W. Ratiff 1985



Residence in Lubbock.

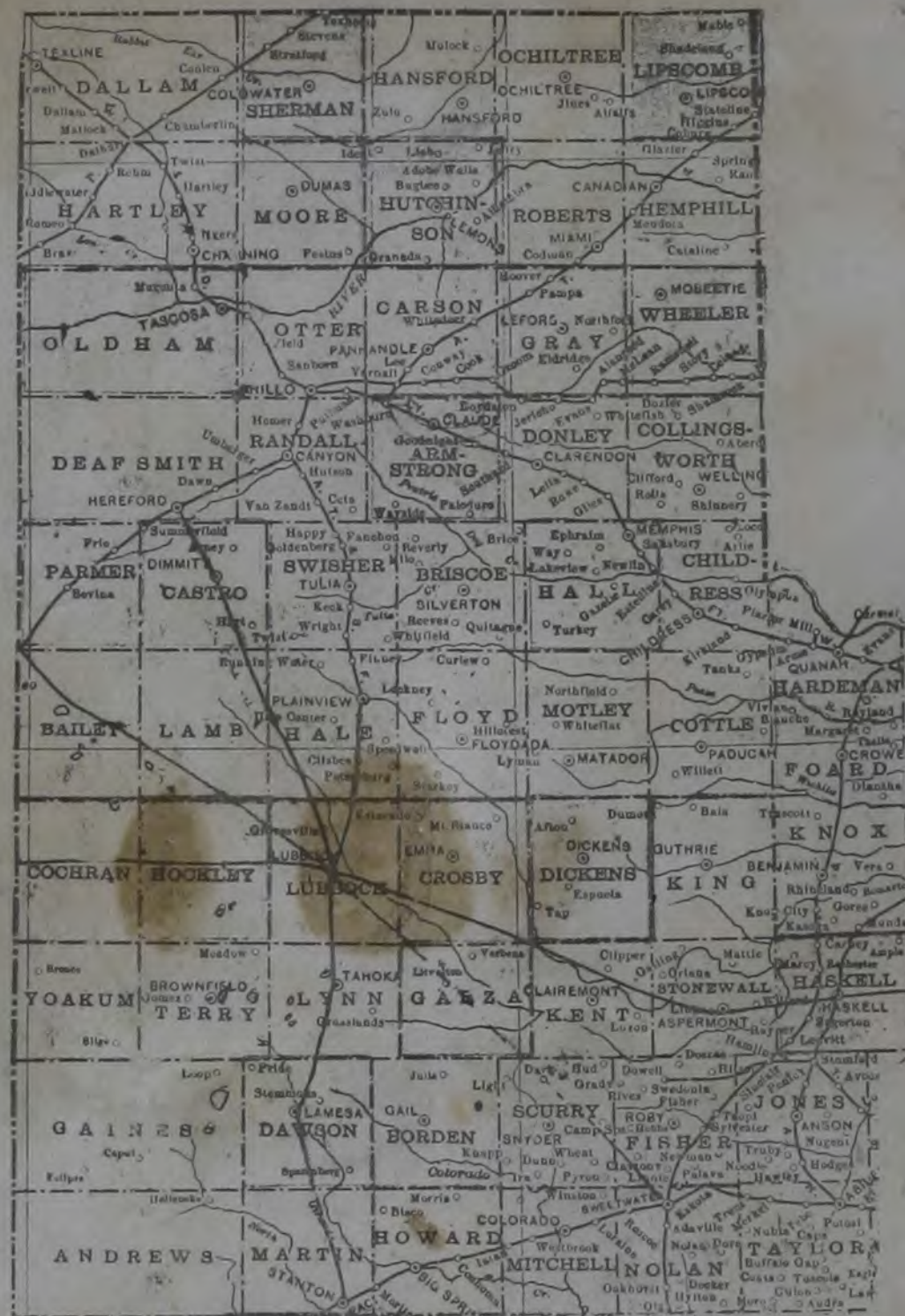
Photographed by Frank M. Reynolds.

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First Baptist Church, Lubbock, Texas.

Texas Plains.



**Ideal Climate
and Fine Soil.**

Facts About The Plains and Lubbock County

This inborn instinct and strong desire of mankind is to have and own homes. In the older settled portions of the United States it is very difficult if not impossible for the average toiler to accumulate sufficient means to buy a home, and this condition is becoming more pronounced with each passing year. The door of Opportunity for all such today swings outward toward the great and growing New Southwest.

Here mother nature has been most lavish in her bestowal of gifts for all her children. Here is fertile and productive soil for the farmer and market gardener; and abundance of rich, nutritious grasses for the stockman.

To supplement this natural bounty and render these gifts available to mankind, extensive railway systems have been constructed and commodious harbors have been docked and dredged, furnishing ample transportation facilities for every industry.

The principal figure in all this Southwestern country is the State of Texas, and the portion of this vast commonwealth which is holding out the great inducements to the landless homeseekers today is the Plains. Here the man with small means but abundant ambition and energy can come and invest these limited assets to the best advantage; and here the young

man with no capital but the health and tireless strength of early manhood can come and "grow up with the country," reaping the manifold benefits which accrue to those who settle in a new and rapidly developing community. Here is the poor man's choice.

TEXAS

Let us tell you a few facts about this great State of Texas, where the Plains is the chief portion. Texas has the lowest tax and the smallest debt of any state in the Union. Texas has the largest public school fund, finest State House, the longest railroad mileage, more wheat land than the Dakotas, more corn land than Illinois, more fruit land than Michigan, more marble than Vermont, more granite than New Hampshire, more iron than Alabama, more melon land than Georgia, more oil than Pennsylvania, more tobacco than Virginia, more peach trees than any other state, more wool and sheep than any other state and more cattle than any other state. Texas is, therefore, a state of big things. Texas is big in size and big in resources.

Texas is growing too. In 1900 the population was 1,250,000; at the last federal census it had increased 30 per cent. Texas has 352,000 farms, which are worth



Lubbock court



Lubbock Gin.

\$1,000,000,000. The best part of Texas for the man of small means and large ambitions is the Plains of Northwestern Texas. Let us inquire why these lands have been neglected until recently by farmers and investors.

The reason is found in the fact that this has been the great cattle and range country. The men who originally occupied it imagined it would always be that and nothing more. They were cattle kings whose herds roamed over the Plains of Northern Texas. It is unmistakably apparent what was the mild and favorable climate of this region, what must be the bounty of nature in supplying, without cultivation of its fertile soil, the natural food of these immense herds, plenty of water and the lack of any necessity of shelter.

And it is strange that the time has come when it is found that these lands are most valuable for farming, for fruit growing and for the highest development of stock raising and feeding. The climate avoids the rigors of the North and the enervating heat of the South. An altitude of from 3,000 to 4,000 feet modifies the climate. The air is dry and bracing. No matter how hot the sun is shining, it is cool and refreshing in the shade. The Plains is one of the most reliable districts in the point of rainfall. The average rainfall during the past eleven years has been over 24 inches per annum, while that of Illinois is only 28.

There is an inexhaustible water supply.

The water is soft and clear. The soil is of a rich chocolate loam, from 3 to 10 feet deep with a clay subsoil. The land is very easily broken, and there is just enough sand to keep it open and loose. Prof. H. W. Campbell, the famous soil expert who is conducting experimental farms on the Plains says: "It is impossible for one to comprehend the immense yielding power of the soil of these Plains. Everything grows in Northwestern Texas that a Northern farmer can raise at home."

THE PLAINS OF TEXAS.

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

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



Corn on A. L. Crone's Farm.

ern latitude combine the invigorating climate of the mountains with the agricultural advantages of the lowest prairie lands.

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

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

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

No farming was attempted at first, but little by little as various agricultural crops

were tried on a small scale and found to grow successfully, it became evident that these immense tracts of fertile prairie were too valuable to be used for grazing. The farmers of the older settled states demanded them for their plows, and offered prices for them which moved the pocket-books, if not the hearts, of the wealthy cattle kings who had reigned over them so long.

The cattle men have sold out, or are selling out now and retiring with their droves of stock to the broken and less valuable lands in the foothills of the Rocky Mountains. The time for the landless and renting farmers of the North and East to make a strike for liberty is at hand. This is the last large tract of unbroken plains land remaining in the United States. This is the Call of Opportunity, and the last call too, to many a frugal, hardworking farmer in the older and more thickly settled states, where land is high and people crowding and getting higher and crowding harder each succeeding year.

< SOCIAL CONDITIONS.

Social conditions are good. The commoner from all parts of the United States is the prevailing class of inhabitants. Taken as a whole, no finer people than those of the Plains of Texas could be found anywhere. Men and women dress and demean themselves as they do in the oldest communities; sometimes with even an added touch. The school house and the church are on every hand, and public

buildings in country towns are often of a stateliness and cost not known in regions more than a hundred years old. Lawyers are plentiful, and all the routine of justice has long been established. Doctors live there in numbers hardly compatible with the fact that the entire vast region of the higher Plains is a health resort. The religious feelings is wide spread; the Baptist, Cumberland Presbyterian, Methodist and Christian denominations apparently predominate.

LUBBOCK COUNTY.

Was created August 21, 1876, out of Young and Bexar counties, and named in honor of Tom Lubbock of Terry Rangers. It was organized March 10, 1891, and contains an area of 900 square miles. It is situated on the Plains and is the third country from the boundary line of New Mexico and in the seventh tier from the northern line. It is watered by the Yellow House Canyon, a tributary of the Salt Fork of the Brazos river.

There are no railroads in the county. Stock raising and stock farming are the principal industries of the people.

The surface of the county is almost level. There are ten school houses in the county employing sixteen teachers. The apportionment of state school funds is \$6 per capita per annum. Lubbock county has a special school tax of twenty cents on the hundred dollars valuation, thus increasing the fund per capita to \$20. Teachers get a salary of \$50 to \$125 per month.

The present population of Lubbock

county is estimated at 2,000. There were cast at the last general election 322 votes in Lubbock, Hockley and Cochran counties, the last two being unorganized and attached to Lubbock for Judicial purposes.

The tax assessor rolls of Lubbock county, shows the following assessment for the year 1907:

Lubbock County,	576,000 acres,	value	\$1,200,000
Horses,	-	2,100 head,	value 5,650
Cattle,	-	26,000 head,	value 136,000
Sheep,	-	1,520 head,	value 1,040
Hogs,	-	1,100 head,	value 3,200

Total assessed value,	-	-	-	\$1,345 890
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The rate of taxation including state and county for the year 1907, is 87 1-2 cents on the one hundred dollar valuation.

SOIL

The soil ranges from a black to a chocolate loam. It is from 3 to 10 feet deep and underlaid with a clay subsoil. This soil has the greatest drouth resisting qualities of any soil that can be found, the soil breaks up easily and the ground works fine and mellow. The fertility cannot be questioned as is evidenced by abundant production of all crops, which are adapted to this climate. The soil of the Plains does not leach, as does the soil in most localities. For this reason it will retain its fertility much better, and its moisture much longer than it would otherwise, unlike some of the lands lying east and northwest. It is absolutely free from alkali or gypsum, it is ideal in character, producing dense growths of gramma, buffalo and



Harvesting Scene on Chas. Butler's Ranch.

mesquite grasses, which are excellent stock food, whether in a green or cured condition.

It is worthy of note that these grasses, when sun dried, seem to be of greater value for fattening quality, than the tenderest and juicest of blue grasses. For orchard purposes this soil cannot be excelled anywhere in the United States.

RAINFALL

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

It may be further stated that there are no cyclones recorded in the memoirs

of the oldest inhabitants of the Panhandle.

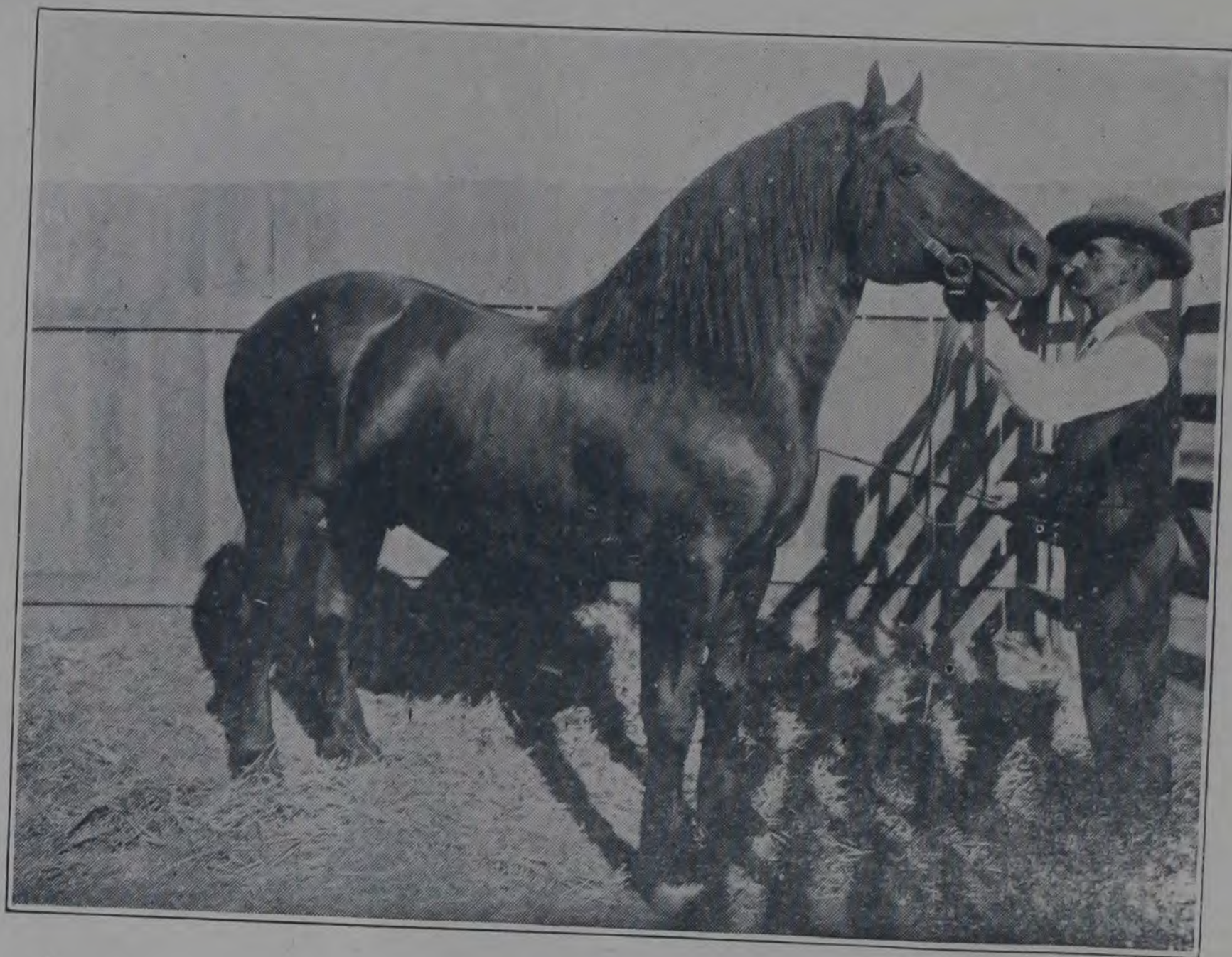
The following is a tabulated statement showing the average rainfall for twenty years at

Amarillo, Tex.	-	-	-	-	19.3
Topeka, Kan.	-	-	-	-	24.7
Cincinnati, O.	-	-	-	-	22.4
Louisville, Ky.	-	-	-	-	23.9
Indianapolis, Ind.	-	-	-	-	23.9
Chicago, Ills.	-	-	-	-	19.7
Davenport, Ia.	-	-	-	-	21.6
St. Louis, Mo.	-	-	-	-	23.6
Detroit, Mich.	-	-	-	-	18.7
Minneapolis, Minn.	-	-	-	-	20.4
Milwaukee, Wis.	-	-	-	-	18.9

Irrigation is not practiced in the Panhandle, and the above table demonstrates why. It is not necessary.

WATER SUPPLY.

The water supply is obtained almost entirely from wells. The natural lakes in some instances furnish sufficient water for stock, but the cost of a well and windmill is so small that people prefer to give to their stock the benefit of fresh water. Lubbock county has the reputation of being the best watered section in the whole country. An inexhaustible supply of water flows from the northwest toward the southeast, therefore, it makes no difference where you dig you get an abundant supply of water and find it shallower than in any other county on the Plains. No wells ever go dry. Nobody ever fails to get good, soft water at a depth of from 40 to 100 feet.



The 2000 lb. Draft Percheron Owned by Lubbock Draft Horse Co.



Herd of 200 Hogs in Alfalfa Field 2 Miles North of Lubbock.

CLIMATE

The climate is delightful and healthy. It is not far enough north to be disagreeable in winter, and the elevation is such that the summers are always pleasant. The nights are always cool. The altitude is ideal. The atmosphere never gets hot and oppressive but is light and bracing. The elevation makes the climate a specific for asthma, the light pure air bringing relief. And it may be added for the benefit of those who have been used to a lower altitude that the dryness of the atmosphere up here makes the cold seem less cold and the heat less hot than in the damp or humid air of a lower country. The high altitude 3,200 feet above the sea level, makes the summers here as cool as in the northern states, while the more direct rays of the southern sun which this region obtains from its lesser latitude serve to temper the winters so that the weather rarely becomes very cold, and then only for very short periods. Mild, sunshiny winters and cool invigorating summers are a most rare and desirable combination.

HEALTHFULNESS OF THE PLAINS

The healthfulness of any country is a matter of the most vital importance to its inhabitants. The general healthfulness or otherwise of any locality is dependant on a number of factors, the combination of which makes the place a desirable one to live in or not, as the combined influence of these conditions tends to benefit or in-

jure the health of the people. In this high Plains country as it is sometimes called the combination of favorable conditions is a most excellent one.

There are no swamps to poison the air with malaria, hence fever and ague, and kindred ills are unknown among the old residents. As the water the people drink is drawn from deep wells, and as the soil of this country does not leach and carry down to the water sheets, or strata, the impurities which might otherwise contaminate them, typhoid fever rarely if ever occurs. The general purity of the atmosphere and the high altitude and close proximity to the lofty regions of the Rocky Mountains, is highly conducive to freedom from lung troubles.

The purity of the air together with its unusual dryness in the winter season makes this high Plains country a veritable harbor of safety to the man or woman with weak lungs and a tendency to consumption. For many poor unfortunates living in a low altitude and damp and poisoned atmosphere, the sentence of death has already been pronounced if they remain where they are. And to all such the invitation is especially extended to come up higher. There is a chance for you to enjoy a long and useful life up here. Remain where you are and your days are surely numbered. Do not wait until actually smitten with the dreaded tuberculosis, for then it is all too apt to be too late. If consumption is on your track you must flee to the heights or die.



80 Acre Cotton Field 1-2 Mile East of Lubbock, 1907.

PRODUCTS OF THE SOUTH PLAINS

CATTLE

Cattle are still a staple, but the big herds are things of the past in Lubbock county. The low grades of cattle have almost disappeared, and our farmers are holding smaller herds of high grade cattle. The thoroughbred Hereford cattle have become the trade mark of our cattle raisers.

HOGS

Hogs are always profitable and quick money. This section will soon be considered one of the hog producers of the United States. Hogs are always healthy and cholera is unknown. Hogs always do well where they can have alfalfa. Besides, it has been proven that Kaffir corn and Milo maize equal Indian corn in fattening hogs. For that reason the South Plains is destined to become as famous as a hog country as it is a cattle country. Our hogs fatten and grade with the best Kansas hogs.

SHEEP

Sheep can be raised to an advantage in this county if our farmers confine themselves to small flocks. Owing to the advance in the price of land and the rapid settling up of the country, large flocks are being reduced. Our rich grasses and mild winters offer great inducements to sheep raisers.

HORSES AND MULES.

Horses and mules for years have been

of the Spanish kind, but the immigration to our country by northern farmers, who have brought into the county graded stock, has changed this condition. Lubbock county can now show fine horses and mules.


POULTRY.

Fowls of all kinds are raised to advantage and are good money makers to the farmers.

WHEAT

A chemical analysis of the soil of the Plains made years ago by competent men showed it to contain all the constitutional elements necessary to the production of wheat of abundant quantity and excellent in quality. This has been verified by subsequent events. For instance, the crop of 1905 was about 22 bushels per acre on an average. For the year 1906, in the same county, about 29 bushels per acre, while for the year 1907 it was about 18 bushels per acre, an average for three years of about 21 bushels per acre. This has been done by a very crude condition of farming which any shrewd farmer would not be slow to observe. This wheat is readily sold for from 4 to 8 cents per bushel more money than at Kansas City, Mo. From the best information obtainable at this time wheat grown on the Plains should be sold for about 10 cents per bushel more than the same quality of wheat would bring in Kansas City, Mo., owing to our closer proximity to the export market for wheat in the United States.

Prof. W. H. Campbell, the famous



soil culturist, who is conducting several experimental farms on the Plains of Texas, says:

"It is impossible for anyone to fully comprehend the immense yielding power of the soil of these Plains. The varieties of cereals, vegetables and fruits that can be successfully grown here are almost unlimited." He predicts that the country will produce much more wheat when properly cultivated. The yield has already reached as much as 54 bushels per acre.

OATS

Oats, as well as wheat, is one of Lubbock's sure crops. The land is especially adapted to small grains. Oats produce from 40 to 50 bushels per acre, and the weight is above standard.

CORN

Corn produces from 30 to 40 bushels per acre. We do not claim we can surpass, or even equal the yield of the corn producing states of Iowa and Illinois, but when you take into consideration the difference in the value of the land, our proposition is not so bad when we offer you land from \$15 to \$25 per acre against the high prices of lands to those states.

KAFFIR CORN

Kaffir corn, a representative of an extensive family, is otherwise known as India millet. It is a non saccharine sorghum, and the seed or grain, is at the head of the stalk like broom corn. There are

at least two varieties of this product, together with several other varieties of the sorghum family that yield seed equal in value, pound for pound—to maize—besides the fodder. All were originally the natural products of semi-humid climates, and their introduction into the West is due to the Agricultural Department at Washington. There has always been a market for this grain, and also for the fodder as a roughness, which excels that of Indian corn.

MILO MAIZE.

This is also peculiarly adapted to our soil and climate in nearly every respect is very similar in production, in quantity and quality to that of kaffir. It matures much quicker than kaffir corn, but the quality of its fodder is inferior to that of the latter.

CALIFORNIA WHEAT

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

MILLET

The Plains country seems to be the



Harvesting Millet Near Lubbock, 1907.

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

COTTON

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

POTATOES

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

TRUCK AND VEGETABLES

All kinds of vegetables and garden

truck do well without irrigation, but, on account of the exceedingly favorable climate, fertile land and abundant water supply and the ease with which irrigation can be accomplished, it is believed by truck farmers that this will, in the near future, be a truck farming center. If you are a truck farmer you had better get in on the ground floor.

FRUITS THRIVE

The person unaware of the possibilities of Lubbock county, as a fruit growing country, is scarcely in a condition to realize the truth regarding the success of Fruit Culture. The Alberta peach, in addition to other varieties, reaches a perfection and deliciousness that can only be appreciated by seeing and tasting. Apples, pears, plums, cherries, quinces, apricots are easily grown, while smaller fruits and berries reach a perfection here that is seldom known in other sections. Apples keep sound and good until March and April. There are several large apple and peach orchards in the county and quite a lot more being planted. All varieties of grapes produce abundantly, of the finest flavor, and stay on the vines several weeks after they are ripe without damage to the fruit.

Owing to the early spring, the Plains possess unusual advantages for the truck gardener. Melons, berries, fruits and all vegetables mature early and in great profusion, any of these crops grown here, can be shipped north and put upon the market



Christian Church, Lubbock.



Methodist Church, Lubbock.

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weeks in advance of the home-grown articles, thus insuring a ready market and top prices.

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

ALFALFA

There is one product of the further west that has here as yet only its beginnings. The product is alfalfa. Say of any country that is an alfalfa country and you need say little more. It is the most useful and valuable of forage crops, east or west. It may almost be said of it that it will make any country where it thrives wealthy, even if it were the sole crop. The idea that alfalfa is necessarily a crop of irrigation has passed away everywhere. That it is a bottom land product, exclusively, has also been disproven, and there are thousands of acres growing upon suitable uplands. The opinion of the present writer is that a great deal, not all, of the Plains country will be successfully seeded to alfalfa within a few years. Inquiry by the stranger—at this date—develops the fact that large areas of this plant do not yet exist, yet the fact remains that it is, apparently, only the want of sufficient time that has prevented. In every county men say they are raising alfalfa with success, trying it as an experiment, and each

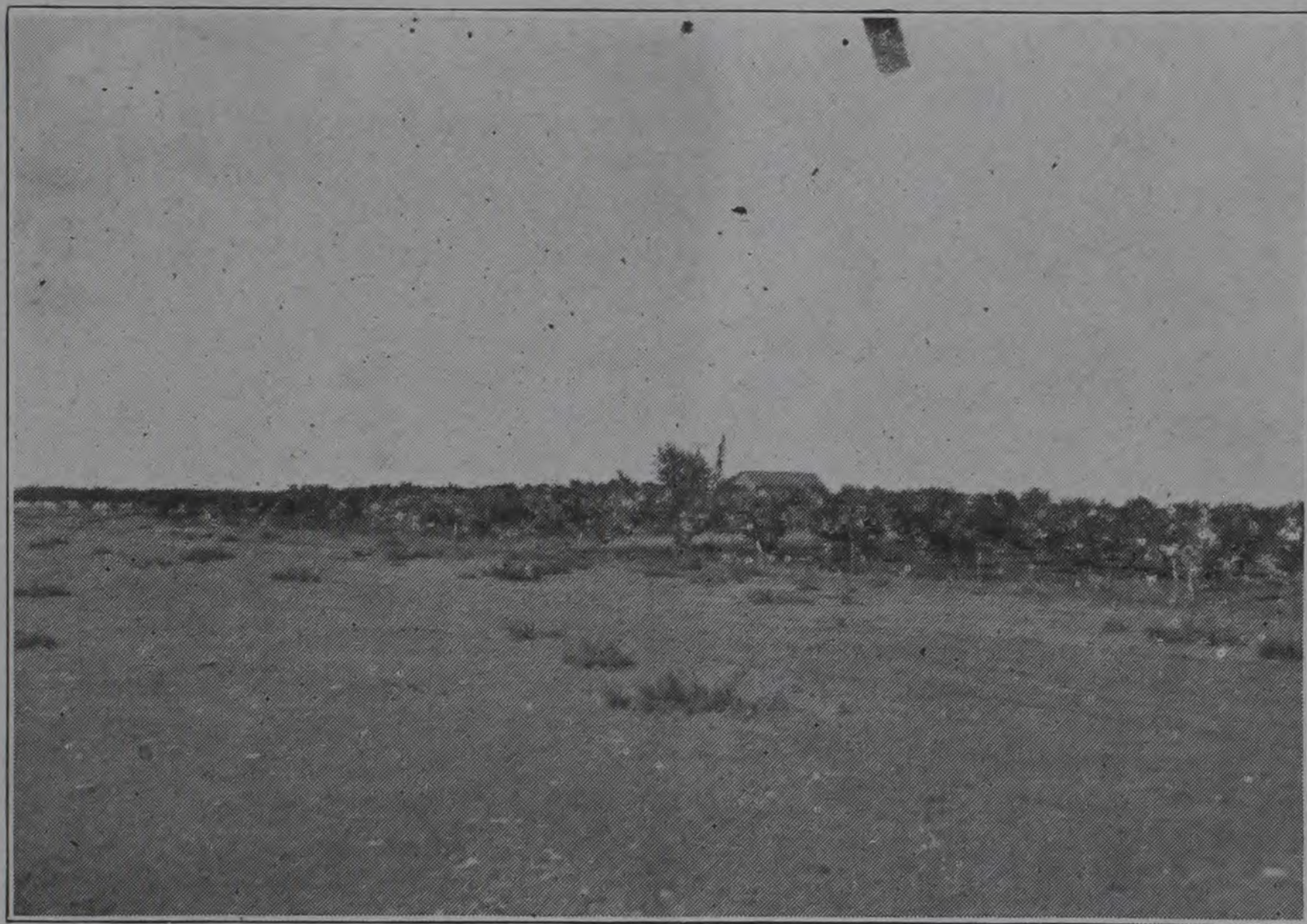
year increasing the acreage. Others say the high price of seed is the greatest hindrance. Many farming citizens have newly come from regions where alfalfa was never known as a crop and the idea is new to them. The current opinion is among intelligent men that alfalfa will, in the near future, be as much a staple product of the Plains as it now is of the similar districts of western Nebraska and western Kansas. If so much as even one-fourth of the country is assured.

THE FOLLOWING AND SIMILAR QUESTIONS HAVE BEEN REPEATEDLY ASKED US.

Can you raise rye? Yes.
Can you raise flax? Yes.
Can you raise oats? Yes.
Can you raise corn? Yes.
Can you raise fruit? Yes.
Can you raise millet? Yes.
Can you raise wheat? Yes.
Can you raise alfalfa? Yes.
Can you raise barley? Yes.
Can you raise cotton? Yes.
Can you raise vegetables? Yes.
Can you raise Milo maize? Yes.
Can you raise Kaffir corn? Yes.
Can you raise broom corn? Yes.
Can you raise California wheat? Yes.
What is your annual rainfall? 24.08 inches.
What is your water supply? Inexhaustible.

TOWN OF LUBBOCK.

Lubbock, the county seat, a thriving town of 1000 population, is situated in the



Fine Orchard Near Lubbock.

center of the county, on the forks of the Yellow House Canyon (Brazos River) 125 miles south of Amarillo; on the Denver Railway and 45 miles south of Plainview on the A. T. & S. F. Railway, and 125 miles north of Big Springs on the Texas & Pacific railway. Lubbock has two National Banks with a capital of \$50,000 each, three daily mails and an excellent public school employing six teachers, with a nine months session; a \$5,000 gin plant, an Al telephone exchange with 225 subscribers—long distance telephone connection north via Plainview, Tulia and Amarillo, and south via Tahoka, Gail and Big Springs; thirty five business houses, ten real estate firms, eight lawyers, four physicians, one dentist, two incorporated abstract companies, The Avalanche, the only newspaper in the county, three new church buildings, four church organizations, and has no saloons. Has the necessary business to make a prosperous community on this beautiful Plains country. Lubbock offers superior advantages to the homeseeker, to the health-seeker and to the investor. Come buy now. The Amarillo, Lubbock & Southern; the Mineral Wells & Northwestern from Mineral Wells to Roswell, N. M., and the Colorado & Panhandle Short Line from Pueblo, Colo., to San Angelo, the Ft. Worth & Roswell and San Francisco & California, have been surveyed to this place, and work on the grade has commenced. Population in 1907, 1000.

RAILROADS.

Why has Lubbock county been so long in developing you may ask? Because of the lack of railroad. Until now Lubbock's nearest shipping point was 110 miles away. You cannot find another country on the face of the earth, 110 miles from the railroad, so well developed as this. Taking in consideration the distance from a railroad, the development is phenomenal. However, this only drawback has been overcome and the Santa Fe line is now running right into Plainview. If you are on the Santa Fe buy your ticket direct to Plainview, from which point you take an automobile for Lubbock. The Santa Fe is at work now locating another line that runs from Texico on the Belen Cut-off, N. M., through Lubbock to the southeast. It is intended to connect with another branch of the Santa Fe at Brownwood. This will be a trunk line and one of the most important lines in Texas, as it will be the shortest route between Galveston and San Francisco.

THE PLAINS HAS

Vast tracts of cheap, fertile, unoccupied prairie land waiting to be tilled. Sufficient rainfall to grow successfully without irrigation. A never failing supply of the most excellent water. Railways in operation ready to carry you to this land, and haul the surplus products of the country to the world's markets.

Cities and towns already established

in which to market the farmers' crops, and transact business.

Numerous inviting openings for merchants, and for other business and professional men.

Free public schools, unsurpassed in quality.

A friendly law-abiding community to neighbor with.

A glorious climate; days filled with sunshine; air laden with ozone, and not poisoned with malaria; sunny winters, and cool, delightful summers.

The Plains wants thousands and tens of thousands of sober, industrious, ambitious people who want to better their condition to settle here and develop this magnificent country. And they are coming by train loads. It is the call of opportunity to them and they are heeding it.

Are you? Come quickly. Opportunity, like Time, tarries for no man.

DO YOU WANT

To come to a country where land is cheap, one acre of your northern or eastern farm will buy ten acres of just as productive soil?

To locate in a country where you can acquire wealth from the products of the soil, and at the same time without extra effort, by the rapid rise in the value of the land which you own?

To move to a country where the best opportunities have not all been taken, where the man of moderate means can hope to acquire a home, and also lay

by something for the "rainy day" and old age which are certain to overtake him?

To settle in a country where the hardships of pioneering as endured by the settlers of a generation and more ago, have been rolled away on the chariot wheels of the modern railway train, where all the advantages with none of the privations of pioneer life are to be obtained?

To leave a country of swamps and malaria and ill health, and come where malaria is unknown, where tuberculosis germs languish and where your chance to live to a ripe old age is a very promising one?

To make your home in a country of life giving sunshine and pure air and water, where natural conditions tend to favor and prolong life rather than destroy it?

To live in a country where you can enjoy the greatest number of the advantages; experience the maximum of good and the minimum of evil which your life can afford you?

Then come to the Plains and begin life anew, under conditions which promise a generous fulfillment of these reasonable wants.

LANDLESS HOME-SEEKER OF THE NORTH AND EAST.

This is my message to you: If you are tired of being a hired man of spending your strength for another's profit; if you are weary of tilling another man's land; if you desire to have for yourself the whole



Kaffir Corn Field Near Lubbock, 1907.

of the products of the soil you till; if you wish to benefit by the steady rise in the values of the agricultural lands of the United States; if you crave the unfettered independence which should characterize every American citizen, come to the Plains and buy and till a farm of your own.

Low rate excursion leave Chicago and other eastern points for the Southwest over the Rock Island and Santa Fe lines every first and third Tuesdays in each month. Board one and come to Lubbock, the Banner county of the Plains.

What Our Farmers Say of This Country.

A GOOD SHOWING IN STOCK FARMING.

Lubbock Commercial Club, Lubbock, Tex.
Gentlemen:—

I have before me your favor of recent date. In reply will say that I came to the Plains country in February, 1885, and to Lubbock county in December, 1888, and will give you a brief sketch of my experience:

I worked for the different ranches as a ranch hand until 1891. I married and filed on one section of school land. My experience with cattle and knowledge of the country convinced me that stockfarm-

ing could be made a success; so I bought ten cows with calves, built a small house and then found that I was in debt \$500. I began farming by planting such feed crops as sorghum, milo maize, etc. All the while working for wages when not employed at home, and buying a good cow when I had the price. In 1894 I bought my first registered Hereford bull, Peerless Wilton XIV, 50736, and five registered cows. As I sold my surplus of cattle, I bought land and more registered Hereford cattle and now "Peerless Hereford Stock Farm" has 3304 acres of land and 300 head of registered Hereford cattle.

I have never made farming a business more than raising feed for my herd, but have raised Indian corn for the past eight years which I have found to yield fairly well. I am sure that the average for the light years would be 25 bushels per acre. I have found hogs to be very profitable. I have found fruit raising to be a success also, our orchards being a source of pleasure as well as profit.

I have also found stock farming to be a success.

I would not forget to say that I have had the help of a good wife, good friends, good country and one of the best breeds of cattle in the world.

Very respectfully,
GEO. M. BOLES.

WHAT ONE MAN HAS MADE ON A LUBBOCK COUNTY FARM.

Mr. J. J. Dillard, Lubbock, Texas,

Dear Sir:—By your request I write



Residence and Orchard of Editor J. J. Dillard.



Corn Field Near Lubbock which Produced 52 Bu. Per Acre, 1907.

this statement as to how I have succeeded in farming, raising cattle and hogs and how I have succeeded financially.

I will say, first, that I came to Lubbock county six years ago with \$700.00, a team and wagon, one wife, four children and enough household goods to finish out the load. I now have a section of land valued at \$8,000 four town lots in the city of Lubbock, 70 head of cattle valued at \$1,000, eight head of horses, the same wife and seven children.

When I first came to Lubbock I bought 320 acres of land at \$1.15 per acre, which amounted to \$368, that left me \$332 to build a house, dig a well and fence enough land for a farm.

The third year I bought the remaining part of the section at \$4 per acre, paid one fifth down and at this writing the rest is paid.

My accumulation in land and cattle are estimated at \$9,000 for six years work.

The above has been accomplished by farming. Then some people will ask the question, "can a man make a living by farming in Lubbock county?" I have raised cotton for the last five years and consider it a paying crop.

Yours respectfully,
Elgar Gillemd.

COME AND TRY THE COUNTRY.

By special request from a member of the Commercial Club and editor of the Avalanche I will attempt a short write up

of this country as I see it. However being a new comer, I may not be able to do justice to the country or any degree of credit to myself.

This is my second year on the Plains being an ordinary farmer and that on a small scale, though I have raised almost all kinds of farm products that is commonly grown in most any country except wheat and that is being successfully raised by all who have tried it. I have raised oats, Indian corn, June corn, cotton, Kaffir corn, Milo maize, millet and cane and made a fairly good crop of all. Also pumpkins, melons, stock peas, sweet potatoes and in fact most all kinds of vegetables do well here and both farm crops and garden stuff bring a good market price. In fact, I have not harvested an acre of any kind of farm products that if sold on our local market would have brought enough to more than pay for an acre of raw land at the price it is now selling for. Again I think hog raising is a very profitable and successful business as disease among hogs is not known here.

—Another fact I do not wish to overlook is that it is a very healthy country. The summers are very pleasant and ordinarily, the winters are not severe. Besides a bigger hearted set of people I never lived among. For fear some one is already saying that I have overdrawn in my imagination, I will stop right here and say just come and see for yourself and try the virtues of the country as I have done.

Respectfully, J. T. MAY.



Stock Farm 3 Miles East of Lubbock.

SUCCESSFUL STEER FEEDING.

I came to the Plains in 1885 and for thirteen unlucky years following the illusive method of the old times and found very little profit or satisfaction in the business.

I moved to Lubbock county in 1898 and by the use of registered sires and feeding roughness in winter have raised a herd of cattle, 200 of which were good enough to sell at \$40 per cow and calf. The amount of cattle feed that one man can produce here with plenty of horse flesh is practically unlimited. No country can produce a better steer or has a better climate to feed him in than this.

Indian corn is being grown quite successfully and extensively, but until quite recently milo maize and Kaffir corn were the principal grain crops can be cut and elevated into a wagon as you drive along the row and can be matured in July sufficiently for hog feed, they offer a solution to the problem of the early maturity of the pig crop which should and can be farrowed safely in February and March. Little pigs learn to masticate their grains at a much earlier age than they do Indian corn. A cheaper and healthier hog can be produced here than anywhere in the corn belt, and the proverbial oldest inhabitant has never known of anyone to have spring pigs farrowed in February which now weigh from 160 to 200 pounds, die of diseases. Fruits of all kinds do well here and especially grapes and plums. Can show two year old grape vines, that were cut off even with the ground last spring

that have since grown fifteen feet. I planted 8000 black locust seedlings in the spring of 1905 that grew from 6 to 12 feet same year without irrigation, but the soil was well prepared before planting. If the farmer, orchardist or forester will put his faith in thorough preparation of soil before planting and shallow and frequent cultivation after planting, failure will be positively unknown.

Considering the healthfulness of climate, fertility of soil, certainty and quality and quantity of water, cheapness of land, its a hard combination to beat.

CHARLES BUTLER.

CAN RAISE LIVING AT HOME.

I think the people of the Plains country could, if they would, fix themselves so a money panic would not hurt them much, and that is by raising our living at home. No country affords more opportunities than the Plains country in the way of raising a living at home, as it is one of the best countries I know of for vegetables, such as peas, beans, cucumbers, peaches, melons, cabbage and potatoes, and as for fruits of all kinds this country is all right, especially peaches, apples, plums, blackberries and dew berries, and the farmer who is in a position to raise his own meat and bread and who does not do is not fully awake to his own best interest. Hogs do extra fine here because corn, maize, Kaffir corn and such stuff that make hogs thrive do well. Corn has

made 50 bushels this harvest per acre and it has been a bad crop year.

W. J. Stalcup who lives not more than two miles from me has sold since spring \$400 worth of produce besides what the family used. See what just a little time given to the little things at the proper time will bring in dollars and cents besides a good living at home.

Some people in the East imagine that they could not get along at all without timber. I am prepared to say that its not half so bad as they think for. I have been trying it the past six years and so far as I see I think this country has a fine future before it. In fact there are better opportunities for making money here than other countries I know of.

Now let us farmers get busy and see if we can raise more of our living at home and reduce that big store account that our attention is called to about the first of every month. Lets make out on less if we have to buy on a credit, and we will feel better about it in the fall when our accounts comes due. How many farmers in Lubbock county who have been buying on time and are now not able to pay their accounts and might have made out on less and farmer and merchant both been better off.

L. O. BURFORD.

A LUBBOCK COUNTY FARMER.

I write the following for the benefit of whomsoever may read it:

I came to Lubbock county May 19,

1898, with a small bunch of cattle, wife and family of small children. All I had could have been bought for a very small sum of money unless, of course, could have cashed the babies. I filed on a section of school land. I have made ten crops here and have never made a failure. Have grown feed stuff mainly, such as maize, kaffir corn, cane, corn, millet, vegetables and fruit, mostly peaches, apples and some plums. All of which do well as compared with other places I have lived. I came from Hill county, Texas, where I was nearly raised. Left there 19 years ago; lived in Hardeman county nine years. These 19 years I have been reasonably familiar with crop conditions from Big Springs to Red River, and from Mexico 200 miles east, and in all this territory considering the good water, soil and climatic conditions, I do not hesitate to say that the Plains country is far ahead of any other for the wide-awake enterprising man with the hoe, but no place for drones. Three years I have raised cotton and can say that except maybe two out of the ten years, if people had tried to raise cotton they would have made good crops, and those two years were too dry early in the spring to get a good stand. All the trouble in raising cotton is to get it up it time so it will open. During two of the years I had cotton I made nearly one-half bale to the acre, the other year I was experimenting and made but little. The past year, 1907, I cultivated 95 acres in general feed crops; no cotton, and although it was a



Two Car Loads of Hogs Shipped From Lubbock County.

hard year, made good crops. Below I will give a summary of the crop in cash at home, and here I wish to state that so far I never raised as much as I could sell, and as to the crop of 1907 I can get much more out of it by hauling to market and selling to the consumer. The crop estimates follow:

Millet, 15 acres	-	\$175.00
Maize, 10 acres	-	180.00
Corn, 33 acres	-	710.00
Kaffir corn, 17 acres	-	210.00
Cane, 17 acres, did not cut		
but eight acres	-	48.00
Could have sold the pasture		
for	-	75.00
<hr/>		
Total	-	\$1,398.00

Besides some truck such as peanuts and garden, but will not count that. How does this do for \$10 to \$20 land, a little more than \$14.50 per acre, and all of this was made with less than the labor of one hand. I believe strongly in diversification. Am trying to raise hogs, mules and cattle with farming, all however, on a small scale. Am no land agent. Have some little land more than I have to have, but I want to see the country settle up. All the land I own that I got from the state is one section. I have another section, or rather three-fourths of a section, that I have bought and paid for. I have 1120 acres of land, 140 head of cattle, 20 head of horses and mules, 75 hogs, \$1,400 worth of notes more than I owe. I have one place of 100 acres with very good im-

provements rented out and another place improved that we now live on. I have made good money here and while the same opportunities are not here that once were, there are many more here than I find myself able to take. Much more could be said but will not ask for the space. I will answer all inquiries. Respectfully,

J. T. BROWN.

SEVEN CROPS IN LUBBOCK CO.

By request, I will state in regard to farming on the Plains, that I have made seven crops on the Plains. Five were made on sod. I would sod my crop in and let it go. I have made feed every year. Two years I plowed old land. In 1906 I made about 27 bales of cotton of about 500 pounds to each bale on 33 acres. I did not chop it out as it matures earlier if you have it thick. I find the seed that is grown here for two or three years matures better and will open earlier. I have found seed that I first raised three years ago opens better every year. We can raise a crop with less rain than any country where I have farmed. You can cultivate more land with less work than any place I have farmed. My rows are one mile long. So you see I don't turn round very often. The land is so level it retains the water. It don't all run off, it sinks in the ground. This land don't cake and get hard, and we get the good of all the rains that fall. Corn and kaffir corn and cane grow fine. I don't know how dry it would have to be



Auto Loaded With Lubbock County Produce.



Kaffir Corn Field Near Lubbock, 1907.

for it to fail. If you will plow your land in winter and work it, that is the secret in farming.

When we get down to work here we will lead most of the eastern counties in farming and stock raising. In 1906 I averaged 40 bushels of corn to the acre. The land I broke twice made ten bushels more to the acre than land broke once. You see it pays to work your land. Garden truck of all kinds do well. Potatoes, cabbages, tomatoes, onions, watermelons, cucumbers and turnips. Oh! yes, chickens too; they grow in the garden also. My crop this year made about 20 bushels of corn to the acre, almost a half bale of cotton, kaffir corn about two tons to the acre, but this has been a dry year. Take it one year with another, I had rather risk farming here than any place in Texas. Now you see I am stuck on the country. I am, and tell you why: Good cold water to drink. Run to your door. You don't have to go down a rocky hill to the branch to get it. When I work all day I can go to bed and cover up and sleep soundly summer or winter. I don't have to fan myself till ten o'clock at night and fight mosquitoes the remainder of the night. No sir, I don't have chills here, the most I have is a good appetite and it comes three times a day. We have hog, hominy and corn bread and that will stay with us. Now, if you don't believe this come out and see for yourself. Leave your appetite; you will get one after you get here. J. W. GRAVES.

Come to the South Plains and Locate Here.

Yes, come to West Texas and especially to Lubbock county. You ask the question: "Why should a man come to West Texas." Well, when you get through reading this book you will no doubt know why you should come to this section of the country.

We are honest people, and we would not invite anyone to come into our house without we could treat them like "somebody came" and offer them some comfortableness. We look at the matter of inviting people to this country in much the same way. If we did not have something extraordinary to offer them we would close up like a clam and not say a word about coming out here, but we have been in West Texas a good many years, and many others have been here longer than we have, and we know what the country is what it has been, and we are willing to risk our prophesy on what it will be in years to come.

This country, like every other country has its advantages and its disadvantages, but the disadvantages are far out weighed by the advantages. We have heard many eastern people say: "Your country is subject to drouth." To this we will merely refer our readers to the table of rainfall of this section as compared with some of the "rainy" countries, and then what will they say? Well, some go so far as to say



Residence in Lubbock.

that we lack good society, that our people are tough and unchaste in their conduct. Well, now we don't know, but we are going to say without any attempt at exaggeration that society in West Texas is equal to society in any county of East Texas, and in most instances is superior to that of the East. There is less crime in West Texas than in any other portion of the state. The records of the courts shows this to be the case.

We often hear the remark that if a man has a bushel of money to begin with he may come through all right in West Texas. Read what Edgar Gilliland has to say about himself in this pamphlet.

We are going to admit that this country is no place for a poor man, because they are not going to remain poor long if they will get up and work half as hard as they did back among the crab grass and shin oak stumps. Yes, East Texas is the best poor man's country, inasmuch as they are going to continue poor so long as they remain there.

The staple crops of West Texas are corn, cotton, oats, wheat, milo maize, kaffir corn, sorghum, alfalfa, etc. These crops can be successfully planted and harvested by one man with little outside help. It is no trouble for one man to successfully cultivate one hundred acres of land.

In the matter of health, the West is far ahead of the East. Malaria is never heard of. Out here you never see anyone as yellow as a pumpkin. All the people have a healthy, ruddy complexion and walk

about with steps full of life and vigor.

One of the best counties in West Texas is Lubbock county, and one of the best towns on the Plains is Lubbock. This county contains 900 sections of as good farming and grazing land as a crow ever flew across. Our people are as moral as you can find anywhere. There is not a saloon in the county; the nearest is over a hundred miles away. There is not even so much as a billiard or pool room in the town of Lubbock, but we have as good schools here as the state affords, and in the rural districts the school term in Lubbock county is from three to six months longer than in the average country school districts of the east. Lubbock has three church buildings, the Methodist, Baptist and Christian, with three other organizations, the Progressive Christian Church, Episcopal and Presbyterian. At a glance you will see that we are not living in a heathen land. We respectfully invite our East Texas friends to come to Lubbock county, and see if we are not telling this story just as it exists. Come and get a home among a good class of people who are liberal, hospitable, charitable law-abiding, and where peace and harmony abound, where there are no negroes and where you do not have to keep the door of your corn crib and smoke-house locked, where you can leave your home and remain away weeks at a time without fear of returning to find that a horrible tragedy has befallen your loved ones during your absence.

Come to the county where the land is rich and as fertile as the Mississippi Delta,

and where you do not have to grub up the ever present persimmon sprouts each spring where there is no crab grass to require three or four plowings of your cotton to prevent these crops from being choked to death by the grass. Where the pesky boll-weevil is not known or talked about, and the song of the mosquito disturbs not your slumbers. Where you can raise more corn than necessary to feed your work stock and have some left over to ship to your less fortunate brother in the east. Where, instead of going out in the hot sun and pulling fodder you can plant five acres of milo maize, kaffir corn or sorghum which will produce enough feed for all the stock you can care for about the farm. Where men raise and sell feed stuff by the carload lots.

The west does not promise to give a

man quail on toast, nor manna from heaven covered with icing. But, we do say that a man can receive more remuneration for his labor in the west than in the east. Cotton, while a paying crop in the west, is not the mainstay of our farmers as a money crop with which to purchase supplies for the wife and children.

The west has largely been settled by people from East Texas, but they are of the energetic and progressive specie. And they've never repented of their change of residence, and you might as well try to bail out the Atlantic Ocean with a quart cup, as to try to induce these people to return to east Texas. You will succeed just as well in either undertaking. These people especially invite their friends in the East to come and cast their lot with their old friends.





Residence in Lubbock-